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THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

ENATE AMENDMENTS BAR TAX REPEAL APPROVAL

OVERNMENT REVEALS 1952 TICKET BUYING STRUCK RECORD LOW

RKO SLATES 13 RELEASES THROUGH YEAR

WB ADOPTS WIDE SCREEN PROCESS

FOX PLEDGES HEAVY CINEMASCOPE SCHEDULE, LOWER EQUIPMENT COST

UA FOREIGN GROSSES SKYROCKET

REVIEWS
pages 10, 11, 16, 19

32, No. 1 July 25, 1953

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DEAR MR. PRESIDENT

THIS week, the Mason Bill (H.R. 157) to repeal the 20 percent Federal tax on motion picture admissions was passed by an overwhelming voice vote in the House of Representatives. It was then sent to the Senate, where the Finance Committee significantly reported the bill out to the floor favorably without a hearing and without amendments, even though it had just rejected a measure to decrease excise taxes paid by the liquor industry, saying it was an improper time for such reduction.

The situation is subject to change as this is being written. There is no limitation on debate and amendments can be freely offered from the Senate floor. This was not the case in the House when the Ways and Means Committee reported the measure out un-

(See Page 3)

One good Turner deserves another...



Note! "BAND WAGON continues record-breaking run at Music Hall, N.Y.



The Bad and Beautiful Girl has done it again in a racy, deluxe musical of romantic Rio and its gay life!

M-G-M presents In Color by Technicolor "LATIN LOVERS" • Starring Lana Turner Ricardo Montalban • John Lund • Louis Calhern • with Jean Hagen • Eduard Franz • Screen Play by Isobel Lennart • Music by Nicholas Brodszky • Lyrics by Leo Robin • Dances Staged by Frank Veloz • Directed by Mervyn LeRoy • Produced by Joe Pasternak

July 25, 1953
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Editor: MORTON SUNSHINE

der a closed rule, precluding amendments and limiting debate to one hour.

Therefore, it is more than likely that concerted efforts will be made to tack on amendments in behalf of other industries adversely affected by excise taxes. We are hopeful that these efforts will not succeed and that the Mason Bill is submitted to you without change for your signature.

Amendments would require a referral of H.R. 157 to a joint committee of both Houses for compromise proposals. With Congress anxious to adjourn as soon as possible, and with a host of administration measure on the "must" list, the addition of collateral matters would becloud the issues and possibly sidetrack this measure during this session of Congress. If good sense prevails, this will not happen.

Then it will be up to you, Mr. President.

We recognize, and are equally confident that you do, the fact that the excises afflicting other business are deterrents to trade, but the motion picture industry is fighting for survival, a claim to which the others happily need not subscribe.

We appeal to you, Mr. President, to sign the Mason Bill into law when it succeeds in concluding its perilous journey through the Congress and is brought to the Chief Executive's desk.

We are keenly aware of your desire not to reduce Government income until the budget is balanced, but the Mason Bill is not a tax bill; it is emergency legislation to save a distressed industry, yet the tax benefits accruing from its passage far outweigh any possible loss of revenue that may result.

An irrefutable case has been presented for tax repeal. It has convinced a clearcut majority of Congress, including Administration leaders, that the motion picture industry needs relief. Since 1946, more than 5,500 theatres have closed their doors and reliable statistics indicate that 5,000 more will close within the next year if repeal is not forthcoming.

Only this week, official figures of the Department of Commerce revealed that, in spite of the fact that consumer spending hit a new peak in 1952, motion picture admissions dropped to a point where for the first time in a quarter of a century it accounted for less than 10 percent of total consumer spending on recreation. By the same token, admissions tax revenues from motion picture theatres are declining steadily at an alarming rate, to the point where the law of diminishing returns is operating against the Government's best interests—and most certainly to the detriment of the theatres.

The survey also disclosed that motion picture corporations paid $15,000,000 less in corporate income taxes in 1952 than was paid the previous year. Dividends dropped more than $11,000,000, representing another tax loss to the Government.

These are Government figures, Mr. President.

They do not take into account the losses to the Treasury on wages, salaries and reduced earnings of industry employees. They do not take into account the effect on industry suppliers, manufacturers and allied businesses. They do not take into account the disservice to local merchants and neighborhood trade, to realty owners and property valuations, to labor and the moviegoer.

If the tax is not removed, it will mean increased admission prices for moviegoers since more theatres will close and those remaining will have to produce the additional revenue to maintain Hollywood production.

However, if the Mason Bill is passed, theatres contemplating closing will remain open and many a closed theatre can once again become a going business. The industry will be in a better position to pay increased corporate and personal income taxes, retool for the new dimensions and technological improvements, and contribute generally to a healthier national economy.

We know that with your fair-mindedness, Mr. President, you will listen to our case and come to the same conclusion that prompted Congress to single out the motion picture industry for special emergency consideration.

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Senate Amendments Bar Tax Repeal Approval

Next obstacle in the path of the Mason Bill to repeal the 20 per cent admission tax is the possibility that some members of the Senate may attach a variety of amendments to the bill, thus making its passage somewhat more difficult than was hoped. Earlier in the week, the bill passed the House of Representatives by a voice vote overwhelmingly in favor of the measure.

Following the bill's passage by the House, it was speeded through the Senate Finance Committee, where it was approved without a hearing and without amendent. This is significant, because last week the committee rejected a House-approved measure to decrease some of the excise taxes being paid by the liquor industry because it felt that this was no time to reduce taxes after the excess profits tax had been extended.

May Be Amended

Next step for the bill is the Senate floor, where it may still suffer amendment from Senators who oppose it. The Senate does not operate on a closed rule, which means that any bill may be amended to include any riders that Senators wish to tack on to it. An easy way to defeat a bill in the higher body is to attach an amendment that couldn't possibly win a majority vote.

Another blow being struck against the Mason bill is the action taken by legitimate theatre interests to stop passage of the bill unless it is amended so that the 20 per cent tax on legitimate theatres would be removed also. A barrage of letters has been sent to Congress on this matter by members of the League of New York Theatres, Actors Equity, Dramatists Guild, Association of Theatrical Press Agents and Managers and AFM's Local 802.

Other industries have also been trying to ride along on the tail of the Mason bill by getting their causes added as amendments to the bill. They include the liquor, fur, jewelry, railroad, telephone, and leather goods industries. A major share of the fate of these proposed riders was in the hands of the Senate Finance Committee, headed by Eugene D. Millikin (R., Colo.). In the past few weeks Sen. Millikin had made some statements seemingly favorable to the bill.

Promise Upheld

Millikin lived up to his promise that "hearings, if any, would be brief" on the measure. Sen. George (D., Ga.), ranking minority member of the committee, had said that amendments could probably be defeated with ease in the committee, but that he was not certain that that would be the case when the bill reached the Senate floor. He also said that even if the bill did get through Congress, he did not see how the President "could sign it, after his fight for the excess profits tax."

Although it took the House only 90 minutes to pass the bill, almost 50 members spoke in support of the measure. The only three representatives to speak against the bill were the three members of the House Ways and Means Committee who had opposed the bill when it was still in committee. They are Reps. Robert W. Kean, N. J., Thomas B. Curtis, Mo., and Hal Holmes, Wash. All of them are Republicans.

The dissenters found a slight measure of support from other members of the group, but a huge majority of the House went along with Ways and Means Committee chairman Daniel Reed (R., N. Y.), who called the bill the "first step" in correcting "present tax inequities."

The argument proposed by Rep. Kean in opposing the bill was that "no moviegoer will benefit one cent if this bill becomes law." He also argued that other industries need tax relief just as badly as the motion picture industry. This was directly in contrast with Reed's statement that "no other industry can show all the grounds for tax relief shown by this industry."

A similar favorable argument came from Rep. Cooper, ranking Democrat on the Ways and Means Committee. He said "there is no other industry on which excise taxes are levied which is being driven out of business by the excise tax." Other support came from Rep. Colmer (D., Miss.), who called the bill "the answer to the prayer of the small town exhibitor."

Called "Serious Situation"

Rep. Donald L. Jackson (R., Calif.), said the problem goes beyond relief for the exhibitors. The Hollywood production industry is in a "very serious situation," and "unless some relief is afforded the motion picture industry, it is quite likely activities will become even more restricted, and tax revenues may disappear completely," he argued.

Rep. Gordon McDonough (R., Calif.) said it was necessary to keep "the best form of entertainment offered to the public" on its feet for the benefit of the 50 million weekly moviegoers.

Further support came from Rep. Joe Holt (R., Calif.), who said the industry is "going through a technological change in the methods of exhibiting motion pictures and at the same time has to meet the competition of television." In a later statement praising the almost unanimous vote, Holt said the bill would be of "great benefit" not only to theatre operators but to the industry as a whole.

Other Opposition Stated

Other statements in opposition to the bill from Reps. Curtis and Holmes were all based on the theme that other industries need relief as well as the movie industry. They felt that the motion picture industry should wait until "all excise taxes can be reviewed and overhauled."

The debate on the bill, which was limited to one hour by the Rules Committee, revealed the following figures: One theatre has been forced to close every three hours in the past 60 days. Five thousand theatres have closed in the past two years. Five thousand others are operating on a loss now. Closings in the week ending June 13 were 102, and 467 theatres have closed since April 1. The American public, which spent $1.5 billion on motion pictures in 1946, will spend only an estimated $1 billion this year.

The way was prepared for the bill to come to a vote in the House when it was cleared by the House Rules Committee, which passed a "closed rule" judgment on the measure.

(*Continued on page* 9)

Government Reveals 1952 Ticket Buying Struck Record Low

WASHINGTON. — The amount of money spent on motion picture admissions during 1952 dropped from the 1951 total, the Department of Commerce annual Survey of Current Business disclosed this week, in spite of the fact that consumer spending hit a record figure during the year.

Expenditures on motion picture admissions totalled $1,134,000,000 in 1952, the department said, as compared with $1,193,000,000 for 1951. In 1952, for the first time in 25 years, motion picture admissions accounted for less than 10 per cent of total consumer spending on recreation.

The department survey also shows a sharp increase in expenditures for television set sales and repair, magazines, gardening tools, toys and other consumer items.

Income Figures Dropped

In 1952, industry corporate income before taxes dropped to $79,000,000, compared to $100,000,000 in 1951; corporate income after federal and state income and excess profits taxes were deducted dropped to $36,000,000 in 1952, compared to $51,000,000 the previous year.

Corporate dividends paid by the industry amounted to $28,000,000 in 1952, a drop from the $39,000,000 paid in 1951. Undistributed corporate income amounted to $8,000,000 in 1952, a drop from the $12,000,000 1951 figure.

The industry contributed $839,000,000 to the national income in 1952, with $847,000,000 the previous year. In 1952 the industry paid out a near record of $684,000,000 in wages and salaries, compared to $668,000,000 in the previous year.

Average annual earning for full-time employes was $3,196.

Enthusiasm Crowns RKO Sales Meet; 13 Releases Set; Disney Pact Signed

A review of the company's operation for the first six months of his administration at RKO and an announcement of a 13-picture schedule for the next six months were the highlights of the address made by J. R. Grainger, president of the company, at a sales meeting held this week in New York with eastern and southern field executives.

Grainger and Roy Disney, president of Walt Disney Productions, announced the completion of a new distribution agreement for Disney's product by RKO. According to the pact, RKO will distribute Disney's "Rob Roy—The Highland Rogue," Technicolor film, and also the short subject program for two additional years. RKO will also re-release "Pinocchio" next April.

Sales Manager Charles Boasberg expressed optimism about the future. He stated: "We are in better shape than we have been for a long time." Then he predicted that the next few months would show RKO doing "the best business in its history."

The announced release schedule includes:

"THE SEA AROUND US," Technicolor Academy

(*Continued on page* 18)

a
progress
report
from

20th CENTURY-FOX

on

CINEMASCOPE

"as revolutionary as sound was to the silent movies!" *– Los Angeles Herald-Express ..*

CINEMASCOPE

It has been my privilege to witness at first hand some of the screen's most significant evolutionary advances. Each new development has brought to our business more prestige and added artistic luster. Each has served as a step to new heights of boxoffice prosperity for exhibitor, producer and distributor alike.

A few days ago, at our Hollywood studios, I enjoyed a ringside seat at the dawn of a brilliant new era in entertainment—The CinemaScope Era. The occasion was the screening of the first assembled versions of 20th Century-Fox's first two CinemaScope productions in Technicolor, "The Robe" and "How To Marry A Millionaire."

Seeing CinemaScope put to practical use in full-length features is an exalting experience. On our Miracle Mirror Screen, through the magic of the anamorphic lens, it staggers the imagination and dwarfs the entertainment giants of the past with its overwhelming splendor and technical superiority. Now, through its panoramic range and sweep and the intensity of its dramatic impact that makes the audience participants in the action without the use of glasses, the motion picture truly has come alive.

CinemaScope opens brilliant new horizons for the motion picture industry. It establishes a blazing new standard for entertainment, and I am convinced that it cannot fail at the same time to create the greatest audiences in the entire history of the screen.

CinemaScope opens new vistas for producers, directors, actors, writers, photographers, technicians, to evolve and create greater motion pictures than ever before.

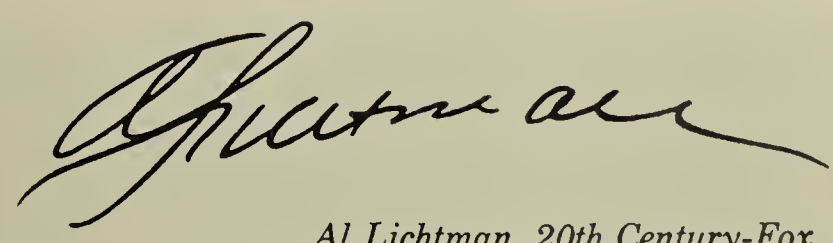
PIONEERED AND DEVELOPED BY 20th CENTUR

Over the years, 20th Century-Fox has spared no effort and no expense in the pioneering and development of new techniques to meet exhibitor needs and public demand for ever-fresher, ever more exciting entertainment. Now, once again, these tremendous investments, and the vigilance and application of a brilliant research department, have borne rich fruit in behalf of our industry.

You are familiar with the unprecedented and unanimous acclaim accorded CinemaScope by exhibitors, producers, technicians and representatives of the world-wide press through the demonstrations in our own country and the European showings inaugurated in Paris, London and other European capitals. You are aware of the tremendous exhibitor response to this revolutionary new dimensional photographic medium from theatres of every size and shape. At press time, 20th Century-Fox has received over four thousand applications.

I am proud indeed to be associated with the company which fostered this modern miracle of the screen; Spyros P. Skouras, whose tireless efforts in behalf of progress led to his discovery of CinemaScope; Darryl F. Zanuck, who so quickly and comprehensively grasped its potentialities and brought it to stunning reality; and the other producers in our industry who have adopted it with the confidence that CinemaScope points the brilliant road to a future of unprecedented heights.

I am convinced that CinemaScope is an enduring milestone in the world of entertainment. Nothing you have ever seen compares with CinemaScope; nothing you have ever seen holds greater promise for a new and expanding prosperity for the motion picture industry.



Al Lichtman, 20th Century-Fox

FOX

WB Adopts Wide Screen Process: Lenses For Rent

A wide-screen photographing and projection process, named WarnerSuperScope, was announced to the industry by Jack L. Warner, executive producer of Warner Bros. Pictures, Inc. The new technique, which Warner described as "the most exciting development in motion pictures since the advent of sound," involves the use of anamorphic lenses and works on a ratio of 2.66 to 1.

The process will be available to theatres of any screen size, from the largest to the smallest, as long as the 2.66 to 1 ratio is maintained, Warner stated. He emphasized the point that the development is not a "blown-up" film, "but a complete new photographing and projecting process." It was produced for the company by Zeiss-Opton, a lens manufacturing firm.

A demonstration of the new process will be held in the near future, according to Ben Kalmenson, vice president in charge of distribution for Warner Bros. He promised that the company would have ready a reel of about 10 minutes in length, containing completed scenes "exactly as they will appear on your screen."

Good Reception Predicted

He predicted that it would take only one minute for the press and exhibitors viewing the demonstration to "realize what a sturdy and far-reaching contribution WarnerSuperScope makes to our business." He added that exhibitors would need only "their own enthusiasm to recognize and exploit to the fullest Warner Bros.' latest contribution to our industry."

Kalmenson said that Warner Bros. has no desire to enter the equipment business, and, therefore, will not sell the new equipment. Instead, it will make the lenses available to exhibitors with each picture "on a very nominal rental basis within the reach of even the smallest theatre operators."

Immediate plans for the new development, which is similar to CinemaScope in that they both are wide-screen photographing and projecting processes, include a production schedule of six films. They will be photographed in this process by the Warner All-Media camera, and in 3-D as well as 2-D, "transporting the story to WarnerColor film for projection on every wide-screen installation now in use or contemplated for the future," according to a company report.

Pictures about to start shooting in Warner-

(*Continued on page* 18)

WB Entry Into Wide-Screen Field Hailed As "Best Thing" For Fox By Skouras

Warner's entry into the wide-screen field with its WarnerSuperScope process was called "the best thing that ever happened to us" by Spyros P. Skouras, president of 20th Century-Fox. The Warner move backed up his company's faith in the value of the CinemaScope screen width, Skouras stated. He added that Warners first "went another way" in looking for new techniques to enhance screen entertainment, but that eventually it adopted a system which is similar to Fox's CinemaScope. Both use anamorphic type lenses and work on similar aspect ratios.

Skouras emphasized the fact that he was "absolutely delighted" with the Warner announcement. He said that it would help to get the industry wide-screen conscious and that it would urge more exhibitors to equip their houses for the new media. Major difference between the two systems, according to company announcements, is that 20th-Fox is selling the lenses to exhibitors for the showing of CinemaScope product, whereas Warner has announced its intention of renting the equipment, which is similar except that Fox recently reduced the aspect ratio of CinemaScope from 2.66 to 1, which is the ratio Warner is using, to 2.55 to 1. This was done to accommodate the new sound system developed for CinemaScope.

Fox Pledges Heavy CinemaScope Schedule, Lower Equipment Cost

Promise of a plentiful supply of CinemaScope product plus the statement that costs of the new equipment are being substantially reduced, especially in the sound portion of the development, highlighted the statements made by Al Lichtman, director of distribution for 20th Century-Fox. He spoke at the company's sales meeting held in New York this week.

Lichtman announced that more than 4,000 applications for the installation of CinemaScope equipment had been received already by Fox. He asserted his appreciation of the reception given the new medium by exhibitors and equipment manufacturers. Also, he thanked the latter for having tooled up so quickly to produce the new equipment.

Enthusiasm was the key note when he discussed the new four-track sound system on film which the company has developed to do away with the so-called "double system." He announced that the new method would be used when "The Robe" makes its debut this fall.

The development of this new sound technique is expected to bring down the cost of CinemaScope. The price of the anamorphic lenses will probably remain high. "We may never recoup our tremendous investments in lenses and screens," Lichtman had stated earlier. He insisted that Fox is not out to make a profit on the new equipment, but that its costs have been so high that the price can not be lowered too much on most of the equipment.

Lichtman admitted that screens cheaper than the Miracle Mirror one, which is part of the CinemaScope system, could be bought. However, he stressed that no other screen yet tested by Fox experts could distribute the light needed in CinemaScope presentation so evenly as the Miracle Mirror screen. He said that CinemaScope was not just a lens and screen, but a whole system which would bring in greater grosses to the theatres.

As for the lenses now being produced by Bausch and Lomb, he said the optical company was prepared to deliver 3,000 sets by the end of the year. He also stated that the new stereophonic sound reproducer is being readied for shipment in September and that it can be mounted on present projectors. Lichtman further noted that 250 camera lenses will be available by the beginning of next month.

Most of the remaining sessions of the meeting were devoted to discussions of distribution plans of forthcoming Fox releases. Charles Einfeld, vice-president of the company, outlined a promotional campaign for "The Robe" designed to blanket the country, with individual campaigns keyed to attracting audiences beyond the regular radii of a major piece of film entertainment.

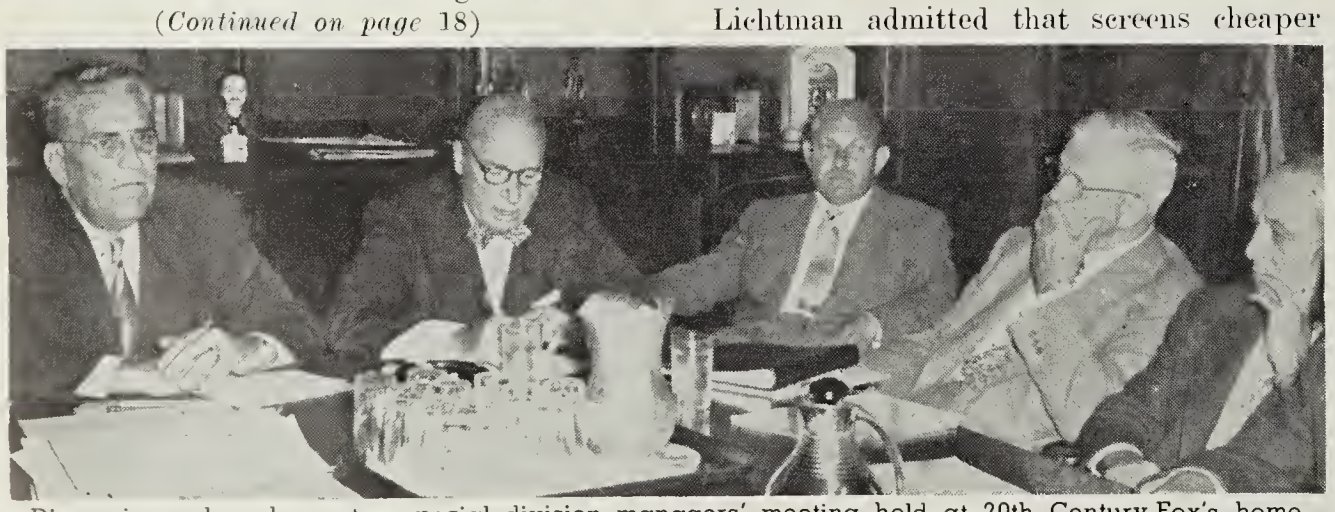
Many Trailers Prepared

Every area of the country has been carefully broken up into merchandising components, he revealed. At least 15 different trailers, eight of which will be one-minute star endorsements, have been prepared. They will start showings in theatres at least six weeks in advance of openings. Spot announcements and interview transcriptions will also be used, he added.

Einfeld showed those present roughs of ads which will be inserted in national, regional and local magazines, newspapers and Sunday supplements. He said that a strong use of trade journal advertising would be employed, and that insertions in religious publications would also be used. He also noted the tour of the Dean Cornwall paintings on themes from the film, which is now touring the country.

Distribution of other films soon to be released was another discussion topic led by Lichtman. He discussed with division managers merchandising plans for such films as

(*Continued on page* 18)



Discussing sales plans at a special division managers' meeting held at 20th Century-Fox's home office are William C. Gehring, executive assistant general sales manager; Al Lichtman, director of distribution; Charles Einfeld, vice president; Herman Wobber, western division manager, and Bryan D. Stoner, assistant western division sales manager.

Trust Suit Batch Climbs To Dozen

Approximately 12 Federal anti-trust suits, totalling over $24,000,000, were filed in three areas of the country this week. Major portion of the suits were entered in New York court by affiliates of the Raybond Theatres. The suits, filed by Garfinkle and Adler, charge the majors with discrimination.

Shelley Theatres Corp., operating the Burke Theatre in the Bronx, asks $750,000. Raychester Theatre Corp., operating the Palace in the Bronx, seeks $900,000, as do Stateray, Inc. and Raypat, Inc., which operate the State Theatre, Paterson, N. J. For Newark's Broad Theatre, Rayhurtz Amusement Corp. asks $4,500,000, and the Broadway Corp. asks $600,000.

Three Firms Concerned

Three firms operating the Harlem Grand Theatre are also concerned in the suits. They are the Knickerbocker Theatres, Harlem Grand Amusement Co. and Major Amusement Corp. They seek $7,500,000, $300,000 and $1,500,000, respectively.

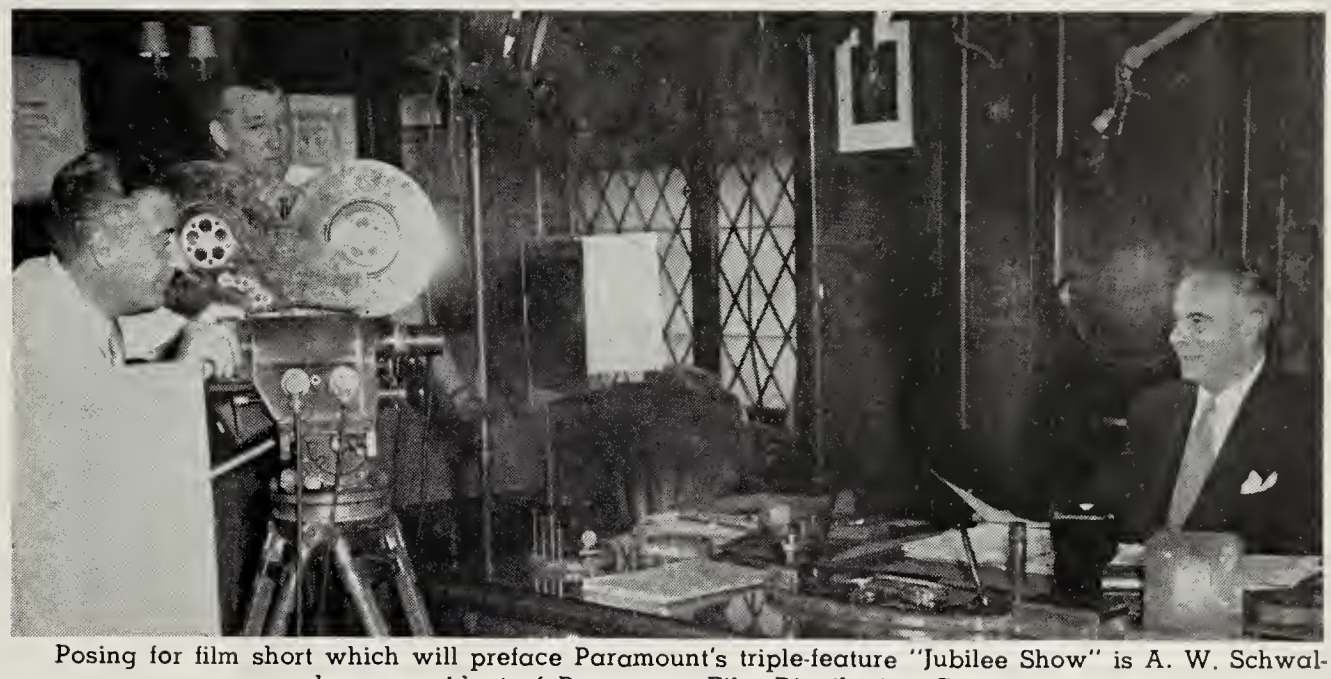
Two suits were filed in Pittsburgh by the Lasky Brothers. These cases concern also an alleged conspiracy by the eight majors to control runs and clearances. The cases total slightly less than $2,000,000.

In Chicago, a suit was filed on behalf of Sidney Tague and the estate of Harry Tague, operators of the Bryn Mawr Theatre, against Harry and Elmer Balaban, Balaban-Katz circuit, the Balaban Circuit, Joseph Fuelner, and Fox, Paramount, Warners and Loew's. The suit asks $600,000 for a period covering 1942 to 1952.

House Changes Tax Law

WASHINGTON.—The House of Representatives this week approved legislation revoking the provision of the 1951 revenue law under which the earnings abroad of motion picture and other workers are exempt from any U. S. income tax liability.

Prosperity Soon: Schwalberg



Posing for film short which will preface Paramount's triple-feature "Jubilee Show" is A. W. Schwalberg, president of Paramount Film Distributing Corp.

New gains in prosperity for the industry in the months just ahead were predicted by A. W. Schwalberg, president of Paramount Film Distributing Corp., in an address recorded on film. Schwalberg noted that "the upswing at the box office has already started," and he announced his optimism that the industry would see "a continued expansion in box office attendance unmatched in recent years."

His remarks were filmed as an introduction to the "Paramount Jubilee Show," slated to be shown in 32 exchange cities July 27. Purpose of the show is to reveal to exhibitors, bookers, press and other opinion-makers three of Paramount's new big films. Included in the show are "The Caddy," Martin and Lewis starrer; "Little Boy Lost," Bing Crosby's latest film; and William Wyler's "Roman Holiday."

Schwalberg described these films as "only a fraction of the big product now completed at the Paramount studio." He added that they were "indicative of the outstanding entertainment being readied by all Hollywood studios."

In connection with this, he named not only pictures made on the Paramount lot, such as "Forever Female" and "Elephant Walk," but films made by other companies, such as "From Here to Eternity" and "The Band Wagon." Pictures of this quality have "an impact irresistable to the buying public whose demands today are more exacting than ever," Schwalberg stated.

U. S. Senate Amendments Bar Congressional Nod For Tax Repeal Measure

This meant that the bill had to come to a vote on its own merits without any amendments being attached to it.

It finally got out of the House Ways and Means Committee, where it had been stuck for so long, by a sweeping 23-3 vote. The committee stressed the necesity for the legislation because of the "serious economic condition confronting the motion picture industry." The report also included the statement that while "almost every other industry has shown a decided increase in profits, the total net income of all U. S. theatres showing motion pictures declined 29.7 per cent."

Treasury Revises Predictions

The Mason bill passed the committee with surprising ease, considering how much difficulty it had been encountering along the way. One possible reason for this is that the Treasury has revised its earlier predictions that repeal of the tax would bring about a loss of $200 million per year. The department has now estimated that about $80 million of that sum would be regained by the government via increased corporation and other taxes.

Other figures reached by the staff of the joint House-Senate Internal Revenue Committee are even more optimistic. They say losses in taxes could run as low as $150 million per year, and the net loss might be as little as $100 million.

Loew's Launches Movie Jubilee



Eugene Picker, Loew's, and Hugh Owen and Sid Blumenstock, both of Paramount, view models and float used in the Loew's Movie Jubilee.

NEW YORK.—A Loew's Movie Jubilee was launched in front of Loew's State Theatre on Broadway with ceremonies that included the use of floats, pretty models and recorded music. Ceremonies opened when a corps of models, attired in bathing suits, sounded trumpets from atop the marquee of the theatre. At that moment a caravan of floats, each one plugging a film to be played soon on Loew's screens, arrived with more models, aboard.

Greeting the caravan was Polly Bergen, star of M-G-M's "Arena." After the ceremonies, the floats toured many Loew's neighborhood theatres throughout Greater New York. The Jubilee opened at the theatres two days later with the showing of Columbia's "Fort Ti," a 3-D Technicolor western. Other films to be included in the special campaign are Columbia's "The Juggler," Paramount's "Sangaree" and M-G-M's "Dangerous When Wet."

Other efforts exerted on behalf of the Jubilee, in addition to the floats, are lobby displays, contests, tie-up heralds and special trailers. The campaign was planned and executed by Ernest Emerling and his staff.

Metro Plans Conferences

Conferences on the new season's group of releases are scheduled to be held next week at Metro-Goldwyn-Mayer's coast offices. Home office group attending the confabs will be Nicholas M. Schenck, Charles C. Moskowitz, Charles M. Reagan, Howard Dietz and Oscar A. Doob. They will join Dore Schary.

Staff Reviews

"So This Is Love"

(Warner Bros.) Technicolor 101 Min.

Cast: Kathryn Grayson, Merv Griffin, Joan Weldon, Walter Abel, Rosemary DeCamp, Jeff Donnell, Douglas Dick, Ann Doran, Margaret Field, Mabel Albertson, Fortunio Bonanova.

Credits: Produced by Henry Blanke; Directed by Gordon Douglas; Screen play by John Monks, Jr.; Based on Grace Moore's autobiography; Musical numbers staged and directed by LeRoy Prinz.

The biography of the famous musical comedy and opera star, Grace Moore, is brought to the screen amid gorgeous Technicolor trappings and earfuls of popular and operatic arias—and is studded with a vivid performance from Kathryn Grayson as the chanteuse. The sum total should delight a very wide audience. As the late Miss Moore, Miss Grayson imparts a continuous stream of energy to a role that has her on screen for practically the entire running time. She sings well, delivering familiar popular tunes and operatic and concert selections in a most pleasant voice. The vocal numbers are neatly worked into the tale, and some are given handsome productions. Story, related via flashbacks and a narration, shows how a youngster from Tennessee forsook romance and marriage to realize her dream of singing in the Metropolitan Opera House. Events begin prior to the first World War and end during the 1920's, long before Miss Moore's death. How faithfully the incidents relate to Miss Moore's life is unimportant, since "So This Is Love" possesses enough of its own dramatic and musical vitality to connect solidly with a general audience.

STORY: In the 1920's Kathryn Grayson, Grace Moore, has arrived at her goal of star with the Metropolitan Opera House. Reflecting on her past, she recalls how Walter Abel, her father, opposed a musical career and favored marriage for Kathryn. But with the aid of an aunt, Kathryn went away to study music and landed in New York, where she eventually found employment as a night club singer. Kathryn began a romance with Merv Griffin, an actor, but curtailed it when her voice went bad. Months later, she recovered her voice and her doctor-teacher introduced her to a Broadway producer, from whom she secured her first musical comedy part. Her career rapidly blossommed, but Kathryn, in love with Douglas Dick, her best friend's fiance, gave up everything to go to Europe to train for opera. Upon her return two years later, she makes her Metropolitan Opera debut.

●

"Main Street To Broadway"

(M-G-M) 102 Min.

Cast: Tom Morton, Mary Murphy, Agnes Moorehead, Herb Shriner, Rosemary De Camp, Clinton Sundberg, Tallulah Bankhead, Ethel Barrymore, Lionel Barrymore, Gertrude Berg, Shirley Booth, Louis Calhern, Leo Durocher, Faye Emerson, Oscar Hammerstein II, Rex Harrison, Helen Hayes, Joshua Logan, Mary Martin, Lilli Palmer, Richard Rodgers, John Van Druten, Cornel Wilde, Bill Rigney, Chris Durocher, Arthur Shields, Florence Bates, Madge Kennedy, Carl Benton Reid, Frank Ferguson, Robert Brady, New York Drama Critics.

Credits: A Lester Cowan Production; Filmed in coordination with the Council of the Living Theatre; Directed by Tay Garnett; Screen play by Samson Raphaelson; Based on a story by Robert E. Sherwood; Song, "There's Music In You," by Rodgers and Hammerstein.

A multitude of legitimate theatre talents has combined with similiar screen forces to present an absorbing tale about a young playwright's struggle for recognition on Broadway. The effort, although following along familiar plot lines, receives considerable enhancement from realistic dialogue and the presence of many major theatrical personalities who play themselves. Since the greater portion of the footage was shot in the New York theatrical neighborhood, an added and often genuine note of authenticity is achieved. Picture takes the audience into the private lives of noted actresses, actors and producers as they decide on whether or not they like a new play. These backstage scenes are neatly woven into the playwright's story, which leans heavily on the romantic side to emphasize how hard it is for a newcomer to "crack" Broadway. Picture, made in association with the Council of the Living Theatre, stresses the idea that the youth of small town as well as big city America are the life-blood of the legitimate theatre.

Important in the selling of "Main Street to Broadway" will be the presence and activities of the theatre people. Cast in prominent roles are Tallulah Bankhead, Mary Martin, Ethel Barrymore and the musical comedy production-writing duo of Rodgers and Hammerstein. From TV and radio, Herb Shriner and Gertrude Berg have contributed dramatic performances. Helen Hayes furnished an introduction and throughout the proceedings people of the theatre such as Shirley Booth, Rex Harrison, Lilli Palmer, etc., have put in appearances. All performances are worked into the plot, which features a couple of able newcomers, Tom Morton and Mary Murphy, as the playwright and his girl. A new song by Rodgers and Hammerstein is vocalized by Mary Martin and used as the romantic motif for the story.

STORY: Helen Hayes, backstage during an intermission of a Broadway play, tells how Tom Morton, a playwright, has his new play turned down for legitimate production. Morton blames the failure on Mary Murphy, a young girl from Indiana who "read" the feminine lead. But Morton soon finds himself in love with Mary. Soon he is talked into starting a second play, for Tallulah Bankhead. He goes with Mary to her parents' home in Indiana, but finds the atmosphere too quiet for writing. Back in New York, Morton finishes his manuscript and plans to send for Mary. But Mary has grown fond of Herb Shriner, an Indiana merchant. When Tallulah refuses to read Morton's play, Mary returns to New York to comfort him. Circumstances soon bring the play into the hands of John Van Druten, the legitimate director, who interests Tallulah in the lead. The play is staged. Although it flops, Morton has achieved the recognition of a Broadway production and Mary sees that she belongs at his side.

●

"Return To Paradise"

(United Artists) Technicolor 100 Min.

Cast: Gary Cooper, Roberta Haynes, Barry Jones, Moira MacDonald, John Hudson.

Credits: An Aspen Picture; Produced by Theron Warth; Directed by Mark Robson; Screen play by Charles Kaufman; Based upon the book by James A. Michener.

Set against the beauteous scenery of a South Sea island, and starring Gary Cooper, this escapist romance comes across as fairly satisfactory entertainment that will be suitable for all-around adult audiences. Based on the book by James A. Michener, a Pulitzer-prize novelist, "Return to Paradise" boasts an enchanting native decor of South Sea life and tradition, all caught in appealing Technicolor. Such factors, plus the Cooper name draw, should score resoundingly at the box office.

With these lush trappings as background material, the plot pours on sentiment, poignant romance and some violence, all knit together loosely in an episodic framework. Although the film is unfolded at a leisurely pace, it might be said that life on the South Sea island of the plot moves along in the same manner. Cooper, seen as an American ne'er-do-well who settles on the isle to fall in love with a native girl, ambles through the story in his usual he-man style. He receives capable support from a cast composed largely of natives. Also contributing to the faraway atmosphere of "Paradise" is the title song, which is played as a romantic motif, and the presence of several alluring native women.

STORY: Arriving on a South Sea island in 1930 is Gary Cooper, a ne'er-do-well American who soon establishes himself as a hero in the eyes of the natives, unhappy under the rule of Barry Jones, a Scottish missionary. Cooper begins living with Roberta Haynes, a native girl. He never marries her. Soon she gives birth to a girl. But Roberta dies in the attempt and Cooper sets sail for points distant. Twenty years later he returns to find his daughter grown into a charming woman, Moira MacDonald. When Jones tells him that Moira is about to be seduced by an American pilot whom Cooper had rescued from the sea, Cooper breaks up the affair. Moira rebels against her father's action, but absorbs the necessity for it. She clinches with a native youth as Cooper again goes off, with a promise that he will return on a later day.

●

"Inferno"

(20th-Fox) 3-D Technicolor 83 Min.

Cast: Robert Ryan, Rhonda Fleming, William Lundigan, Larry Keating, Henry Hull, Carl Betz, Robert Burton, Everett Glass.

Credits: Produced by William Bloom; Directed by Roy Baker; Written by Francis Cockrell.

Tightly knit in plot structure, thus shaping up as entertainment of high-tension calibre, is 20th-Fox's first production in three-dimensions, called "Inferno." Picture boasts a simple plot: the story of a man left to die on the burning desert by his wife and her lover. But this simple tale is fraught with suspense-generating situations, each climaxed by gripping and intelligent use of 3-D devices. Competent employment of Technicolor heightens the visual drama of desert peril faced by the main character, excellently portrayed by Robert Ryan. Ronda Fleming, as usual, is an appealing knock-out in her role. All told, "Inferno" connects as one of the most red-hot mellers to be shown in many a moon, and perhaps the best 3-D attempt to date.

STORY: Robert Ryan, a millionaire, suffers a broken leg on the desert and Rhonda Fleming, his wife, and William Lundigan, secretly her lover, ostensibly go for help. Really, they intend to leave him for lost and she claim his money. They report his whereabouts as way off base. Consequently, Ryan shifts for himself; sets his own leg; begins a trek for help. The days pass and Lundigan and Rhonda hopefully assume Ryan has died. But Ryan, successfully weathering thirst and hunger, manages to stumble onto Henry Hull, a prospector, who gives him aid. Meanwhile, Lundigan spots Ryan from a plane and prepares to do him in. The two struggle in Hull's cabin, with Lundigan perishing in a fire. Rhonda, nearby, is taken by the vengeful Ryan to the police.

●

"The Master Of Ballantrae"

(Warner Bros.) Technicolor 89 Min.

Cast: Errol Flynn, Roger Livesey, Anthony Steel, Beatrice Campbell, Yvonne Furneaux, Felix Aylmer, Mervyn Johns, Charles Goldner.

Credits: Directed by William Keighley; Screen play by Herb Meadow; Additional dialogue by Harold Medford; Adapted from the novel by Robert Louis Stevenson.

"The Master of Ballantrae" is that type of costume picture which the kiddies will go for in a big way, and which a goodly percentage of the adult audience will find to its liking. Based on an adventure novel by Robert Louis Stevenson that all school children know about, the picture sports a neatly turned plot that has among its complexities incidents about pirate ships, duelling contests and castle intrigues.

Errol Flynn, the star, is, of course, the key figure in each. The actual Scottish locations of the novel, caught in their natural beauty by the Technicolor cameras, give this venture an atmosphere of story-book illusion. For the adults, a spoken commentary sometimes takes on a tongue-in-cheek tone.

STORY: Errol Flynn and Anthony Steel, brothers, flip a coin to decide which will join the Scottish rebellion to restore the crown to the Stuarts and which will remain master of Ballantrae, a Scottish estate loyal to the Stuarts. Flynn wins and rides off, leaving Beatrice Campbell, his girl, in Steel's charge. When the rebellion fails, Flynn becomes a hounded man. He is betrayed to the British, but escapes, vowing vengeance on Steel, whom he thinks was the informer. Flynn joins a group of pirates; switches ships in mid-ocean; captures the loot of a rival pirate and returns to Scotland to claim Ballantrae and revenge on Steel. But the British catch him and plan his execution. He then learns Steel never betrayed him. Steel helps Flynn to freedom. He sets sail with Beatrice for America.

●

"Latin Lovers"

(M-G-M) Technicolor 104 Min.

Cast: Lana Turner, Ricardo Montalban, John Lund, Louis Calhern, Jean Hagen, Eduard Franz, Beulah Bondi, Joaquin Garay, Archer MacDonald, Dorothy Neumann, Robert Burton, Rita Moreno.

Credits: Produced by Joe Pasternak; Directed by Mervyn Leroy; Screen play by Isobel Lennart; Songs by Nicholas Brodszky and Leo Robin.

The women in the audience should find diversion in Lana Turner's latest Technicolor romance, set South-of-the-Border, where she plays opposite both Ricardo Montalban and John Lund. Story, moving along at a fair pace, contains a couple of cute gimmicks as it depicts a millionairess' quest for happiness and the right guy. Proceedings receive the best production trappings imaginable, thanks to Joe Pasternak, and every now and then a Latin-type song is vocalized by Montalban. A couple of Latin dances are also spotted appropriately within the story. The musical numbers additionally serve to spice up the proceedings by giving Miss Turner opportunities to wear some gorgeous costumes.

STORY: Lana Turner, millionairess, is undecided on whether to marry John Lund, aggressive millionaire. So when Lund goes to Brazil to play polo, she goes also, hoping to make up her mind in his favor. But Lana meets Ricardo Montalban and it's love at first sight. They plan marriage, but Lana is apprehensive lest Montalban break off upon learning of her fortune. Reluctantly, she tells him about her millions. He is overjoyed. Later, Lana asks Montalban whether he would marry her if she didn't have millions. When Montalban refuses a direct answer, Lana arranges to give away all her money. She informs Montalban of her plan and he grows angry. They break up; then Lund proposes. Lana rejects him, comes to her senses regarding Montalban by marrying him and giving him her money to worry about.

●

"Sailor Of The King"

(20th-Fox) 83 Min.

Cast: Jeffrey Hunter, Michael Rennie, Wendy Hiller, Bernard Lee, Peter Van Eyck, Victor Maddern, John Horsley, Patrick Barr, Robin Bailey.

Credits: Produced by Frank McCarthy; Directed by Roy Boulting; Screen play by Valentine Davies; Based on C. S. Forester's novel, "Brown On Resolution."

"Sailor Of The King," British naval drama about the second World War, should go over with those who like their war pictures to concentrate on the battle rather than plot. Additional support can be expected from the younger set, those interested in naval affairs and those attracted by the name of C. S. Forester, who wrote the original novel. Other members of the audience may be disconcerted by the fact that the film sketches in the plot during its first few minutes and then concentrates on the battles for the rest of the running time. Film contains some wonderful shots in action taken right on the decks of British vessels, that lend an air of authenticity. The cast conducts itself well, but the film should be sold on the strength of its action sequences.

STORY: In 1916, Michael Rennie a young naval officer, meets and falls in love with Wendy Hiller. They vacation together, but she spurns his marriage offer and they part forever. The film then switches to 1940, at which time Rennie is a captain in charge of three British warships. He learns about a German warship in the vicinity and sends two of his vessels after it. One British ship is sunk, and only Jeffrey Hunter and Bernard Lee are picked up by the Nazis as survivors. When the Germans stop to repair their damages, Hunter escapes. He shoots at the Nazis, thus giving Rennie and the two remaining British ships time enough to catch the German boat and sink it. Hunter gets the Victoria Cross for his heroism, and the film closes with the strong implication that he is the son of Rennie and Wendy.

●

"The All-American"

(Univ.-Int'l.) 83 Min.

Cast: Tony Curtis, Lori Nelson, Richard Long, Mamie Van Doren, Gregg Palmer, Paul Cavanagh, Herman Hickman.

Credits: Produced by Aaron Rosenberg; Directed by Jesse Hibbs; Screen play by D. D. Beauchamp; Adaptation by Robert Yale Libott; Based on a story by Leonard Freeman.

This gridiron adventure yarn, fashioned along familiar lines, boasts as its most saleable assets a fast-moving pace, the star name of Tony Curtis and a number of football matches. The younger set, plus the great army of sports fans in the nation, will find diversion in the footage. Plot shows how Curtis, a poor boy, but a football hero, makes good on a hostile college campus. Two women are on hand to help Curtis tackle the romantic chores, which are few when compared with the multitude of gridiron moments in the picture. A sneak preview audience at the RKO 86th St. Theatre, N.Y.C., was swept along to favorable reaction by the film's pace.

STORY: Tony Curtis quits Mid-State college and the gridiron after his parents die in an accident while he is winning an All-American title. Curtis then takes a scholarship at Sheridan college, a place favored by his father. But his quick temper brings him into disfavor with his fellows, especially Richard Long, a campus bigwig. Curtis soon draws the attention of Lori Nelson, who convinces him that his parents' death was not caused by football. So he joins the team. Games are won and his fellows show him respect; all except Long, who gets into a jam with Mamie Van Doren that causes Curtis' expulsion on the eve of the big game with Mid-State. While the Sheridan team is losing, Mamie spills the truth and Curtis is reinstated. The game is won and he clinches with Lori.

●

"Dangerous Crossing"

(20th-Fox) 75 Min.

Cast: Jeanne Crain, Michael Rennie, Casey Adams, Carl Betz, Mary Anderson, Marjorie Hoshelle, Willis Bouchey.

Credits: Produced by Robert Bassler; Directed by Joseph M. Newman; Screen play by Leo Townsend; Based on a story by John Dickson Carr.

"Dangerous Crossing" is a fairly intriguing mystery thriller that should garner satisfactory response in the general market. Women especially will find the picture to their liking since it concerns the near-hysteria of a new bride whose husband has mysteriously disappeared. Action takes place aboard an ocean liner, with moments of suspense continuously worked for and frequently achieved by competent direction. With Jeanne Crain as the star attraction, the film receives a good marquee lure.

STORY: Jeanne Crain and Carl Betz, newlyweds, board a ship for Europe but upon leaving port Betz mysteriously disappears. Jeanne vainly searches for him but no one, except Michael Rennie, ship's doctor, believes her husband ever came on board with her. Then Betz, in a phone call, tells Jeanne that they are in trouble, and not to trust anybody. Jeanne begins to suspect foul play from everyone. But Rennie wins her confidence and learns that she inherited a considerable sum from her father and is hated by her uncle. Meanwhile, Betz reveals himself as a scoundrel out for Jeanne's money. Rennie thwarts an attempt by Betz to kill her and Betz plunges overboard to his death. A clinch between Rennie and Jeanne seems forthcoming.

●

"The Kid From Left Field"

(20th-Fox) 80 Min.

Cast: Dan Dailey, Anne Bancroft, Billy Chapin, Lloyd Bridges, Ray Collins, Richard Egan, Bob Hopkins, Alex Gerry, Walter Sande.

Credits: Produced by Leonard Goldstein; Directed by Harmon Jones; Written by Jack Sher.

A highly diverting human interest tale about big league baseball, replete with exploitation possibilities, is unspooled with a snappy approach in this unique comedy. Story shows how an ex-ball player exercises secret but beneficial control over a run down major league club through his young son. Picture comes across in the father-son relationship as a gem of sentiment that all will love. The baseball sequences register with a maximum of dramatic excitement. In the romance department, Lloyd Bridges and Ann Bancroft share top honors while Dan Dailey excels in the straight role of the has-been father.

STORY: Hawking peanuts in a baseball stadium is Dan Dailey, an ex-ball player and braggart who knows the reason for every mistake made by the home team. But Dailey is fired from his job, leaving Billy Chapin, his young son, to plead with the club owners for a position as bat boy. Billy gets the spot and Dailey is reinstated. Soon Dailey, via Billy, imparts valuable information to the players and they begin to improve their performances, lifting the club's status from the cellar to the first division of the league. The team is ignorant of Billy's source. But Billy runs afoul of the team's manager and is fired. The entire team, however, brings about Billy's reinstatement. He is made manager of the ball club. The winning streak resumes but just prior to the pennant clincher Billy falls ill. He tells the team that Dailey is responsible for its success. Dailey, however, feels inadequate and only reluctantly does he take the helm of the club, leading it to a pennant victory .

●

"I, The Jury"

(United Artists) 3-D 87 Min.

Cast: Biff Elliot, Preston Foster, Peggie Castle, Margaret Sheridan, Alan Reed, Frances Osborne, Robert Cunningham, Elisha Cook, Jr., Paul Dubov, Mary Anderson, Tani and Dran Seitz, Robert Swanger, John Qualen.

Credits: Produced by Victor Saville; Directed and written for the screen by Harry Essex; From the best-seller by Mickey Spillane.

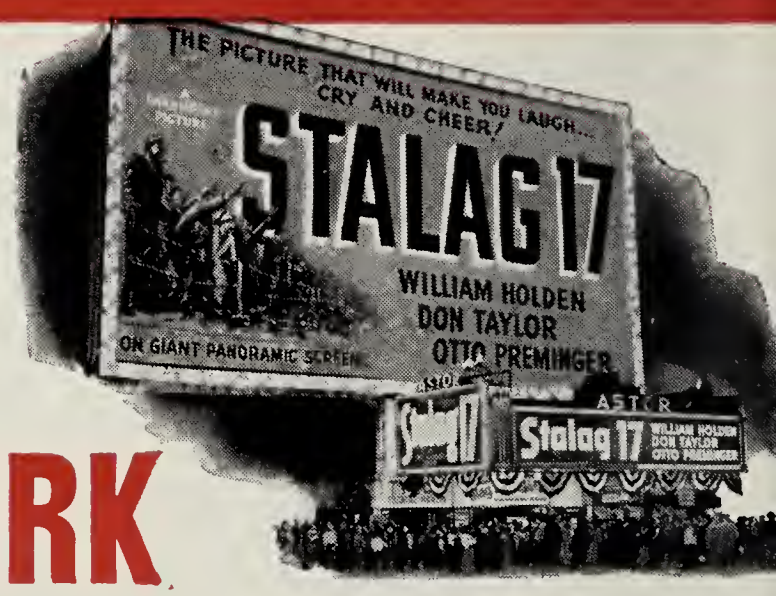
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(*Continued on page* 16)

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3-D HIGHLIGHTS

Package Price Noted

OMAHA.—An all-purpose equipment package could be produced for a great deal less than $6,000, but it would be done "at the expense of quality," according to J. Robert Hoff, executive vice prsident of the Ballantyne Co. He said that his company could manufacture a workable package for less money, but it would lack the "picture definition, resolution, sound fidelity and high screen reflectivity and polarization that practically all theatre operators demand."

Hoff added that he thought that in two or three years price reductions would lower the cost of equipment, "but in view of the tremendous impact of the new techniques, it just doesn't make sense to wait for these things to happen." He estimated that the savings would not be large enough to warrant waiting for that time to make installation of the new equipment.

Viewer Sales Continue

Although Natural Vision Corp. has ended its exclusive rights to the 3-D viewers produced by the Polaroid Corp., the company announced that it will continue to sell the 3-D viewers but on a non-exclusive basis. Approximately 23,000,000 viewers are now on order to be allocated to houses through Natural Vision by RKO Radio, M-G-M, Universal-International, Allied Artists, Columbia, United Artists and leading independents, according to a company statement. Orders for the polaroid viewers are still to be sent directly to Natural Vision headquarters in Hollywood, the company informed its distributor customers. The price remains unchanged at $.10 per viewer.

Cinerama Ceremonies Planned

Special ceremonies are being planned to celebrate the occasion when "This Is Cinerama" breaks every record for motion picture runs in the city of Detroit by entering into its 20th week at the Music Hall in that city. When it does so Aug. 4, it will pass the previous record holder, "Neptune's Daughter," which ran for 19 weeks at the Detroit Opera House in 1914. The celebration will include special civic honors, a balloon barrage, fireworks display, broadcasts from the theatre lobby and an audience of civic and social leaders.

Nord System Shown

The Nord Process Co., which demonstrated its single film 3-D system in New York several weeks ago, is arranging a showing of the invention in the Picfair Theatre, Los Angeles, this week. Ed Lachman, sales chief for the new system, said that the group hopes to prove once and for all that the Nord 3-D system will perform satisfactorily in any size theatre. He added that at the present time there are nine 3-D films in release which can be converted immediately to the Nord system.

CinemaScope Manual Prepared

A CinemaScope manual giving technical data on surveying theatres for installation of the process is currently being distributed by 20th Century-Fox. The booklet has been sent to theatres, supply houses and other interested persons.

U's Top Filming Pace To Continue; AA Sets 20 Pix Through December

HOLLYWOOD. — Present production levels at Universal-International will be maintained at the same tempo during the coming year, it was announced at the conclusion of a series of policy conferences of the company's top executives. Along with the continuance of present production policies, it was stated that future plans will enable the studio to film every production for exhibition on the newly-developed wide screens.

The statement also revealed that selected pictures will be recorded with stereophonic sound whenever it is felt that such sound amplification will add to the dramatic impact of the story. Also, as a result of the company's success with its first 3-D film, "It Came From Outer Space," it plans to continue making films in the extra-dimension.

3-D Releases Announced

Attending the meetings, which lasted two weeks, were Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; Alfred E. Daff, executive vice president; Edward Muhl, vice president who has assumed charge of studio operations in place of William Goetz, who left the studio at the expiration of his contract; David A. Lipton, vice president and James Pratt, executive manager.

Company report on the conference also listed information on several U-I releases coming in the near future. Set for a September release is "Wings Of The Hawk," a Van Heflin—Julia Adams starrer made in Technicolor and 3-D. Other 3-D releases are "The Glass Web," starring Edward G. Robinson, and "Son Of Cochise," Technicolor film starring Rock Hudson. These films will be released after "Wings Of The Hawk."

The statement also announced that the studio was scrutinizing all new techniques both in production and projection, and that as they are developed and found feasible, they will be adapted for use by the company.

HOLLYWOOD.—No less than 20 feature films will be produced in the remaining six months of the year at Allied Artists, according to Walter Mirisch, executive producer for the company. He added that the group would comprise a "completely rounded" program, which will include high, medium and small budget pictures.

Mirisch continued by stating a belief "in healthiness of change, novelty and variety." Therefore, his company will make pictures in CinemaScope, Technicolor, black and white, 3-D, 2-D and wide-screen. He explained "we have found that the market is still open to various film treatments."

The studio will enter CinemaScope production with "The Black Prince," Technicolor film which will be shot on location in England. Other CinemaScope productions are being contemplated by AA, Mirisch added.

The other major Technicolor films now on the list are "Annapolis 53," which starts shooting in October; "The Adventures of Hajji Baba," planned to begin in November; and "Wichita," which should get going in December, he said.

Other Films Listed

Other films to be made in color are "Desert Empire," "Pride Of The Blue Grass," "Arrow In The Dust," "Bitter Creek" and "The Green Hills Of Idaho." Four 3-D films scheduled to go into production in this period are "Riot In Cell Block 11," "House In The Sea," "Dragonfly Squadron" and "Hold Back The Night."

Also named by Mirisch for production very shortly was "Ketchikan," story about the salmon industry. He noted that the company would also continue to make films in its regular series, such as the Bowery Boys, Bomba and the Royal Canadian Mounted Police. Two western series, one starring Wild Bill Elliott and the other Wayne Morris, will also receive prompt attention, Mirisch promised.

Theatre TV Units Vie For Title Bout

Two television groups concerned in the possible televising of the Rocky Marciano-Roland La Starza heavyweight title match, scheduled to take place at the Polo Grounds, Sept. 24, are Theatre Network Television and Box Office Television, Inc. It is known that the former has been conducting talks with the International Boxing Club, and trade reports indicate that the second group has also been considering the matter.

However, IBC has not yet decided which medium to use for the fight, according to Nathan Halpern, TNT president. The main point in favor of theatre television over home video is that with the latter the New York area would have to be blacked out in order to fill the huge stadium. Most sponsors object to losing this large video audience.

Although TNT has been the only group to televise fights in the past, Box Office Television is becoming an important factor in theatre television. The newer group has asked the American Telephone and Telegraph Co. for long line facilities covering about 26 cities from Boston to Atlanta and as far west as St. Louis. The period would last from September to December, according to William P. Rosensohn, secretary and sales manager for BOT.

The arrangement would cost BOT $123,000 for the three month period, Rosensohn added. His company would have to use the facilities at least 35 hours per month in order to maintain those rates. A Notre Dame football series and a Harlem Globetrotters basketball series will use some of the time, but Rosensohn judged that football would consume only 12 hours of that minimum each month.

A quarterly meeting of A. T. & T., to be held in late August or early September, will consider the bid Rosensohn explained.

Brandt Named Chairman Of Sophie Tucker Fete

Harry Brandt, president of the Independent Theatre Owners Association, has been designated Co-ordinating Chairman of the Golden Jubilee Dinner honoring Sophie Tucker, to be held at the Waldorf Astoria on October 4th.

Brandt will co-ordinate the activities of the various committees representing business and commerce, as well as every facet of showbusiness, which are combining to mark Sophie Tucker's 50th anniversary in showbusiness. The dinner, sponsored by the Jewish Theatrical Guild, will also benefit five other theatrical charities. Over 1500 guests are expected to attend.

NEW APPOINTMENTS

FRANK I. DAVIS, JR., was promoted from his post of vice-president to that of president of Selznick Releasing Organization, Inc., replacing David O. Selznick. Davis will also be executive director of the Selznick studio and will headquarter in New York. Selznick retired from the presidency so that he could spend more time on other efforts.

Other appointments at the Selznick studio include a realignment of the foreign sales staff. ARTHUR LEE has been named European sales manager, headquartering in Paris. ERWIN SCHMIDT was made general sales manager for Germany and Austria, with headquarters in Munich. CLEAVE J. SHEPHERD, headquartering in Tokyo, will supervise sales in the Far East; and EDUARDO GUIMARAES, headquartering in Rio de Janeiro, will handle sales in Brazil.

WILLIAM G. MANSELL, former branch manager of Warner Brothers' Philadelphia exchange, was promoted to the post of Central District manager, with headquarters in Philadelphia. Central District now consists of five branch offices—Cincinnati, Cleveland, Indianapolis, Philadelphia and Pittsburgh. Mansell's Philadelphia post was assumed by CHARLES BEILAN, former assistant branch manager.

Other Warner changes include the promotion of ROBERT H. DUNBAR from branch manager in Milwaukee to Midwest district manager, with headquarters in Chicago. Dunbar will have charge of Chicago, Detroit and Milwaukee exchanges. ARTHUR W. ANDERSON, former Midwest district manager, was made North Prairie district manager, in charge of the Des Moines, Minneapolis and Omaha offices. He will headquarter in Minneapolis. HALL WALSH was named South Prairie district manager with supervision over Kansas City and St. Louis. His headquarters will be the latter exchange office.

In other Warner offices, JACK KALMENSON, former branch manager of Pittsburgh, was transferred to become branch manager in Milwaukee. Kalmenson's former post was taken by JERRY WECHSLER, who had been branch manager in Cleveland. The Cleveland position went to ERNEST SANDS, formerly a salesman there.

FRANK P. DERVIN was named to the newly created post of assistant to Edward L. Walton, executive assistant to the president, at RKO. Dervin, who has worked for the past nine years as district and branch manager for Republic, will make his headquarters in New York.

MICHAEL MINDLIN, JR., was appointed publicity director of Lopert Films Distributing Corp. Formerly with the Alfred Katz publicity office, Mindlin has a wide background in publicity work.

J. ALLEN VALLE was promoted to manager of RKO Radio's Portugal office, where he had been an assistant for several years. He replaced the late Joaquin Gallego. Valle started with RKO as a booker.

GEORGE T. SHUPERT resigned his post as vice president and general manager of United Artists Television Corp. to join the American Broadcasting Co., a division of American Broadcasting — Paramount Theatres, Inc. Shupert entered the visual media field in 1940, and in the past 13 years has served as officer with several television companies.

CRESSON E. SMITH was appointed general sales manager of Louis de Rochemont Associates, in which post he will handle distribution for the recently-completed feature, "Martin Luther." Smith has held executive posts with United Artists, David O. Selznick and RKO.

HUGO STRAMER, in charge of the RKO office in Colombia since 1949, has been appointed manager for Argentina, succeeding Charles Rosmarin, recently assigned to the post of general sales manager of the Europe-Near East division and assistant to Joseph Bellfort, division supervisor.

TERRY TURNER and DON THOMPSON of General Teleradio, Inc., were engaged by Paramount Pictures to work with the staff of Jerry Pickman, vice-president in charge of advertising, publicity and exploitation, for a limited period in the TV and radio exploitation of "War of the Worlds."

Skouras Case Dismissed For Being Too Lengthy

On the grounds that the complaint in the Skouras Theatres' anti-trust suit of $88,000,000 against a group of distributors was too long and confused, Federal District Court Judge John F. X. McGohey dismissed the action but agreed to hear the case should Skouras file a simpler complaint. The dismissed complaint ran 35,000 words, and included 124 pages and 291 numbered paragraphs.

McGohey said that the Federal Rules of Procedure encourage conciseness and simplicity in complaints. He stated that the Skouras complaint violated these rules. The action in no way affects another Skouras suit of $14,000,000, which involves similar charges.

Stanley Warner, Fabian Sign Three Year Pact For Officers' Services

WASHINGTON.—A three year pact has been signed between Stanley Warner and Fabian Enterprises, Inc., by which S-W agrees to pay the Fabian group $3,000 per week for the combined services of Si Fabian, president of S-W, and Samuel Rosen, S-W vice president. The agreement was revealed in a S-W report to the Securities and Exchange Commission.

Fabian Enterprises, Inc., is a closed family corporation of which Fabian is president and Rosen, secretary-treasurer. The pact also stipulates that Fabian and Rosen can spend only one third of their regular time in Fabian Enterprises work.

Another part of the agreement calls for the payment of five percent of the earnings to Fabian Enterprises if S-W enjoys profits of from $2,500,000 to $5,000,000 per year. If profits are below $2,500,000 no percentage need be paid, and if they exceed the $5,000,000 mark, the percentage increases to seven and one half per cent.

Justice Declares Divestiture Ruling Largely Followed

WASHINGTON.—The Senate Small Business subcommittee that had been studying industry problems closed its hearings after having been reassured by members of the Department of Justice that the department had handled successfully about 95 per cent of the approximately 1,000 industry complaints it had received since Jan. 1, 1949.

Testimony which was released after the closing of the sessions revealed that the Justice Department had rebutted statements made by exhibitors that divorcements as a result of the Paramount case were only "technical divorcements." The department declared that a "substantial portion" of the divestiture program calling for the sale of 1,200 theatres has already been carried out.

Studies Factual Cases

On other matters vital to industry interests, department chief Stanley Barnes expressed his findings on competitive bidding, pre-releases, arbitration and high film rentals. He stated that competitive bidding was not in violation of the decree unless the exhibitors are not in substantial competition with each other. However, he admitted that it is often difficult to determine what constitutes "substantial competition" and that his department could only concern itself with factual cases.

Barnes said that his department was still studying the question of pre-releases. There are two points involved: whether certain actions by the distributors could be construed as an attempt to fix admission prices and whether the pre-release practice "involves the granting of unreasonable clearance." No conclusions have been reached as yet, he added.

Silent On Arbitration

The department wouldn't commit itself on arbitration. It stated an interest in a "well-conceived and well-administered arbitration system," but it hastened to add that such arbitration should not limit the authority of the government or the court's jurisdiction to enforce the judgments entered in the Paramount case.

The problem of high film rentals is a serious one for many exhibitors, the department admitted, but it did not think that theatre closings could be "fairly attributed to the judgments entered in the Paramount case." It named obsolescence of theatres, competition from drive-ins, newly built theatres, new residential developments and television as important factors to be considered.

Warns About Standardization

On the question of standardization of 3-D equipment, the department warned that "any agreement among the distributors which would have the effect of excluding any process from the market" would raise a serious anti-trust problem.

The department emphasized the point that it did not have the manpower to look into every problem demanding its attention. The statement declared that the division tries to select the instances "that seem to have validity." Also, it stated its position: "we are not an administrative agency but an overburdened prosecuting agency."

Staff Reviews

(*Continued from page* 11)

able for a screen version of a Mickey Spillane private eye novel due to the fact that the author's detective fiction has been selling on drug store counters throughout the nation for years, in volume almost as heavy as tooth paste. "I, The Jury," meets the needs of this market. Add to the pre-selling of Spillane books the 3-D attraction of this film and the fate of "I, The Jury" as a money-maker is practically guaranteed. The picture stacks up as a rough-and-ready whodunit fraught with hard-boiled language, torrid sex play and more than enough killings and beatings to satisfy the action fan. Although all this has been done before, and done better, the Spillane name will be sufficient to attract crowds. The 3-D photography is rarely utilized for depth gimmicks, but the boldness with which the story is told will keep an audience interested.

STORY: When Robert Swanger, an ex-cop, is killed, Biff Elliot private eye and Swanger's best friend, begins checking the list of murder suspects. Among the suspects are Alan Reed, boss racketeer; Robert Cunningham, a hireling; Peggie Castle, a psychiatrist, and Tani and Dran Seitz, identical twins. Elliot interviews them all, and the guilty finger points to Reed. But Elliot, who kills Reed in self defense, learns that the latter's gun did not cause Swanger's death. Further clues seem to lead nowhere as several of the suspects are mysteriously murdered. Finally Elliot discerns Peggie as the guilty party. He kills her in self defense while she is kissing him.

●

"Crusin' Down The River"

(Columbia) 79 Min.

Cast: Dick Haymes, Audrey Totter, Billy Daniels, Cecil Kellaway, Connie Russell, the Bell Sisters, Douglas Fowley, Larry Blake, Johnny Downs, Benny Payne.

Credits: Produced by Jonie Taps; Directed by Richard Quine; Story and screen play by Blake Edwards and Quine.

"Cruisin' Down The River" is a sock little musical that can hold its own atop any bill. Although Dick Haymes, Audrey Totter and Billy Daniels are the only three performers well-known to movie goers, the film introduces the Bell Sisters and Connie Russell, who are due to do quite a lot more in films, judging from their performances in this musical comedy. Doug Fowley and Johnny Downs lend good support with Benny Payne excellent as Daniels' piano accompanist. Technicolor is a great assist to the film, that should find word of mouth a strong asset to good box office. The light, whimsical flavor of the film is catching and when they aren't laughing the audience will be enjoying plenty of tunes. Exploitation angles are apparent with the film filled with popular recording stars and having a plot dealing with the riverboat days, and the modern South.

STORY: Nightclub entertainer Dick Haymes inherits the "Chattahoochee Queen," a riverboat gambling emporium and entertainment palace. Going South to view his prize, Haymes learns from Douglas Fowley, that his grandfather has the boat mortgaged to the hilt. He decides to give the boat to Cecil Kellaway, who was his grandfather's rival and who lost the boat to him years back in a game of cards. Upon meeting crusty, irritable, grumpy Kellaway, Haymes decides to keep the boat and pay off the mortgage which is held by Kellaway. With the aid of Kellaway's granddaugter, Audrey Totter, Billy Daniels, Benny Payne, the Bell Sisters and Audrey's students at the school where she teaches, Haymes manages to convert the riverboat into a floating nightclub using Kellaway's credit through Audrey's manipulations. On opening night, Kellaway finds out about it and is about to take over the boat, when he is won over, becomes Haymes' partner and gives his okay on Audrey marrying Haymes.

●

"The Big Leaguer"

(M-G-M) 70 Min.

Cast: Edward G. Robinson, Vera-Ellen, Jeff Richard, Richard Jaeckel, William Campbell, Carl Hubbell, Al Campanis, Bob Trocolor, Tony Ravish.

Credits: Produced by Matthew Rapf; Directed by Robert Aldrich; Screen play by Herbert Baker; Based on a story by John McNulty and Louis Morheim.

A fairly good slice of baseball lore, concerning the 18-year-olds who try out for major league rookie positions, is dished up in this Edward G. Robinson starrer. Picture is a definite item for a program position; with a little selling it could merit a higher slot. Exploitable, since it was filmed in co-operation with the New York Giants team in Florida, "The Big Leaguer" has a script which smacks of sports writer philosophy that sometimes borders on the repetitious. Tense ball game situations comprise the exciting moments of this one.

STORY: Among the most likely prospects for a rookie's position with the New York Giants is Jeff Richards, an 18-year-old son of an immigrant coal miner who, unknown to Edward G. Robinson, chief coach, is trying out minus his father's consent. When the training nears its end, Richards decides to quit for fear of hurting his father's feelings if he wins a job on the team. But Vera-Ellen, with whom Richards is in love, persuades him to stay. Vera knows also that Robinson's job depends on his bringing in a prize rookie. But Mario Siletti, Richards' father, shows up and demands his removal. Robinson persuades Siletti to watch Richards play ball. Latter is such a stand-out that Siletti permits him to sign. Richards goes off, promising to return for Vera, and Robinson's job is saved.

●

"Abbott & Costello Meet Dr. Jekyll & Mr. Hyde"

(Univ.-Int'l.) 76½ Min.

Cast: Bud Abbott, Lou Costello, Boris Karloff, Craig Stevens, Helen Westcott, John Dierkes, Reginald Denny.

Credits: Produced by Howard Christie; Directed by Charles Lamont; Screen play by Leo Loeb and John Grant; Based on stories by Sidney Fields and Grant Garrett.

Young and adult fans alike of Abbott and Costello will receive a terrific charge from this latest and exploitable assortment of their time-tested shennanigans. This time, they are aided by a largely competent cast featuring Boris Karloff, who changes from the human Dr. Jekyll to the monstrous Mr. Hyde for chilling effect on the comics. Invariably, Costello does some changing: from a man to a giant mouse, then into a monster. A sneak preview audience at Loew's Commodore Theatre, N. Y. C., thought the proceedings to be amusing. Offsetting the zany doings of this film is a neat production, set in turn-of-the-century England. Chalk up this A&C opus as a better-than average comedy-chiller for the team.

STORY: Bud Abbott and Lou Costello are thrown off the London police force for failing to quell a riot in which Craig Stevens, a reporter, saves Helen Westcott, a dance hall girl, from harm. Stevens, in love with Helen, incurs the jealous wrath of Boris Karloff, Dr. Jekyll, who goes home to change into Mr. Hyde, a monster, and plans to kill Stevens. But Abbott and Costello pursue Karloff, hoping to catch him and thereby regain their police jobs. Karloff, however, reverts to human form and induces the unwary comics to live with him. Soon Costello changes into a mouse, then into a monster. Karloff, again a monster, tries to kill Helen but is prevented by Stevens. With two monsters now on the loose, a wild chase ensues in which Karloff is killed. Costello reverts to a man after biting numerous police officers who all change into monsters.

●

"Blueprint For Murder"

(20th-Fox) 76 Min.

Cast: Joseph Cotton, Jean Peters, Gary Merrill, Catherine McLeod, Jack Kruschen, Barney Phillips, Fred Ridgeway, Joyce McCluskey, Mae Marsh.

Credits: Produced by Michael Abel; Written and directed by Andrew Stone.

A highly suspenseful film is to be found here with a yarn that maintains interest at peak pitch throughout its running time. Tinged with a bit of the documentary technique, the simple and effective story is finely balanced with good characterizations and better class direction and production so that the end result emerges as one that will more than find its place on the program, and aid it materially. It could very well be a sleeper in its class.

STORY: When a relative of Joseph Cotton and Jean Peters dies, it is soon augured that demise was caused by poison. Cotton discovers that Jean, figuring on an inheritance, is the culprit, but police cannot prove her guilt. When Jean decides to go abroad, taking a small boy mentioned as the heir in her charge, Cotton fear's for the latter's life and goes along. He discovers what he thinks are poison tablets in her handbag and secretly gives Jean one in a drink. She almost consumes it, but balks at the last moment and confesses. She gets life imprisonment.

●

"Fort Algiers"

(United Artists) 78 Min.

Cast: Yvonne De Carlo, Carlos Thompson, Raymond Burr, Leif Erickson, Anthony Caruso, John Dehner, Robert Boon, Henry Corden, Joe Kirk, Bill Phipps, Sandra Gale.

Credits: Produced by Joseph N. Ermolieff; Associate producer, Edward L. Alperson, Jr.; Directed by Lesley Selander; Screen play by Theodore St. John; Based on a story by Frederick Stephani; Song by Michel Michelet.

Average response can be expected for this Yvonne De Carlo starrer, in which the French Foreign Legion battles Arabs. Chief exploitation angle is Yvonne's reputation as a siren. Familiar plot, which casts Yvonne as an undercover agent working for the French, has been executed with a fair amount of action and intrigue. There's a big knockdown-drag-out fight that climaxes the film with dynamite exploding and guns blazing, but not too much till then. However, Yvonne should keep the men interested, and the kids will go for the scenes of the Legion and life in the palace of the wicked Arab leader.

STORY: Yvonne De Carlo is persuaded to go to Algiers to uncover the person behind recent Arab uprisings. Once there, she discovers that Raymond Burr is the leader of the revolt in order to win control of the oil fields. To gain his confidence, she pretends to be enamored of him. Also in Algiers, is Carlos Thompson, a member of the French Foreign Legion who once was in love with Yvonne. At first he scorns her, but helps when she is held captive by Burr. The two escape and warn the oilmen that Burr plans to attack. In the ensuing battle, Burr and his group are defeated. Yvonne gets a medal for her services, and also Thompson.

(*Continued on page* 19)

GREAT at the CHICAGO WORLD PREMIERE

TOPPING EVEN "TOMAHAWK"!

GREAT IN TERRITORIAL OPENINGS

SETTING NEW RECORDS !



"THE GREAT SIOUX UPRISING"

COLOR BY Technicolor



Starring **JEFF CHANDLER**

FAITH DOMERGUE · LYLE BETTGER

DIRECTED BY LLOYD BACON · SCREENPLAY BY MELVIN LEVY, J. ROBERT BREN AND GLADYS ATWATER · CO-PRODUCER LEONARD GOLDSTEIN

PRODUCED BY ALBERT J. COHEN · A UNIVERSAL-INTERNATIONAL PICTURE



Universal International

U-I still leading the profit parade!

Foreign Grosses Skyrocket At UA



At the United Artists European sales convention in London are Arnold M. Picker, vice-president in charge of distribution, and Charles Smadja, continental manager.

LONDON.—Foreign gross for the first six months of this year at United Artists has risen 200 per cent above figures for the comparable period of 1952, according to Arnold Picker, vice-president in charge of foreign distribution for the company. He addressed the delegates at the opening session of UA's first inter-continental sales convention, held at London's Savoy Hotel.

While reporting this progress made by the "new" United Artists, Picker praised the hard work and showmanship demonstrated by the more than 100 members of the company's foreign sales staff, representing 17 countries. Additional praise came from Robert S. Benjamin, chairman of the board, who promised the sales staff that UA would continue to supply outstanding product.

Advertising Program Discussed

Benjamin also noted the transitional nature of the present time, and he stressed the point that UA was maintaining a policy whereby no screen would be "lost" to the industry. This is to be accomplished by continuing in the presentation of a rounded program which utilizes all technical developments.

Max E. Youngstein, UA vice-president, discussed the promotion and advertising program now being readied for product soon to be released overseas. The session closed with the reading of a statement by Arthur Krim, president of the company. He asserted that the meeting was taking place "at a significant moment in UA's history and a critical point in the evolution of our business."

Meanwhile, all the interests of United Artists in Odeon Cinema Holdings Ltd. have been acquired by the Schlesinger Organization of South Africa, according to a joint statement by the Schlesinger company and UA. The United Artists stock went to African Theatres Ltd., a subdivision of the Schlesinger Organization, headed by John S. Schlesinger, but the control and management of Odeon Cinema Holdings Ltd. remains unchanged, the announcement revealed.

Fox Pledges Heavy CinemaScope Schedule, Lower Equipment Cost

(*Continued from page* 8)

"Gentlemen Prefer Blondes," "Inferno," "Dangerous Crossing," "Sailor of The King," "Mister Scoutmaster," "City Of Bad Men," "A Blueprint For Murder," and "Vicki."

From another source came word that CinemaScope is enjoying a fine reaction in England. Spyros P. Skouras, president of the company, made the announcement with a prediction that 1,000 British orders will have been received by the end of July, upon his return from Europe this week. He said that this is at a faster rate than that which greeted first demonstrations of the new system in the U. S. To accommodate this interest in the new medium and to furnish exhibitors with equipment, Skouras stated that Fox is committed to an aggregate of almost $10 million, mostly to foreign equipment manufacturers, to cover the cost of retooling.

Manufacturing Deals Arranged

Skouras reported that he had set up manufacturing deals in foreign countries for the production of CinemaScope lenses, the Miracle Mirror screen and stereophonic sound. He made deals with German and Italian equipment manufacturers, he stated. Starting Aug. 14, the new development will be demonstrated in most of the other principal European cities throughout the continent.

Announced plans to make films in the new technique have come so far from Fox, M-G-M, Columbia, Walt Disney, Allied Artists, Bert Friedlob, Errol Flynn and Eugene Frenke, according to Lichtman. Also, he said the Ford Motor Co. will produce a special subject showing its 1954 line of cars and trucks in CinemaScope. This will be for private showing to dealers.

The company also announced that it has concluded a deal with Leonard Goldstein for the latter to make a series of independent films for release by Fox. A new company for the production of these films is being formed.

First four pictures on Goldstein's schedule, all in Technicolor, are "Gorilla At Large," to be directed by Harmon Jones; "Three Young Texans," directed by Henry Levin; "Man In The Attic," to be directed by Hugo Fregonese; and "Gatling Gun," to be directed by Rudolph Mate.

WB Adopts Wide Screen System; Supplies Lenses On Rental For Exhibition

(*Continued from page* 8)

SuperScope are: "A Star Is Born," starring Judy Garland; "Lucky Me," starring Doris Day; "Rear Guard," a Guy Madison starrer; "Helen of Troy"; "Mr. Roberts," the successful stage play; and "East of Eden," John Steinbeck's current best-selling novel, to be produced and directed by Elia Kazan.

Results "as far-reaching as those of talking pictures" were predicted for the new development by Warner. He claimed it "enlarges the whole field of picture making, creatively as well as technically. It widens the scope for writers, directors, producers and actors, opening new vistas for creative imagination and talent," he continued.

WarnerSuperScope joins the list of other recent inventions by the studio that includes WarnerColor, WarnerPhonic sound and an All-Media camera. It is "not only super in size, but super in its anticipation of our industry's needs in production and exhibition for years to come," Warner stated.

High Spirits Key RKO Sales Meeting



At RKO's sales meeting held in New York are, (l. to r.): Nat Levy, eastern and southern division manager; Charles Boasberg, general sales manager; J. R. Grainger, president; Walter Branson, assistant general sales manager; and Edward L. Walton, assistant to Grainger.

(*Continued from page* 4)

Award winner.

"SECOND CHANCE," 3-D, Technicolor, produced by Edmund Grainger, starring Robert Mitchum and Linda Darnell.

"DEVIL'S CANYON," 3-D, Technicolor, produced by Grainger, starring Virginia Mayo and Dale Robertson.

"THE SWORD AND THE ROSE," Technicolor, Walt Disney production, starring Richard Todd and Glynis Johns.

Later releases include:

"JUNGLE FURY," Technicolor, produced by Ben Bogeaus, starring Ann Sheridan, Glenn Ford and Zachary Scott.

"SHE HAD TO SAY YES," comedy starring Robert Mitchum and Jean Simmons.

"DECAMERON NIGHTS," Technicolor, starring Joan Fontaine and Louis Jourdan.

"SON OF SINBAD," Technicolor, starring Dale Robertson, Sally Forrest and Vincent Price.

"THE FRENCH LINE," Technicolor, starring Jane Russell and Gilbert Roland.

"MARRY ME AGAIN," comedy starring Marie Wilson and Robert Cummings

"RANGERS OF THE NORTH," Technicolor, starring Victor Mature and Vincent Price.

"On the schedule for December release are:

"THE BIG RAINBOW," Technicolor.

"THE SILVER HORDE," Technicolor film based on a Rex Beach novel, starring John Wayne and Jane Russell.

For release after the year:

"JET PILOT," Technicolor, starring John Wayne and Janet Leigh.

Staff Reviews

(Continued from page 16)

"Northern Patrol"

(Allied Artists) 62½ Min.

Cast: Kirby Grant, Chinook, Marion Carr, Bill Phipps, Claudie Drake, Dale Van Sickel, Gloria Talbot, Richard Walsh, Emmet Lynn, Frank Lackteen, Frank Sully.

Credits: A Lindsley Parson Production; Produced by Lindsley Parsons; Directed by Rex Bailey; Screen play by Warren Douglas; Based on a story by James Oliver Curwood.

"Northern Patrol" is a weak program entry that will get its best reception from the juvenile matinee trade. Kirby Grant does well with what he has to work with and a wonderful dog actor, greatly reminiscent of some of the talented dog stars of some years back, is a wonder to watch in action. Another asset to the film in a rather far-fetched part is a very attractive actress, Marion Carr, who can act and who no doubt will find her way to roles more suitable to her talents. The picture's story line is poorly constructed and very unconvincing. Film's pacing is way off and it is draggy in spots. What action there is in the picture is not too well staged.

STORY: Kirby Grant of the Royal Canadian Mounted and his dog, Chinook, find a dead body in a cabin. Grant contacts district constable, Richard Walsh, who sends him to the murdered man's girl friend, Gloria Talbot. He also meets Gloria's drunken brother, Bill Phipps and a gambler, Dale Van Sickel, both of whom become suspects in his book, along with a shapely French Canadian girl, Marion Carr. Through Indian girl Claudie Drake, Grant learns that Phipps and Van Sickel have killed the man to get the secret of a treasure, which was told him by Indian Frank Lackteen. Lackteen, dying, heads for the burial ground where the treasure is hidden followed by Phipps and Van Sickel. However, Grant and Chinook arrive in time to save Lackteen's life, but too late for Marion who has been killed by Claudie.

"Spaceways"

(Lippert) 76 Min.

Cast: Howard Duff, Eva Bartok, Alan Wheatley, Philip Leaver, Michael Medwin, Andrew Osborn, Cecile Chevreau, Anthony Ireland, Hugh Moxey, David Horne, Jean Webster-Brough, Leo Phillips, Marianne Stone.

Credits: An Exclusive Films Production; Produced by Michael Carreras; Directed by Terence Fisher; Screen play by Paul Tabori and Richard Landau; Adapted from the radio play by Charles Eric Maine.

"Spaceways" is a science-fiction effort that will get its best response as a supporting feature. Dealing with scientists' efforts to create a space station, which will remain in suspension in space as a satellite of the earth, the film has some highly imaginative sequences. At times it is wordy; but perhaps this may be traced to the fact that the story is based on a radio play. Picture, however, has enough suspense to keep audience interested throughout. Eva Bartok is both beautiful and competent as the femme mathematics expert in love with Howard Duff, a U.S. rocket expert. Production mantling on the film is fine with the top secret atmosphere of the experimental station coming right across to the audience.

STORY: Rocket expert Howard Duff, whose wife Cecile Chevreau is having an affair with a fellow scientist, Andrew Osborn, has been loaned out to England by the U.S. for top secret rocket tests. A three-stage rocket is tested and because of an overload it fails to return to earth. When Cecile and Osborn are found to be missing from the top secret experimental reservation, Duff is accused by investigator Alan Wheatley of killing them and placing their bodies in the rocket. Duff, who is in love with Eva Bartok, a math expert, decides to prove himself innocent by going up in another rocket and bringing back the rocket that is still aloft. When Duff leaves, Eva substitutes for Michael Medwin, who is supposed to make the journey with Duff. Cecile and Osborn are found with stolen rocket secrets but not in time to keep the two from making the rocket trip. Once in flight, Duff discovers that Eva is with him. Their rocket jams and all looks lost. Duff radios information back to the rocket station that will correct the next test, and luck is with them when an emergency shift works and sends them on their way back to Earth.

"Ghost Ship"

(Lippert) 70 Min.

Cast: Dermot Walsh, Hazel Court, Hugh Burden, John Robinson, Joss Ambler, Joan Carol, Hugh Latimer, Mignon O'Doherty, Laidman Browne, Meadows White.

Credits: An Abtcon Pictures, Inc., Presentation and a Herman Cohen Presentation; Produced, directed and written by Vernon Sewell.

"Ghost Ship" is an interesting English film which should do well as a programmer. Dealing with a novel subject, spiritual manifestations, the film holds interest throughout with the leads, Dermot Walsh and Hazel Court, both handling their roles well. Film has its moments of suspense and moves along smoothly. There are enough angles here for some good exploitation on the film with emphasis on the "ghost" element of the film.

STORY: Dermot Walsh, a former Canadian Navy officer and his wife, Hazel Court decide to buy the yacht, "Cyclops," despite Yard Manager Joss Ambler's warnings against the ship. The fact that cigar smoke can be smelled aboard the ship when no one is smoking has given birth to the rumor that the ship is haunted. Two chiefs quit. One admits that he has seen a ghost aboard. Hazel becomes frightened. She calls in a psychic phenomena man, who, after studying the case, sends for a medium, Mignon O'Doherty. The medium relates the story that two murders took place on the yacht. John Robinson, its former owner, killed his wife, Joan Carol, and her lover. Refusing to believe in ghosts, Walsh solves the mystery and Robinson, who is responsible for the spiritual manifestations, kills himself.

"Hannah Lee"

(Jack Broder) 3-D Pathecolor 81 Min.

Cast: Macdonald Carey, Joanne Dru, John Ireland, Don Haggerty, Peter Ireland, Stuart Randall, Frank Ferguson, Ralph Dumke, Tom Powers, Tris Coffin, Alex Pope.

Credits: A Jack Broder Presentation; Executive producer, Jerry Thomas; Produced and Directed by John Ireland and Lee Garmes; Screen play by MacKinlay Kantor and Rip Von Ronkle; Based on the novel, "Wicked Water," by MacKinlay Kantor.

"Hannah Lee" is a good western which will be helped at the box office on the strength of its being made in 3-D. However, the 3-dimension system used doesn't seem to be on a par with other systems on the market. The Pathecolor film benefits strongly from a top-notch performance by Macdonald Carey as the professional gunslinger, who kills unemotionally for a price. The work is a solid character study and a top credit for the actor. The song, "Hannah Lee," which was authored by Stan Jones and is sung in the film by Jones, William Lee, Richard Cherney and Ken Curtis and the Pioneers has all the earmarks of becoming a popular hit. There are some stretches of dramatic power in the film that are breathtaking, but it is obvious that the interesting story could have been developed more. Joanne Dru and John Ireland do well in their roles with young Peter Ireland making an auspicious debut as the youngster in the picture. There is plenty of action in this one for the oater fans.

STORY: Gunslinger Macdonald Carey comes to town and is hired by ranch owners to get rid of the homesteaders. He is to be paid a price for each one, whether they move or are killed. Carey guns them down moments after he gives them notice to pull out. Saloon owner Joanne Dru is drawn to Carey, who appeals to her. The homesteaders send for John Ireland, a U.S. Marshal. Ireland sets about to find the killer. Getting his murder gun out of its hiding place, Carey is startled by a movement in the brush. He shoots and later discovers that he has shot a young boy, Peter Ireland. Ireland goes after Carey to fight him off. Carey gets the upper hand and is about to finish off the marshal, when Joanne, who knows Carey for the merciless killer that he is, shoots him down.

"Son Of Belle Starr"

(Allied Artists) Cinecolor 70 Min.

Cast: Keith Larsen, Dona Drake, Peggie Castle, Regis Toomey, James Seay, Myron Healey, Frank Puglia, Robert Keyes, I. Stanford Jolley, Paul McGuire, Lane Braford, Mike Ragan, Joe Dominguez, Alex Montoya.

Credits: Produced by Peter Scully; Directed by Frank McDonald; Screen play by D. B. Beauchamp and William Raynor; Story by Jack DeWitt.

With this film, a young man named Keith Larsen gives promise of becoming a sure bet in the leading man classification. As the title character, the son of Belle Starr, actor acquits himself with the ease of a seasoned thespian. He has looks, handles his action sequences manfully and has an excellent speaking voice. The feature is in western lingo, a notch above the average oater. Its story could have been altered a bit, but the rambling plot does develop its characters and this keeps the audience interested at all times.

STORY: Keith Larsen is the son of Belle Starr and a Cherokee Indian, who is branded as an outlaw because of his parentage. A previous gold hold-up has been blamed on him. Myron Healey, the local sheriff and two of his deputies make a deal with Larsen for another hold-up. Larsen puts in with them, hoping to find out who engineered the previous hold-up. Larsen pulls the job and Healey and his men try to double-cross him. Larsen guns them down until he comes to James Seay, whom he has discovered as the big boss. He kills Seay with a knife, but is shot down by a member of the posse out to get him.

"My Heart Goes Crazy"

(United Artists) Technicolor 70 Min.

Cast: Sid Field, Greta Gynt, Petula Clark, Kay Kendall, Sonnie Hale.

Credits: Produced and directed by Wesley Ruggles; Screen play by Elliot Paul and Sigfried Herzig; Original story by Ruggles.

This entry, made in England with a cast relatively unknown here, is a light-weight concoction that devotes itself primarily to the presentation of musical numbers. There is very little story line to hold things together and what there is of it is routinely familiar. Film contains a number of attractive girls, a few tuneful selections and well-staged production numbers and very little else. It should wind up on the lower half of the program or on the art and specialty house program.

STORY. Sid Field, top comedian, finds himself as understudy to a comedian in a London musical show. It becomes a hit and Field, doing nothing on stage, decides to quit. Petula Clark, his daughter, arranges at this time for Field to make a stage appearance. His performance is socko, and he replaces the regular comic. Petula's conscience grows bothered. She tries to get the rival comic back in Field's part. The producer places the rival comic in another show. Meanwhile, Field falls in love with Kay Kendall, another show member.

"Beings" From Other Planets Hypo "Outer Space" Drives



Interested children stare at the Xenemorph, space man in Universal-International's "It Came From Outer Space," which is frozen inside 600 lb. cake of ice at the Denver Theatre, Denver. Theatre asked passers-by to guess when the ice would melt. Winners got free passes.

Exhibitors throughout the country have pounced upon the science-fiction theme of Universal's "It Came From Outer Space" in order to ballyhoo local runs of the 3-D feature. Consequently, citizens in various towns and countries have been introduced to the Xenemorph, the space men in the picture, in a series of exploitation stunts.

The Denver Theatre, Denver, froze one (actually a simulated monster) in a 600 lb. cake of ice and asked passers-by to guess the time the ice would melt and release the monster. Contestants sent their answers to a local dise jockey, and winners received guest tickets to the theatre.

When the film opened at the Orpheum Theatre, Minneapolis, the Xenemorph became invisible, and Robert Whelan, theatre manager, had an open car drive through the streets of the eity with the banner "Official car for Mr. Xenemorph" prominently displayed on it. Interest was aroused because there was obviously no one else in the car other than the driver.

At Cleveland's Hippodrome Theatre a "Miss It Came From Outer Space," dressed in a brief costume, passed out envelopes whieh eontained amulets to protect the audienee from the influenee of Xenemorphs. Jack Silverthorne, manager of the theatre, also set up in his lobby an astronomy exhibit which featured teleseopes, celestial globes and examples of meteorites.

Author Featured

Another unusual lobby display, again highlighting the space theme of the film with posters and cutouts, was arranged for the run at the RKO Memorial, Boston. Manager Ben Domingo also arranged a tie-up with the loeal news distributing eompany to play up Ray Bradbury, seience-fiction writer who authored the film.

To generate interest in the New York opening of the film at Loew's State Theatre, a giant sized balloon was launehed from Times Square with a $100 U.S. Savings Bond awarded to the person who retrieved the balloon and returned it to the theatre. The Gotham run also benefitted from the appearanee of model Donna Pearson, chosen as "Miss Outer Space," who promoted the run via radio and television visits to a score of disc jockeys.

Balloons were also used to promote the run at the Paramount Theatre, New Haven, when the management released 500 of them throughout the entire area. One hundred of the balloons contained two guest tiekets to the theatre.

Street Car Hired

Another stunt popular with exhibitors was to have ushers dress up in "space" costumes and circulate around the neighborhood. The Paramount, Syraeuse, employed this technique, using an appropriately bannered sound truck to help out on the promotion. This same device was employed when the film played the Fox Theatre, St. Louis.

A street car was hired for the run at the Orpheum Theatre, Kansas City, and it toured the streets during peak hours as a "special" with banners and display material completely covering the car. The windows were deeorated with cutouts of scenes from the film, and the playdate was prominently displayed.

California engagements of the film were sold via a sign board that covered a span of 140 feet to promote the opening at the RKO Hillstreet and Pantages Theatres in Los Angeles, and a 200 feet banner that flew over the city of San Francisco when the film played the Orpheum Theatre there.

'All I Desire' Promoted Via Actress' Tour; Run Aided By Letter Contest

Sparking the promotional drive being waged on behalf of Universal's "All I Desire," a Barbara Stanwyck starrer, is the tour being undertaken by Andrea Millot, young actress and model who has been acting as special press representative for the film. She appeared at the Nashville and Atlanta premieres of the film and has also visited Birmingham and Charlotte to create interest in the picture.

Miss Millot is seheduled to swing northward on her journey, where she will continue to talk before civie groups, appear on television and radio programs, and arrange for newspaper publicity for local runs of the film.

Contest Held

At the Nashville and Atlanta engagements, playdates were plugged via a contest asking for letters on why "All I Desire" is a trip to New York, with the winner getting his wish for a week-end. Nashville's Tennessee Theatre had the help of one of the town's leading department stores that featured the contest in newspaper ads as well as in store displays. A chain of local grocery stores did the same for Atlanta's Fox Theatre.

Both southern cities were also hit by a eampaign centering on the "All I Desire" song, which has been reeorded by six different record companies.

Contests, Weird Sounds, Cut-Outs Ballyhoo "Beast"

Backing up the saturation television and radio campaign which Warner Brothers set up to launch the 500 city multiple premiere of "The Beast From 20,000 Fathoms," individual theatres have been working up their own stunts to sell local runs of the science-fiction film. A "Name the Beast" eontest sparked the run at Cincinnati's RKO Albee Theatre, with the local Crosley television station and a fleet of yellow cabs in the city helping out.

Similar stunts were performed in Dayton, Columbus and Atlanta, in whieh cities the Crosley Television System again joined in the eampaign, promoting playdates on loeal shows. Cut-outs of the beast in the film were used as backdrops for the television programs.

New England Blanketed

Also supplementing the company-prepared campaign was the one arranged with the Yankee Broadeasting Network to blanket all of New England in the preparation for the film's opening at the RKO Memorial Theatre, Boston. The theatre also used teaser trailers on its screen for six weeks in advance of the opening, and it used a eross plug trailer at the RKO Boston Theatre. In the lobby was displayed the special animated set-piece prepared by Warner, and the ushers wore badges with teaser copy.

The Boston campaign also included the use of pictorial three-sheets in the subway, both before and during the run. A eake of ice stunt was exhibited in a prominent loeation, and the Saturday Evening Post trueks carried speeial banners publieizing the film and naming the playdate.

Truck Tours City

A sound truck toured the streets of the eity, playing appropriate sound effeets recording, and the seientific aspeet of the film was featured in television panel shows which pit scientists against laymen in a discussion of the beast of the pieture.

The Warner home offiee has available for lobby display an animated eut-out of the beast which is 10 feet tall and in full color. It is eonstructed so that it darts its crimson tongue up and down, with glaring eyes moving baek and forth. Also available are special recordings of the beast, taken off the sound track of the pieture.

It is also possible to achieve a smoke effect for the eut-out by placing a small quantity of dry ice in a eontainer of water behind the beast's head. Eeriness is enhanced with flasher bulbs going on and off behind the beast's head and claws. The piece is priced at $16.50.

Spook Stunts Aid "Stiff"

NEW YORK.—The opening of Hal Wallis' "Scared Stiff," latest Martin and Lewis starrer, was greeted with a "Gala Spook Premiere" at the Mayfair Theatre. The theatre admitted free on that night all persons whose last names were Spirit, Ghoul, Ghost, Stiff, Skelton, Goblin and Zombie. To add to the ghost motif of the oceasion, theatre personnel greeted the audienee in skeleton and goblin costumes. Appropriate music emanated from the lobby.

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REGIONEWS

ALBANY

Simon Ullman, son of Fabian's upstate gen. mgr., Saul Ullman, is now an asst. on mgr. Bill With's staff at the Palace, succeeding Jim Faughnan. . . . The State Health Dept. has issued no regulations for sterilizing reclaimed 3-D glasses, believing there is no great danger in wearing such spectacles. . . . Radio Station WABY filed a protest with the FCC, claiming its action in awarding UHF TV channels 23 and 35 to Patroon Broadcasting Co. (Schine-owned) and Van Curler Broadcasting Corp. (Fabian and Troy Broadcasting Co.) respectively, was "illegal" and asked that the grants be set aside pending a hearing on the issues raised. . . . Walter Wertime, Sr., for many years operator of the Chester Theatre, Chestertown, passed away.

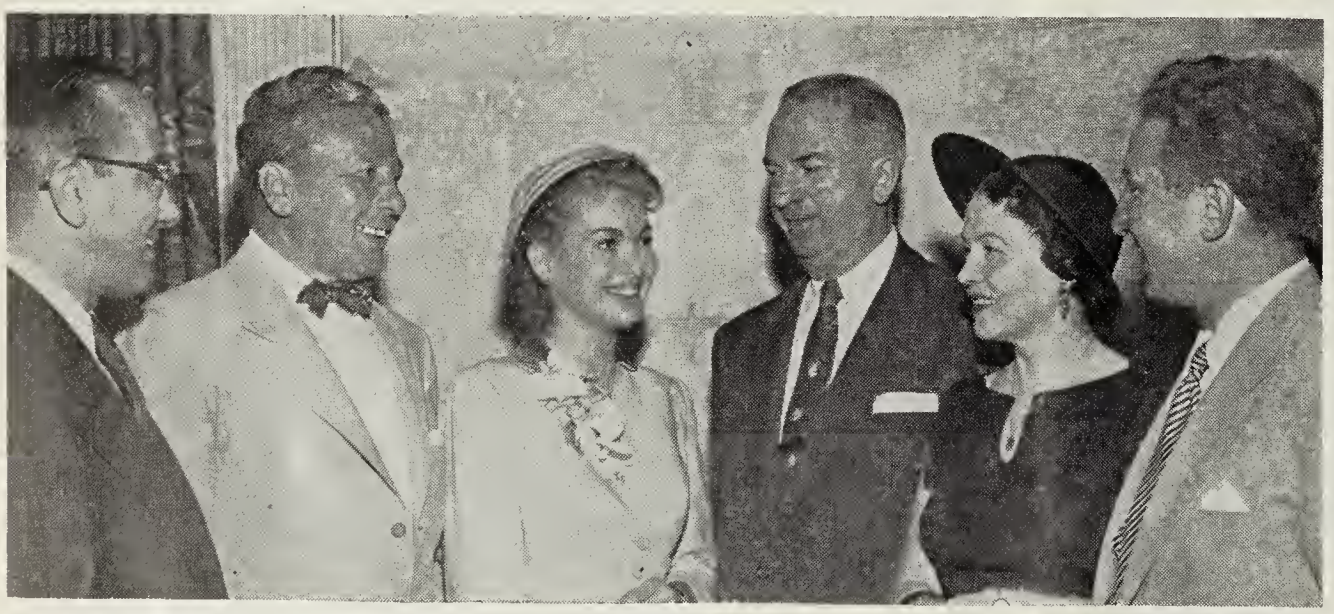
ATLANTA

The only inside-outside theatre in this area is the new Skyline Drive-In, owned and operated by C. Dennis. Project has a two-story structure with seating arrangements on the second floor. Building houses a complete snackbar and in the lounge is a TV set. . . . World premiere of "So This Is Love" will be held in Knoxville, Tenn. July 29. . . New owners of the Ritz, Bowling Green, Fla., are Mr. and Mrs. Trate, who took over from R. Campajale. . . . The following drive-ins opened in Tenn.: 200-car Sandy Beach, Jellico; 400-car project at Oliver Springs, owned by M. D. Williams; 700-car Druid Hill, Marysville; 400-car Family, Johnson City, owned by W. J. Baird and managed by Wm. Hampton.

Crescent Amuse. Co. closed its Capital Theatre in Decatur, Ala. . . . Wayne Spiering was named mgr. af the newly opened Roy Smith Co., Tampa, Fla., affiliate of Jacksonville Popcorn & Candy Co. . . . Ranch Drive-In, Hartselle, Ala., has added a bright orange sound truck for promotion and advertising of civic or charitable projects. . . . Fair Theatre, Somerville, Tenn., destroyed by fire sometime ago, will soon be rebuilt by N. B. Fair. . . . Motion pictures are being shown in a tent during the summer in Dandridge, Tenn. . . . Fire destroyed the closed Gem Theatre, Abbeville, La. . . . Robert D. "Curly" Burns was appointed office mgr. at Realart. . . . Frank Pierce, Louisville, Ala., opened his Barbour Drive-In, which was equipped by Wil-Kin.

Charge of showing obscene pictures, filed against Donald S. Hepburn, mgr. of the Follies Theatre, Jacksonville, was dismissed in Municipal Court. . . . Florida State's Empire Theatre at Daytona Beach is to be remodeled at a cost of some $25,000. . . . Florida House of Representatives passed a bill requiring drive-in screens to be built facing away from the highway. . . . Opening of the new Clervue Drive-In, Clermont, Fla., second in the Martin chain to open there, marks another milestone in the growth of South Lake County. Robert Ramsey, mgr. of the Lake Theatre in Clermont, was upped to city mgr., and cashier Edith Mayo promoted to mgr. . . . Mr. & Mrs. Harry Hall, who leased the Rex at Carrabelle, Fla. from Mrs. Harry Papadopolus, plan to install new equipment and do some remodeling. . . . The Palace at Wauchula, Fla. has been sold to H. L. Jauden, who will convert it into a store. . . . Mr. & Mrs. Ed C. Fair, owners of the Fain Theatre in Wetumpka, Ala., celebrated their 50th wedding anniversary.

Some new managerial appointments hereabouts include Joe Brown at the Tennessee Theatre, Johnson City; Wayne Page at the New Stuart Drive-In, Stuart, Fla.; W. A. Rice at the Lyric, Stuart, Fla.; Lyman Hartog at the Jones in Graceville, Fla.; Ryman Ralls at Huntingdon Drive-In, Huntingdon, Tenn.; Bill Rose, former owner of the Wadley, Wadley, Ala., at the Star, Roanoke, Ala. . . . Wylam Theatre, Birmingham, Ala., closed because of poor business. . . . Recent 3-D installations include Walter Morris' Pike and Tower, Knoxville, Tenn.; Tom Coleman's Ritz, Anniston, Ala.; Florida State's Empire at Daytona Beach; Mrs. Marion Anderson's Sky View Drive-In at Sylvania, Ga.. . . C. J. Brown, mgr. of the Martin Theatre, Calhoun, Ga., transferred to Fitzgerald, Ga. as city mgr. . . . W. B. Gilley opened his 150-car G&M Drive-In at Slocomb, Ala. . . . J. E. Bush, owner of the Slappy Drive-In, Albany, Ga., took over the Capital Drive-In there from L. T. Sheffield. . . . Hervey Ligon opened his new Mary Drive-In at Cherokee, Ala., for 250 cars.



Lori Nelson, Universal-Intenational star, on a tour of key cities to promote "All I Desire," is seen here in Boston with (l to r): Ben Domingo, managing director of the RKO Memorial Theatre, E. Meyer Feltman, Universal branch mgr.; Thomas Donaldson, U-I sales mgr.; Gail Gifford, studio representative who is traveling with Miss Nelson, and James J. "Red" King, mgr. of the RKO Boston Theatre.

BOSTON

Francis P. Dermin resigned as branch mgr. of Republic to take on another film assignment which he will announce shortly. His post at Republic has been filled by Herbert A. Schaefer, sales mgr. . . . Station WMPT-TV, emanating from Portland, Me., first in that area, opens Aug. 31. . . . The 1953 Jimmy Fund campaign swung into action with Variety Club officials and the Boston Red Sox meeting with Governors of various New Eng. states. Sept. 3-17 has been designated as "Jimmy Time." . . . The Bing Theatre is the first in Springfield, Mass. with a stereoscopic screen. . . . Edward Pekalsky's application for a drive-in permit has been denied by the Greenfield, Mass. Board of Selectmen. . . . Abner Eilenberg, 58, associated with Middlesex Amuse. Co. and a stockholder in American Theas. Corp., passed away. . . . Members of Variety Club of New Eng. showed their deep appreciation of the friendship of the late Maurice J. Tobin, by sending a contribution to the Jimmy Fund in his memory.

Howard Dietz, v.p. of M-G-M and Arthur Schwartz were honored by Mayor John B. Hynes with a proclamation naming July 13-18 as Dietz-Schwartz "Week" in Boston. Both men were in town to meet with press and radio representatives in connection with their 25th anniversary as a team and opening of "The Bandwagon," for which they wrote words and music. . . . James M. Connolly, 20th-Fox branch mgr., has been named a director for the March of Dimes in Suffolk County. . . . Stanton Davis, RKO salesman, will be married Aug. 2 to Phyllis Brown of Newton. . . . Dominic Turturro, operator of the Elms Theatre in Millbury, was back in the district for the first time since his recovery from injuries sustained in an auto accident. . . . After spending three months recovering from a heart attack, Harold Davidson of Sound Engineering is back on the job 60 pounds lighter and feeling fit.

BUFFALO

Elmer F. Lux, gen. mgr. of Elmhart Theatres, has received the official endorsement of the Democratic Executive Committee to be a candidate for Mayor in the Nov. election. He is currently serving as pres. of the City Council. . . . Lt. L. P. Saxer chief of Police Dept. Vice Squad and his staff, attended a special screening of "Vice Squad," which opens at Shea's Buffalo in Aug. . . . Delaware Drive-In, Lake Shore Skyway and Buffalo Drive-In are premiering "Torpedo Alley" and Hiawatha" simultaneously. . . . Color TV

BUFFALO (cont'd.)

made its debut here last week at the Erlanger Theatre, where 400 Sylvania distributors attended the company's annual sales convention.

"The Charge of Feather River," which is being held for an indefinite run at the Paramount, is the first local showing of a combination of 3-D, wide screen, stereoscopic sound and Technicolor. . . . Harry Hoffert, formerly with Shea's Kensington community theatre, is now asst. to mgr. Carl Rindeen at Shea's Buffalo, succeeding Kenneth Croft, who enlisted in the Army. . . . Mannie Brown, one time branch mgr. for UA, has returned to Buffalo to become city salesman for Columbia. . . . The Wintergarden at Fredonia will be closed Wednesdays until Sept. 1. . . . The 344-seat State at Caledonia, owned by Michael Carr, is open TFS only. . . . The Empire at Addison and State at Friendship, which had been leased to C. L. Fleischer with booking and buying by Co-Op Theas., has been taken back by W. E. Anderson, who will do his own programing.

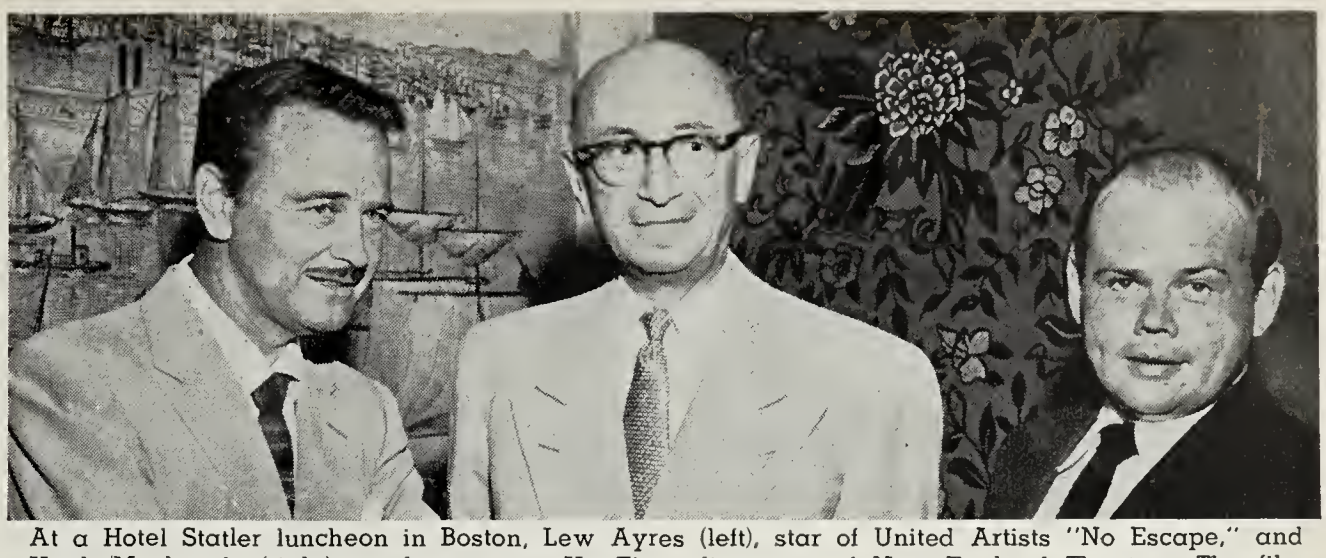
J. D. Woodburn reopened his 540-seat Higgins Hall at Chautauqua. . . . The 770-seat Majestic at Hornell, owned by Lola Theas., is closed for the summer. . . . Station WEBR's mgr., Wm. Doerr, and his staff are invited to a special screening of "Bandwagon," coming to Shea's Buffalo in Aug. The station is putting on a series of contests in connection with the film. . . . Recent area closings include James Cranides' Portville at Portville; M. H. Dykstra's Glen at Williamsville, and Earl Zimmer's Weedsport in that town. . . . A tax lien has been filed against the 2285 Genessee Corp., doing business as the New Commodore Theatre, for 1952 withholding and federal unemployment taxes amounting to $461.88.

CHARLOTTE

A new corporation, headed by S. T. Stoker, Mrs. C. F. Finch and Paul Bryant, purchased the Starlight Drive-In near Kernerville, N. C. from Claude Preddy and associates of the Pinnacle. Stoker and Mrs. Finch have local theatre interests while Bryant has been connected with the Midway Drive-In near Thomasville. James Carpenter will manage the Starlight. . . . According to Ben Smart, mgr. of the State, Greenwood, S. C., 3-D equipment and air conditioning will be installed. . . . Mgr. Raymond Woodle is supervising redecoration of the Carolina Theatre, Bennettsville, S. C. . . . Loris, S. C. voters have rescinded a blue law banning showing of pictures on Sunday. . . . Robert M. Brand was appointed mgr. of the Carolina Theatre in Spindale, N. C., succeeding Willie Padgett.

CHICAGO

Recent verdict in the Winston case, which gives the Grand Theatre extended loop runs, leaves only B&K's loop theatres still bound by the two-week ruling laid down in the Jackson Park case. . . . Rockne Theatre anti-trust case filed by attroney Richard Orliopf, was withdrawn by plaintiff. Defense attorneys wanted it to go to trial but Judge Barnes allowed withdrawal. . . . R. Kuhlman took over operation of the Pickwick Theatre, Park Ridge, for owner George E. Phillips upon expiration of lease to H&E Balaban. . . . B&K's Gateway was robbed of $6,900 in week-end receipts, making third robbery of house in recent years. . . .



At a Hotel Statler luncheon in Boston, Lew Ayres (left), star of United Artists "No Escape," and Hugh Mackenzie (right), producer, meet Hy Fine, dist. mgr. of New England Theatres. The film opens at the circuit's Paramount and Fenway theatres on July 29 and a saturation TV campaign will precede its American premiere in Boston.

ElectroAire Corp., Long Island City, offering plastic polaroid glasses to Chicago theatres at 9¢ on lease basis. . . . Loop Telenews has again shifted its policy and is trying out a few oldies on twin bills. . . . Additional summer closings: Fox, LaPorte, Ind.; Anderson's Darby, Manteno, Ill.; Gt. States' Majestie, Kankakee; Lincoln, Danville; Alliance's Fort Sackville, Vincennes, Ind., and the LaSalle, Ill.

Independent Monroe Theatre gets local premiere of "Main Street to Broadway," starting July 27. . . . "Ride Vaquero" goes into Woods Theatre following "Moon Is Blue." . . . Joe Doyle named asst. to Norman Pyle, M-G-M publicity chief. . . . Harry Goldman, UA branch mgr. in hospital for surgery. . . . Theatre owner Moe Wells in St. Luke's Hospital for checkup. . . . Floyd Lewis, producer and distributor of "Street Corner," will soon have his new film, "Joseph and His Brother," ready for distribution. . . . James Coston, Coston Circuit; Will Hollander, B&K, and Eddie Silverman, Essaness, named to board of trustees of LaRabida Sanitorium, the Variety Club charity. . . . Kankakee Drive-In opened last week under management of Ralph Lawler, former Great States exec, and Manny Gottlieb. Lawler also operates ozoners at Peoria and Galesburg. . . . Al Borde, booking agent, won B&K golf tournament, with 69 score, at annual employees outing.

Kerasotes opened the Havana, Ill. outdoor theatre and Rantoul Drive-In near Rantoul. . . . Lavezzi Machine Works is now shipping aperture plates from ample stock carried at the factory. . . . Herb Reese is now Shubert's city mgr., taking place of Sam Gerson, who is under doctor's care. . . . Judge Harry Fisher ruled that "The Miracle" could be shown in Chicago but city plans to carry case to State Supreme Court. . . . Oneida Theatre, Oneida, Ill., reopened for summer season with Lyle Leek as mgr. . . . Jay Weiner's Sales Office features a new club plan for $1 for sportcard, which includes one admission, when accompanied by paying patron, to World Playhouse, Skyhi Drive-In and Selwyn, among other amusement spots.

Allianee Circuit distributed many passes to its theatres in Ottawa, Ill. during city Centennial celebration. Bob Bachman and Stanley Goodman, from Chicago headquarters, represented the circuit at various events. . . . EBF Films will hold district mgrs. meeting at Orrington Hotel in Evanston July 26-29, when the boys will meet their new pres., Maurice B. Mitchell, who succeeded Walter Colmes. . . . Warren A. Slee of M-G-M's publicity dept. was elected a v.p. of the Publicity Club of Chicago. . . . Teitel Film Service has taken on the Ill., Ind. and Wise. territory distribution of Helios Carbons, also film distribution of "Seven Deadly Sins." . . . James Donohue, Paramount div. mgr., is convalescing at home from his recent serious illness. . . . John Vestal bought the SkiWay Drive-In, Danville, from Jaek Butler. Arthur Gould, Chicago film booker, will continue to buy and book for the new owner. . . . Savoy and Ardmore theatres have been sold for business use. . . . Spaearb Ine. moved offiees to 4415 N. Clark St., where they will carry a full supply of vending machine parts.

Watch These Dates!

Sept. 28-30: Dallas — Texas COMPO Conferenee and International Drive-In Theatre Owners Assn. annual meeting — Adolphus and Baker Hotels.

Oct. 3-7: Boston—National Allied Convention—Hotel Sheraton Plaza.

Oct. 5-6: Kansas City — Kansas-Missouri Theatre Assn. eonvention — President Hotel.

Oct. 23-24: Washington, D. C. — Variety Clubs International mid-winter meeting.

Oct. 31-Nov. 4: Chieago — TOA-TESMA-TEDA joint trade show—Conrad Hilton Hotel.

Nov. 1-5: Chieago — Theatre Owners of America national convention and trade show — Conrad Hilton Hotel.

Nov. 12: New York—Motion Picture Pioneers dinner.

Nov. 22-24: Charlotte—Theatre Owners of North and South Carolina convention.

Dec. 14-15: St. Louis—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois annual convention —Sheraton Hotel.

CINCINNATI

Theatres being equipped with 3-D by National Theatre Supply inelude Mid-States' Hippodrome, Newport, Ky., and Hollywood, Cincinnati; Goldman's Roosevelt and Charles Shaw's Monte Vita, Cincy; Robt. Epps' Classic, Dayton. . . . The first Filmakers Releasing Org. film, "Egypt by Three," which is being distributed through Realart, has been booked to open first-run at the RKO Grand, Columbus, Aug. 5. . . . L. O. Davis opened his new Cinema Drive-In at Hazard, Ky. . . . Chas. Basham resigned as Fox salesman in the W. Va. area to go

CINCINNATI (cont'd.)

into the insurance business in Ark. . . . Mark Cummins closed his Blue Grass Drive-In, Georgetown, Ky., for installation of a large, curved screen, constructed by Phillips Bros. It will reopen first week in Aug. . . . Billy Wright of the drive-in at Whitesburg, Ky., reopened the Haymond Theatre, Cromona, Ky., on weekend basis. . . . Elmer Young closed his Stanley Theatre, Sciotoville, O., until the fall. . . . Variety Manor, charity project of Dayton Variety Club, received $1,000 from the club's recent annual picnic. . . . The Waco Theatre in Huntington, W. Va. was reopened by a new exhibitor—Mr. Painter.

Woodrow Bressler equipped his River-View Drive-In, Dayton, Ky., with 3-D, as did Mrs. Mary Semelroth her Peoples and Federation theatres, Dayton, O. . . . Si James and Chalmer Bach are arranging to have their James Theatre in Eaton, O. ready for 3-D showings by Aug. 1. . . . Lt. Roger Davis of the Grand Theatre, Lancaster, Ky., is home from Mayo Clinic, where he underwent an operation. . . Harry Baker established offices at 1716 Logan St. for sale and distribution of Italian Films Exporting Co. product. . . . Ira B. Dyer sold his Clinton Theatre and Albany Drive-In, Albany, Ky., and returned to his former home in Florida. . . . John Curry of the Drive-In at Wheelersburg, O. is recovering from an apendectomy. Curry is also principal of the Wheelersburg High School.

Installation of a Motiograph stereophonic sound system began at W. Va.'s largest theatre, the Kearse at Charleston. Other W. Va. installations of similar equipment, as reported by Ned Merhie of Charleston Theatre Supply, include the Freeman at North Fork, Grand at War, Ritz at Hinton and Plaza at White Sulphur. . . . Mr. & Mrs. Charles Ackerman, who own the Sunset and Glenway in Cincy, are planning a trip to the west coast and Hawaii. The Ackermans celebrate their 25th wedding anniversary in Sept.

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Ben Kalmenson (left), Warner v.p. in charge of distribution, takes time out from home office district managers' meet for discussions with Robert H. Dunbar, promoted from branch mgr. in Milwaukee to midwest dist. mgr., and William G. Mansell, upped from branch mgr. in Philadelphia to central dist. mgr.

DALLAS

The conroversial "The Moon Is Blue" was booked into 22 theatres in Texas by Interstate and Texas Consolidated. Bob O'Donnell, circuit exec., expressed the opinion that "the plot is perfectly clean and wholesome." It's the first time a major Texas exhibitor has accepted a film which did not receive the seal of the MPAA. . . . Modern Thea. Equip. Co. announces the early installation of Motiograph stereophonic sound systems in the Jefferson Theatre, Beaumont; Strand at Orange, and the Strand at Port Arthur. . . . Executive Board of Texas COMPO voted unanimously to support President Eisenhower's appeal for theatre audience collections in the American Korean Foundation fund drive.

Two projectionists are still facing indictments in the 1950 tear gas bombing of the Brunson Theatre, Baytown, during a projectionists strike. A third man was cleared last week. . . . The South Main Drive-In, Houston, was robbed of $247 by two men who first bought tickets from Mrs. Jean Sherill, cashier. One was identified from photos as the bandit who took $1,950 in a food market holdup. . . . 3-D films made their bow at six suburban Houston theatres with the showing of "House of Wax." . . . Al Lever, Houston city mgr. for Interstate, and Homer McCallon, Loew's State mgr., invited the 225 men enlisted in the Sam Houston Marine Company to be guests at their theatres during the two days of processing and induction in Houston. . . . While the 60-foot screen at the King Center Drive-In, Houston, was being prepared for the showing of 3-D films, a painter fell from his scaffold and fractured a shoulder.

DENVER

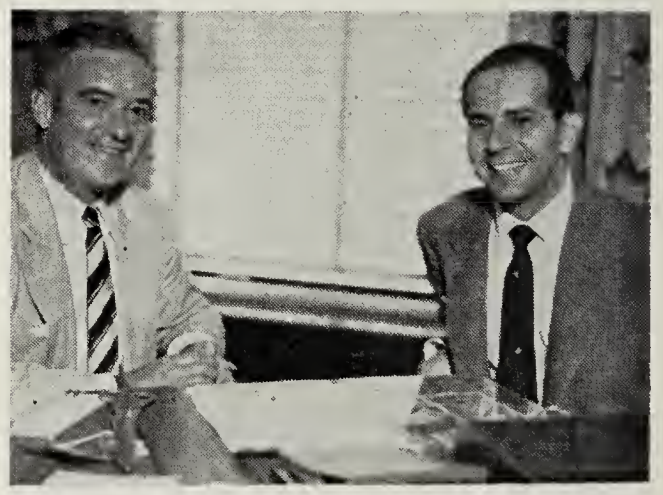
Variety Tent 37 will stage their annual Denverieties Aug. 19 at the Park Hill Country Club, Denver. Activities include a golf tournament, exhibitor-distributor softball game, horseshoes and other picnic games, winding up with a dinner-dance and prizes, which include a Kaiser auto. . . . Robert Lotito, formerly with Fox Inter-Mountain, has been named mgr. of the Denham here, succeeding Al Lawer, who resigned because of ill health. . . . Merrill Nygren opened his new 300-car ozoner at Oshkosh, Neb. . . . Al Kolitz, RKO dist. mgr., is visiting exchanges in Kansas City, Omaha and Des Moines, mainly in the interests of "Second Chance," which is running up big grosses. . . . "The Moon Is Blue" is packing the Aladdin and will stay for an indefinite run.

The demonstration of CinemaScope at the Denver brought mostly favorable comments. The drawback mentioned by some was the cost, especially where small theatres were concerned. . . . Construction has started on the new 1,100-car twin drive-in on the grounds of the Centennial race track, Littleton, Colo. It will be operated by Tom Bailey, who holds the Lippert franchises in Denver and Salt Lake City. . . . Al Brandon, film salesman, has quit at United Artists and is opening a booking and buying agency. . . . Leo Peterson, 60, formerly a partner in Black Hills Amuse. Co., passed away at his home in Rapid City, S. D. . . . Ed Nelson, Montrose, Colo. city mgr. for Fox Inter-Mountain, was leader of a party that saved three men from certain death when they attempted to shoot the rapids in the Black Canyon of the Gunnison in western Colo. . . . Claude Graves and Wilbur Williams opened their new 600-car Holiday drive-in at Boulder, Colo.

DES MOINES

A lengthy dispute over the licensing of Central States drive-in in Boone has finally been resolved. Mgr. Clinton D. Smestand says the new theatre, situated on an 8-acre site, will hold 325 cars and include the most modern sound equipment, a concession stand and playground for children. An early spring opening in 1954 is now being planned. . . . Owner Ed Utech closed the Tulip Theatre in Orange City for the summer. . . . Dr. John Skogmo and Jon Nelson purchased the Vern Theatre in LuVerne from Bill Fox, who took a job as personnel mgr. for the Globe Union Mfg. Co. in Ft. Dodge. The Vern will be managed by Mr. & Mrs. Bob Bigings. . . . K. C. Sarget opened his 300-car ozoner, called the Verne, 13 miles north of Rock Rapids on Hyway 75. . . . Robert Morton is the new mgr. of the King Theatre in Albia, succeeding Robert Malmquist, who is now with the Bureau of Internal Revnue.

Mr. & Mrs. Dwight Hanson leased the Golden Buckle Theatre in Rockwell City from owners Bob Fridley and Bob Bernau. The Hansons also operate the theatre in Eddyville. . . . The Rex in Scranton was closed by mgrs. Dick Smits and Bob Dreher. . . . Daryl Bloodworth was named mgr. of the new drive-in in Creston. He will be asst. to Earl Douglass, mgr. of Commonwealth houses in Creston. . . . Bill Flower, mgr. of the Clarion Theatre, spoke at the Eagle Grove Rotary Club meeting recently—on the subject of 3-D. . . . During the summer months,



Walter Mirisch (right), Allied Artists executive producer, shown with Norton W. Ritchey, Monogram International prexy, during a recent visit to New York.

DES MOINES (cont'd.)

the Sutherland Theatre will be open only four nights a week, according to Mr. & Mrs. Wm. Klein, mgrs. Owners of the theatre, Mr. & Mrs. Donald Henry, are on a long vacation trip.

The St. Ansgar airport will soon have a lighted runway alongside the new Roxy Fly-In and Drive-In Theatre, so that aircraft can park and occupants watch the outdoor movie, according to theatre operator Harland Anderson. . . . Julius Warebush announced the closing of his Irwin Theatre at Irwin. . . . New ozoner in this area is the Frontier, located just across a bridge on Hyway 92 west of Knoxville, operated by Ker Theatre Corp. . . . Edward MacFarland, who resigned as mgr. of the Rialto in Missouri Valley because of ill health, is succeeded by Mrs. Mary Warrick. . . . P. R. Thompson, owner of the Rose and Isis in Audubon, is arranging to install 3-D equipment for fall showings. . . . Page Theatre in Shehandoah, managed by Leon Hoffnagle, now has stereophonic sound. . . . Shambaugh merchants are sponsoring a free movie on the main street each Tuesday evening during the summer months. . . . Sam Blackburn was named mgr. of the Center Theatre in Grundy Center, replacing Lee Beckley who left after 12 years to go with a theatre supply firm in Omaha.

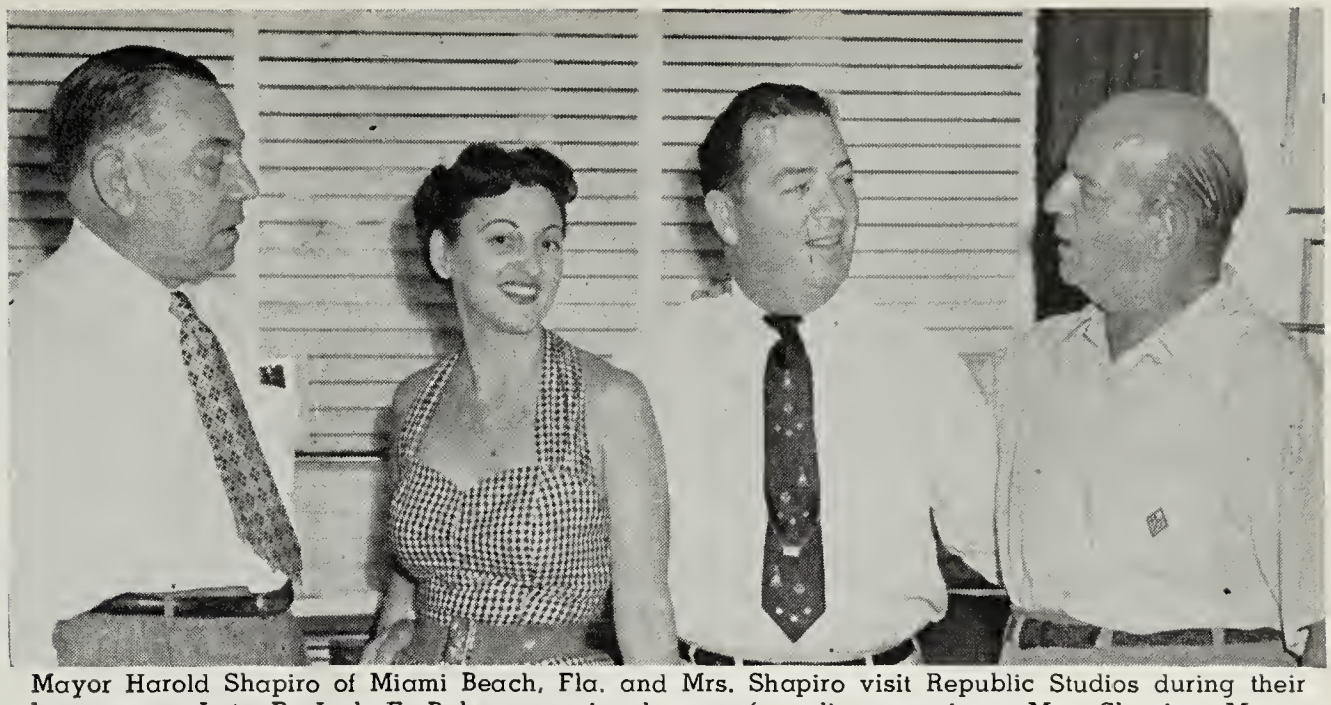
INDIANAPOLIS

Murray L. Devaney has replaced Abe J. Gelman as branch mgr. at Columbia. . . . The Scott Theatre, Scottsburg, Ind., managed by Tex Richards, is being equipped for 3-D. Other Indiana theatres recently so equipped are the Avon, Lebanon; Ohio, Madison; Twin and Lafayette drive-ins, Indianapolis; Princess, Cayuga; Isis, Winamac; Red Key, Red Key; Zaring, Indianapolis. . . . John Micu, operator of the State, Ft. Wayne, has entered the real estate business as a side line. . . . The Marshall Theatre, No. Manchester, closed for the summer. . . . Jack Meadow, RKO salesman, reports the arrival of a baby boy. . . . Isaac Sollers, operator of the Lyric Theatre, Covington, passed away at the age of 70.

William Ricketts closed his Elnora Theatre, Elnora. . . . Bruce Kixmiller, operator of the Colonial in Bicknell, Ind., has gone to Alaska for a vacation. . . . Milton Ettinger resigned his post at Columbia to return to Universal-International. Russell Bleeke, formerly at U-I, replaces Allied Artists booker Mary J. Larson, who resigned to join Affiliated. . . . U-I salesman Frank Warren is on the sick list.

KANSAS CITY

A petition requesting clarification of an alleged oral agreement to permit operation of the Oak Park Theatre on a 2nd run basis without bidding against the Fox Linwood (9 blocks away) was filed in U. S. District Court by owners Mr. & Mrs. Jay Means and a son, Ronald F., naming 20th-Fox, Fox Midwest, Loew's, Paramount, RKO, Warner, Universal, UA, Columbia and National Theas., who deny making the agreement. . . . Members of the Motion Picture Assn. of K. C. voted to continue sending underprivileged boys to YMCA camps and to sponsor showing of old films at the Art Gallery this winter. The organization will put on a Film Row golf tournament in Sept. . . . Fox Midwest opened the Esquire as the first K. C. theatre with complete stereophonic sound. Ray Hill is mgr. and Tom Camp is asst. . . .



Mayor Harold Shapiro of Miami Beach, Fla. and Mrs. Shapiro visit Republic Studios during their honeymoon. L to R: Jack E. Baker, v.p. in charge of studio operations; Mrs. Shapiro; Mayor Shapiro, and Herbert J. Yates, Republic prexy, who met the Mayor during world premiere of the studio's Trucolor production, "Fair Wind to Java," at Miami Beach.

Howard C. Burkhardt, mgr. of Loew's Midland, was found dead in his office, following an apparent cerebral hemorrhage.

John Newcomer came from the Patee Theatre in Lawrence, Kans. to manage the Waldo for Commonwealth. . . . In a talk before the Rotary Club, Elmer C. Rhoden, pres. of Fox Midwest, said the new processes would result in fewer pictures being produced and predicted the double bill would be forsaken. . . . The New 50 Drive-In, west of Overland Park, Kans. opened with fireworks, free popsicles for small fry and roses for the women. . . . The Riverside near N. Kans. City held a square dance for a weekend special. . . . The Shawnee on the Kansas side is inviting children to play on a fire truck in the playground.

The 900-car Corrall Drive-In near Topeka, Kans. opened recently under management of Carl Wolf. . . . Lake of the Ozarks area will be served by a new ozoner at Camdenton, Mo. . . . The Electric in K. C., Kans. and the Armour in No. K. C., Mo., are now 3-D equipped. . . . Hollywood Theatre in Leavenworth, Kans., managed by Harry Somers and recently 3-D equipped, celebrated its 15th anniversary with a square dance and broadcast over WIBW, Topeka.

LOUISVILLE

Ralph E. McClanahan was re-elected pres. of Kentucky Assn. of Theatre Owners. With the exception of A. N. Miles, elected to the board from the Sixth district, John Keck in the Eighth District, and Foster Lane in the Ninth, all other officers and directors were also re-elected. New directors at large are Bob Enoch and Mrs. Clyde Marshall. . . . New Karagheusian gulistan carpet is to be installed in the Bard Theatre here, managed by E. Allen. . . . Theatres in Louisville now equipped for 3-D films include the Rialto, Loew's, Mary Anderson and Kentucky. . . . The Park Theatre, serving the West End section of Louisville, has been closed. . . . Foster Lane's Lane Theatre at Williamsburg, Ky. was equipped for 3-D by Falls City Equip. Co. . . . E. L. Ornstein, head of Ornstein's Booking Service, moved his headquarters from Marengo, Ind. to Louisville, at 427 S. Third St.

MIAMI

Longtime away from Wometco was Gerald Evans, who recently took leave from Fox West Coast to return again to the Wometco chain. . . . Taking leave also, but for a "big event," is Mrs. Virginia Hochs, asst. mgr. at the Roosevelt. She's heir-conditioned. . . . A vacation will take the Roy Sidneys to California, with Chicago, Omaha and Colorado Springs as their main stopping points. . . . Capable fill-in for Gene Race, who goes on a three-week vacation, is Herb Rubenstein, Cameo Theatre. . . . A new post goes to Paul Baron, who was just named mgr. designate for Wometco's new North Andrew's Drive-In, Ft. Lauderdale.

Daughter of Lillian Claughton, the lovely Susie, recently won the title of Poinciana Queen. By the way, the Friday managers' meetings at Claughton's are very popular. Could it be the coffee and donuts served? . . . Mark Chartrand, pub. dir. for Wometco, with his vacation almost completed, was striken and is at Mercy Hospital. . . . Roy Schechter now asst. to Harvey Fleishman, gen. dist. mgr., Wometco. . . . George Bolden leaving the Claughton chain. Was asst. gen. mgr. Don Tilzer, mgr. of the Roosevelt to replace him. . . . Installation at Embassy and Roosevelt completed for 3-D, opening with "Arena" Aug. 2.

MILWAUKEE

Ross J. and Dorothy Baldwin, owners of the Tosa Theatre, filed suit in Federal court for damages of more than $2,000,000, charging that 12 motion picture firms and distributors illegally conspired to restrain trade. It is claimed that the distributors failed to offer first-run films to the Tosa after their downtown runs, resulting in a loss of some $300,000 between 1931 and 1940, at which time they were forced to lease the theatre to another operator at a loss of $500,000. Defendants named are Loew's, Paramount, RKO, Columbia, Warner Distributing Corp., Warner Circuit Mgmt. Corp., Warner Theas., 20th-Fox, Fox Wisconsin Amuse., Fox-Wisconsin Theas., United Artists and Universal. . . . Wisconsin Allied's next regional meeting will be held at Rice Lake on Aug. 12. . . . R. H. Dunbar, Warner branch mgr., is going to Chicago to become a district mgr. Jack Kalmenson comes from the Pittsburgh office to take over here.

MINNEAPOLIS

Duluth was selected as the fourth city in the country for a showing of "Martin Luther," which opened at the Garrick on July 23. Film had its world premiere in Minneapolis. . . . Roger Dietz and Ruth John-

MINNEAPOLIS (cont'd.)

son, both Columbia bookers, are engaged. . . . Triangle Outdoor Theas. is installing monkey zoos as added attractions at its Minot, N. D., Mankato, Minn. and St. Cloud, Minn. drive-ins. . . . Walter Everstad opened his Twilight Drive-In at Centerville, S. D. . . . Stanley Lambert, projectionist at the Tower, Superior, Wis., died of a heart attack.

Quad-States Theatre Service is now handling buying and booking for the Lyric, Rugby, N. D., operated by Otis Engen and Guy Troyer, and the State, Bottineau, N. D., operated by Carter Troyer. . . . Minnesota's fourth TV station, KROC of Rochester, Minn., is now on the screen from 5:30 to 10:30 p.m. daily. . . . Wrecking is proceeding on the Palace, once a loop showplace, which will be converted into a parking lot. . . . Variety Club of the Northwest will have its annual golf tournament and dinner Aug. 7 at the Brookview Country Club. Gil Nathanson of Cloquet Amuse. Co. is in charge of arrangements.

NEW HAVEN

Ed O'Neill, gen. mgr. of Markoff Bros. circuit, is personally managing the newly opened Portland, Conn. drive-in for the first season. . . . Harold Gaboury, asst. mgr. at S-W's Warner Theatre, Bridgeport, has been named to a similar post at the Sherman Theatre, New Haven. . . . Installation of a CinemaScope screen at the Palace, New Britain, has been announced by Sperie Perakos, gen, mgr. of the Perakos circuit. . . . Wide screen and stereophonic sound equipment will be installed in Loew's Poli theatres in Conn. . . . The Crown, Whitney, Dixwell, Whalley and Rivoli theatres and Post Drive-In in metropolitan New Haven participated in a booking experiment conducted by RKO branch mgr. Barney Pitkin by playing "Never Wave at a Wac" and "The Hitch-Hiker" first-run, day-and-date, using extensive newspaper advertising.

Bernie Levy, severed his connection with Lou Ginsburg in operation of Amalgamated Buying & Booking Service, which moved to 185 Church St. Jack Mullen continues as buyer-booker. . . . Gloria Altieri, M-G-M booker, was married to Fred Ziaks. . . . Geo. H. Wilkinson, Jr. and Albert M. Pickus were named co-chairmen of the annual MPTO of Conn. golf tournament, slated for Aug. 18 at Racebrook Country Club, Orange. . . . Joe Boyle, mgr. Loew's Poli, Norwich, is noting his 25th year with Loew's Theatres. . . . Lockwood & Gordon resumed daily shows at the Strand, Winsted, which had been operating on a half-week policy. . . . Sheldon Rose, son of mgr. Harry Rose, Loew's Poli Majestic, Bridgeport, is engaged to Sheila Halper. . . . Ted Harris, partner in the State, Hartford, was in Louisville, Ky. for the marriage of his daughter Anne to Marvin M. Koppel.

The $100,000, 700-car ozoner to be built on the Meriden-Wallingford town line by Nick Kounaris and Paul Tolis, will show films day-and-date with their Meriden Theatre, Meriden. . . . Gov. Lodge signed a measure prohibiting Conn. amusement places from refusing admittance to any law-abiding person with a ticket. Bill is an outgrowth of last spring's banning by the Parsons Theatre, Hartford, of Hartford Courant drama critic T. H. Parker on grounds of "savage" reviewing. . . . Herman M. Levy, exec. secy. of MPTO of Conn. and TOA gen. counsel, was named by Governor Lodge to a State Commission to study the problems of the aging.

The new Center Drive-In on the Ansonia-Derby line was opened with official ribbon-cutting ceremonies and theatre execs. Bob Schwartz, Mrs. Florence Musman and I. C. Jacocks in attendance. It features a giant panoramic screen and four-lane snackbar. . . . Irving Hillman, mgr. of S-W's Roger Sherman Theatre, is passing out cigars on the birth of a son, named Steven Jay.



Taking time out for refreshments at the recent Allied Theatre Owners of New Jersey convention in Atlantic City (l to r): Wilbur Snaper, pres. of National Allied; Louis Gold, exhibitor; Coca Cola Co.'s Fred Meyer, Charles Okun and Richard V. Gott; and Ed Lachman, exhibitor and pres. of Lorraine Carbons.

NEW ORLEANS

Gulf Theatre, Pensacola, Fla., changed hands from L. Hendley to E. L. Padgett. . . . T. J. Miller reopened his Elizabeth Theatre, Elizabeth, La, long closed due to the local strike situation. . . . Percy Duplissey opened his 350-car Frontier Drive-In at Sulphur, La. . . . Closed permanently are G. Elam's Avon Theatre, Winsboro, La., and Operahouse Theatre, Franklin, La. . . . The Strand Theatre here, now closed for installation of wide screen and stereophonic sound, will reopen with name changed to Paramount Houck Theatre. . . . E. O. Hicks closed the New Theatre, Ferriday, La. . . . Women of the Motion Picture Industry are planning to start a New Orleans chapter in the near future.

Joy Theatre is installing a new 17x34 screen by Raytone and first showing will be "It Came From Outer Space." . . . Foster Hotard, formerly office mgr. for Paramount, was a film row visitor after his release from 2 years service in the Air Corps. . . . Appeal for a new trial has been granted Mrs. Mabel Grayson, who was convicted and sentenced to serve one year on charges of theft of $26,000 over a period of years from the Lakeview Theatres, Inc. . . . Southern premiere of "Thunder Bay" will be held at the Joy Theatre here July 31. A speedboat race, motorcade from Morgan City and other big doings are planned. . . . Hodges Theatre Supply announces that Motiograph stereophonic sound systems will shortly be installed in the Legion Theatre at Gulfport, Miss.; Grand at Donaldsville, La.; Grand at Thibodeaux, La.; Oaklawn at Texarkana, Ark., and the Waterall at Pritchard, Ala.

OMAHA

Ralph Blank, owner of the Admiral, Omaha, and Chief, S. Omaha, announced the following personnel changes: Gardner Bemer is new manager at the Admiral and Robert Kempkis succeeds Robert Anderson as manager of the Chief. Anderson resigned to go with an Omaha industrial firm. . . . During current showing of "Moulin Rouge" at the State, a number of Toulouse-Lautrec reproductions, interspersed with prints of publicity shots from the film and a large colored theatre poster are being used in a striking window display in the Bobbitt store. . . . Regina Moleseed, 20th-Fox office mgr., reports the death of Frank Simet, retired exhibitor who owned the Neu Theatre at Ashland, Neb., which burned a short time ago. . . . RKO Brandeis is advertising through KOWH in conjunction with the radio station's Jackpot Quiz show. Callers who can give the keyword receive two tickets to the Brandeis and a chance to answer the jackpot question for cash.

Ralph Epstein of the Berkley announces change of the theatre to Marble Management, with Rod Barker as active mgr. Epstein, who has been ill, is back in the hospital. . . . Dundee Theatre, managed by Ben Magzamin, is the first Omaha suburban to introduce 3-D pictures with Cycloramic screen, opening second-run with "House of Wax." . . . O. C. Johnson, owner of the Airport Drive-In, now under construction, expects to have the grand opening in a couple of weeks. . . . Buck Nites have been introduced at the Grandview Drive-In and Golden Spike — Wed. and Thurs. each week. A car full for $1. . . . Carl White, mgr. of Quality Thea. Supply, reports opening of the new Oregon Trail Drive-In at Hebron, Neb., owned by Harold Stuve. Quality furnished complete equipment.

PHILADELPHIA

The site of the former "333" Theatre was sold by Albert J. Grosser Co. for Stanley-Warner to M. L. Blitz for $90,000. Property has been leased for 15 years to Fisch's Parking Places. . . . A special showing of "Titanic" was given at the Bristol Theatre, Bristol, Pa., for the benefit of

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PHILADELPHIA (cont'd.)

Britstol Blood Donors. . . . Jack Berg, mgr. of Atlantic City's Globe Theatre, burlesque house, is having his best season since taking over. . . . David Law resigned as cashier at the Warner exchange to go with Republic as office mgr. . . . Herman Scott took over the Academy Theatre recently. . . . Bill Doyle, former salesman for Republic, is new city salesman for United Artists. . . . Film version of "The Moon is Blue" got the okay from State Censor Mrs. Edna R. Carroll despite the Archbishop's ban and the Legion of Decency taboo.

PITTSBURGH

On Aug. 1, the television menace to movies will be upped here by Pittsburgh's first UHF station, WKJF-TV channel 53, which takes to the airwaves from 5 p.m. to midnight. Competition will be even greater on Aug. 24, when station WENS, channel 16, 200 kilowatts, goes on the air. Peter Thorton has resigned from Harris Amuse. Co. to become public relations director of WENS and David Faunce got his job with Harris. . . . Although the Waterhouse-Andrews bill has gone back to committee, exhibitors are hopeful that the 1% sales tax recently levied by the Penn. General Assembly will have the effect of nullifying the right of municipalities from levying any tax on theatre admissions.

Renovation of the S-W. Strand Theatre in Oakland will cost $10,000 and will encompass new screen as well as new carpet. Mgr. Dick Cvetic announces the theatre will be closed afternoons during alterations. . . . Shea's Fulton Theatre will be closed July 29 for installation of a giant panoramic screen. . . . Jerry Wechsler returns from Cleveland to replace Jack Kalmenson, dist. mgr., Warner exchange, who moves to Milwaukee.

PORTLAND-SEATTLE

Complete reconstruction of the Mayfair, Portland, at a cost of some $200,000, to facilitate installation of a 65′ CinemaScope screen and stereophonic sound, is announced by Frank L. Newman, Sr., pres. of Evergreen. This improvement is part of the more than one million dollar program of similar installations under way in Evergreen theatres. Newman's plans for the Fifth Ave. Theatre, Seattle, include the signing of a new 25-year lease, installation of new seats, carpets and draperies furnished by National Theatre Supply, as well as a new marquee, CinemaScope screen and stereophonic sound. CinemaScope equipment has also been ordered for the Oriental and Hollywood, Portland.

J. J. Parker's United Artists Theatre, Portland, closed July 15 for 30 days of remodeling. . . . Errol Holland, Mgr. of the Portland office of B. F. Shearer, reports the pending installation of Motiograph stereophonic sound systems at the Mollalla Theatre, Mollalla, Ore., and the Rivoli at Pendleton, Ore.

ST. LOUIS

Circuit Judge Amandus Brackman ruled that his court has proper legal jurisdiction in the suit filed for an injunction to halt picketing of the LaCosa Theatre, directed against 12 officers and members of Local 143. . . . Comment cards filled out by patrons attending a sneak preview at Kerasotes Lory Theatre, Highland, Ill., were sent to the producer in Hollywood by Mgr. Val Portwood.

F&M came up with a new series of humorous ads to advocate attendance at the comfortably cool Fox, Ambassador and St. Louis theatres during the recent heatwave. . . . Bill Collins, DeSoto, Mo. theatre owner, is taking part in that city's Sesquicentennial celebration. Male residents of the community have grown beards and women are wearing costumes of early DeSoto days. . . . Midway Drive-In, south of Benton, Ill., has a new TV room in the screen tower structure, featuring a 21″ receiver. . . . John D. Jones was compelled to pay a fine and costs totaling $113.20 because of his July 3 fireworks display at the Jasper St. Drive-In, Decatur, Ill. . . . Plans for summer closing of the Rex, Waverly, Ill., have obviously been side-tracked since owners Hall and Hart have been in St. L. booking pictures through July and Aug. . . . Wehrenberg's LeMay Theatre, and the Southway, St. L., closed for the summer.

M-G-M's "The Great Diamond Robbery" will be trade-screened at the S'Renco Art Theatre on July 28. . . . Art Diller, who announced that he would close his Lovington Theatre, Lovington, Ill., for the summer, reconsidered and is operating the house Sat. and Sun. nights. . . . Another motion picture theatre is to disappear permanently from the local scene with sale of the downtown Capitol to May Dept. Stores, who plan, for the time being, to use the space for parking cars.

Plans for a new race track, to be located a mile and a half east of E. St. Louis, Ill., are announced by a corporation headed by John M. Stelle, who was Governor of Ill. in 1940. It will be known as Cahokia Downs and accommodate 15,000 spectators. . . . Komm circuit is conducting a contest to find a name for its new 600-car drive-in under construction at Granite City, Ill. Louis Jablonow, circuit gen. mgr., announced that equipment will include the first all-purpose screen in the midwest, 85′ wide and 65′ high. Another feature will be an enclosed, air-conditioned structure, seating 300, to permit year-round operation.

Mr. & Mrs. John Vestal have taken over management of the Skyway Drive-In at Hoopeston, Ill., which they purchased from Jack Butler. . . . Construction is soon to start on the proposed ozoner in St. L., just south of the City Workhouse. The 700-car project will be operated by clients of John A. Wolf, a Clayton, Mo. realtor. . . . Fairbury, Ill. Chamber of Commerce is pushing the movement to secure a modern motion picture theatre for the community.



William Goldman (right), president of William Goldman Theatres, welcomes to Philadelphia Howard Dietz (center) and Arthur Schwartz, lyricist and composer of M-G-M's "The Band Wagon." Dietz and Schwartz appeared at Robin Hood Dell.

SAN FRANCISCO

Syufy Ents. have been denied the right to locate a drive-in south of the Stockton State Hospital Farm off Pacific Av. in Stockton. The San Joaquin County Planning Commission turned down the petition after a second public hearing. Syufy announced they will appeal to the County Board of Supervisors. . . . "Shane" is the second picture to enjoy a four-week run at the Paramount since 1947. The first record-breaker was "The Emperor's Waltz." . . . B. B. Baird opened his new drive-in at Garberville July 17.

Aug. 2 has been set by the California Theatres Assn. as Korean War Relief day and audience collections will get under way. Looks like all 500 houses in the territory will participate. Spence Leve, Fox West Coast mgr., is treas. of the drive. . . .Homer Tegtmeier, v.p. of B F. Shearer Co., has found an outlet for the copper drippings, no longer required by the government. Exhibitors are being asked to continue collecting them to swell the treasury of Variety's Blind Babies Heart Fund. . . . Calif. Theas. Assn re-elected L. S. Hamm, pres. of Westside Theas., to serve as pres. for the third consecutive term. All the other directors and officers were also re-elected. . . . Howard Harper, M-G-M salesman, will marry nurse Dorothy Razotti in Dec.



IFE Releasing Corp. and Roth Circuit execs are looking at a program of the gala three-version premiere of "The Little World of Don Camillo" in Washington, D. C., where the film began simultaneous first-run engagements in French, English and Italian at the Silver Spring, Plaza and Little theatres. L to R: Bernard Lewis, IFE expl. mgr.; Sam Roth, pres. of Roth Circuit; Bernard Jacon, IFE sales and distribution chief; Seymour Schussell, asst. to Jacon; and Meyer Keilsohn, ad-pub chief for Roth.

Single Film Stereo Processes Pioneered At Fox, Paramount

The industry is now closer to realization of the goal of a single film stereophonic sound system, in which all the sound tracks are placed on one piece of film and run through one projector, because of the pioneering efforts of 20th Century-Fox and Paramount. Although the two systems proposed by these studios differ radically in many points, they both remove the need for a separate magnetic film for stereophonic sound, thus eliminating many of the problems involved in using the new sound with current systems.

Neither system is in general use at the present time, but Fox plans to utilize its development when it reveals CinemaScope to the public this fall. The Paramount plan has been offered to the Research Council "for review and consideration by the industry," according to a company statement.

Major point of difference between the two systems is that Fox uses four sound tracks, whereas Paramount employs five. Differences in size and position on the film result from this disparity in the number of sound tracks, thus leading to disagreements on many smaller points between the two sound plans.

Four Fox Tracks

Fox has placed the four sound tracks on either side of the sprocket holes, which have been narrowed from the standard 110 mils to 78 mils. Two of the three tracks that control screen sound are found on either side of the left hand sprocket holes. The right side of the film contains the third screen sound track and the fourth track, which serves for auditorium effects or to control volume.

The Fox screen sound tracks are 63 mils wide, scanned at 50 mils, with the fourth track only 29 mils wide. To use this system, Fox advises that no special reproducer is needed in the booth. All that is required is a special head, which the studio claims can be put in operation easily.

The five sound tracks in the Paramount system, developed under the supervision of Loren L. Ryder, director of engineering and recording for the studio, handle three loudspeakers back of the screen and two auditorium speakers. Ryder noted that for Cinerama and other special road show pictures additional sound tracks may be required.

Paramount Uses Five

The five standard tracks are arranged as follows: The sound track outside of the sprocket holes on the left side of the film operates the left auditorium speaker, and the one on the right side of the film controls the right auditorium speaker. The sound track next to the picture operates the left screen speaker, the center one controls the center screen speaker, and the one next to the sprockets works the right screen speaker.

The sound tracks for the three screen loudspeakers have an inter-track spacing of only five mils. Ryder claims that Paramount has in construction special magnetic heads which will work at this close spacing and should give a sound track isolation of approximately 20 decibels. He added that the isolation could possibly be brought down to as low as 10 decibels.

Ryder expressed his confidence that recent developments in tight loop reproducers and buffer-rollers would minimize the dangers inherent in placing the sound tracks so close to the sprocket holes. He also recognized the fact that usually it is not wise to place sound tracks outside the sprocket holes, but he said that if they are used only for auditorium effects, they should not cause too much trouble or introduce disturbing noises into the theatre.

With the Paramount plan, no changing of the size of the sprocket holes is required, as is the case with CinemaScope sound. Instead, Paramount advises the replacement or movement of the aperture plate in the amount of 13 mils. This is the only change needed in the picture projector, Ryder emphasized. As for the camera, only a slight change in the finder markings may be necessary, he stated.

Both companies admit that their plans are not the only ones possible, nor do they wish to force them on the industry. However, each studio insists that it has decided upon its own particular sound plan only after a great deal of testing, and that it has found its system the most practical one.

Four-Track Sound Unit Scheduled By RCA

A new four-track magnetic stereophonic sound reproducer will be made available in September by RCA, according to Jack P. O'Brien, manager of theatre equipment sales in the Engineering Products Dept. of the RCA Victor division of the company. He revealed that the instrument will be suitable for mounting on any recent model projector now being used by a theatre.

The notice, which went to RCA supply dealers, announced that the new equipment will vary in price, ranging from under $5,000 to approximately $9,000. The sound reproducer will come at an opportune time, for it is then that Fox will be debuting CinemaScope, which uses four magnetic sound tracks on one picture print. RCA dealers were advised that they make take orders at once for the new equipment.

National Screen Handles Sales Of "Luther" Film

Physical distribution of "Martin Luther," Louis de Rochemont Associates' feature film, will be handled by National Screen Service Exchanges, according to F. Borden Mace, president of the de Rochemont organization. This marks the first time that National Screen has assumed the duties of distribution of a film, having concentrated on servicing theatres with trailers and accessories till now. The film has already completed engagements in Minneapolis, Houston and Hickory, North Carolina, and it began an engagement in Duluth this week. Four other dates at RKO houses in Columbus, Cincinnati, Des Moines and Omaha are set for the film according to a company report.

Financial Notes

For the 12 weeks ended June 4, 1953, Loew's Inc. announced a net operating profit of $1,865,697 before taxes and after reserve for depreciation and contingencies. This compares with $425,878 announced for the same period last year. After federal taxes the earnings were $1,014,142 for the quarter, compared with $740,817 earned in the same quarter last year. These figures are subject to year-end audit and adjustments, the company stated.

On a per share basis the 1953 quarterly earnings after taxes were $.20 a share compared with $.14 a share in the same quarter of 1952, the report continued. The net per share after taxes for the 40 weeks ended June 4, 1953 was $.62 as compared with the $.87 announced for the same period last year.

The net operating profit for the 40 week period before taxes was $5,685,184 compared with $5,302,538 in the same 40 week period of 1952, according to the statement. Gross sales and operating revenues for the 40 weeks of this year were estimated at $133,612,000 against last year's $135,646,000. For the current June quarter, these were estimated at $39,684,000 as compared with $39,953,000 for the same quarter of 1952.

* * *

Operating earnings for the second quarter of 1953 at American Broadcasting-Paramount Theatres were $218,000 or 40 percent ahead of operating earnings for the same period last year, according to Leonard H. Goldenson, president. In a report to stockholders, he announced that estimated consolidated earnings for the second quarter of 1953 were $818,000, as compared with $1,459,000 for the same quarter last year.

The estimated net for the first six months of this year was $6,550,000, which compares with the $3,508,000 which was earned in the same period of last year. Per share earnings of $.17 were announced for the common stock outstanding for the second quarter this year. The same quarter last year earned $.44 per share. Both figures include capital gains.

For the six month period, the consolidated earnings in 1953, including capital gains, were $1.59 per share. The figure for last year was $1.06. The report included the announcement of dividends for the second quarter of 1953 at the rate of $.25 per share of preferred and common stock. They were payable July 20, 1953, to holders of record on June 26, 1953.

* * *

A net profit of $1,019,150 before federal tax provisions was announced for the 26 weeks ended April 24, 1953, by Republic Pictures Corp. and its subsidiaries. For the same period last year, the company reported a net profit of $794,550 before federal tax provisions. The net after taxes for the 26 weeks of 1953 was reported to be $473,150 as compared with the $379,550 that was reported for the same period last year.

* * *

Columbia Pictures Corp. announced that the board of directors declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock of the company, payable on August 15, 1953 to stockholders of record July 31, 1953.

How Much More Light for 3-D...Wide Screen?

When the screen found its voice more than a quarter century ago, the question, "How much will it cost?" was asked — if at all — from force of habit. Every showman knew he *had* to buy sound, just as he now sees the necessity for new equipment to handle the latest epoch-making projection techniques.

History Repeats

Exhibitors today are hurrying to exploit the terrific public interest in 3-D and wide screen showings — spending thousands and tens of thousands of dollars on new optics, screens, sound equipment . . . But what about screen lighting?

Light Losses Terrific

For 3-D and wide screen you need more light. *Much* more light. In almost every instance, *regardless of theatre size or present equipment,* you need ALL THE LIGHT YOU CAN POSSIBLY GET!

If that seems like a broad statement, just consider 3-D light losses, for example. Even with *two* projectors trained on the screen and with screens of much higher reflectivity than before, you give your patrons only about *half* as bright a picture as you previously furnished with conventional films!

Wide screen — same story. In this new medium, projection light is distributed over *2½ times the area* of ordinary screens.

New Equipment the Answer

To repeat — you need *all the light you can get.* This means NEW EQUIPMENT — equipment to operate the higher-capacity carbons at maximum currents.

Give your patrons—and these great new entertainment media —the light they need. Don't delay—call in your theatre equipment supplier for a complete diagnosis of your projection lighting needs.

Look to NATIONAL TRADE-MARK *for Everything New in Projector Carbons*

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Filmite Delineates Picture Industry Scene In Greece

Producer-director Gregg Tallas, who has just returned from Greece, where he produced and directed "The Barefoot Battalion" at Salonika, actual locale of the dramatic story, for the Peter Boudoures Film Co., headed by San Francisco businessman and West Coast regional director of the Greek War Relief during World War II, stated this week that major film production in Greece is limited to two companies in the country, Finos Films and Zervos Films Co. The other picture-making outfits are small indies.

Tallas, who also wrote the original story of his film with Niko Catsiotes, used real people, not professional actors, in his film along with orphans from a reform school in Salonika.

He pointed out that there are no color films made in Greece and also explained that the most asked question about Hollywood in the country was "why doesn't Hollywood make more films with a Greek locale."

Two Prospects Stressed

Two great stories which could be lensed in Greece are "Apartment in Athens" and "Appointment In Athens," Tallas stressed. However, any company shooting in Greece, Tallas said, would have to take most of its own equipment.

He used a litle 10-year-old Greek boy, Stavious Krozos, as the lead in his film but said that Greece has no stars, rather depends on personalities and story in their films.

Tallas stated that since foreign films are being dubbed in English and made available to the American market he thought that two Greek films would be good entries. They are "The Crank," made by Finos Films and "The Bloody Easter," made by Zervos Films Co.

The Peter Boudoures Film Co. plans to make "Oedepius Rex" by Sophocles in Greece soon with Tallas directing and producing. Tallas made "Battalion" in 29 days. His film is the story of a "wolf pack" of children who steal to exist and use part of their loot to help the poor and who help a captured American aviator escape to Egypt.

He stated that Greeks go for American musicals and U. S. heavy dramas.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Aubrey Schenck and Howard W. Koch, whose initial independent color feature, "War Paint," for United Artists, is about to reach U. S. screens, have announced a second film, "Smoke Signal," with an Indian-Cavalry background, for their schedule to be the first American "western" to be filmed abroad. Currently filming "Beachhead," starring Tony Curtis, Frank Lovejoy and Mary Murphy, directed by Stuart Island on Kauai, northern most island of the Hawaiian group, Schenck and Koch plan to film the second western picture on the same location. Production is being set to go before the cameras in August. Lesley Selander, who directed "War Paint," will handle the same assignment on "Smoke Signal." Richard Alan Simmons is writing the script for the latter based on an original story by Harold Jack Bloom, New film will also be a United Artists release.

* * *

A fishermen's strike in Alaska last week forced an indefinite postponement of a starting date on "Ketchikan," which Lindsley Parsons will produce for Allied Artists. The film, dealing with the Alaskan salmon fishing industry, will be shot at Ketchikan, Alaska, where cannery facilities will be used. . . . Allied Artists has entered into an agreement with Three Fellows Productions to handle the world-wide release of "Jennifer," Ida Lupino-Howard Duff starrer, according to Steve Broidy, Allied Artists president. One of the top pictures to be released by Allied Artists this year, "Jennifer" is scheduled for distribution in the fall.

Jack Broder inked writer Wyott Ordung to develop his original story, "If," into screen play form. . . . Grace Kelly reported to Warner Bros. for "Dial M For Murder," in which she co-stars with Ray Milland. Miss Kelly just closed in "The Moon Is Blue" at Philadelphia's Playhouse in the Park. The film, adapted from the European and American stage hit by Frederick Knott, will be directed by Alfred Hitchcock. It will be filmed in three dimensions, WarnerColor and WarnerPhonic sound with Warner Bros. new all-media camera.

Paramount purchased the new James A. Michener story, "The Bridges of Toko-Ri," for production by William Perlberg and George Seaton. The story of the Navy jet and helicopter activity in destroying four prized bridges in Korea which were strongly guarded by Iron Curtain guns and equipment, it details the tale of embittered young Harry Brubacker, the jet pilot who understands at last the necessity of fighting in Korea. "The Bridges of Toko-Ri" was recently printed in full by Life Magazine. This is Paramount's second purchase from Michener; the first was "The South Sea Story," which awaits production.

* * *

Shelley Winters was set by Universal-International to co-star with Alan Ladd in "Saskatchewan," which will be made in color by Technicolor by the studio. The role will be Miss Winters' first at U-I under her recently signed non-exclusive contract. The film will start early next month on location near Banff, where Director Raoul Walsh is now scouting exact location sites. Aaron Rosenberg is producing. . . . At the same studio, Agnes Moorhead was signed for one of the leads in "The Magnificent Obsession," which will star Jane Wyman and Rock Hudson. Ross Hunter will produce the film which Douglas Sirk will direct. It is slated for Sept. start.

* * *

Republic announced that it was exercising its option on the services of femme star Joan Leslie calling for two pictures during a term of one year beginning Aug. 1. She will have one of the star roles in Gwen Bristow's best seller, "Jubilee Trail," along with Vera Ralston, Forrest Tucker, Ray Middleton and John Russell. Joseph Kane will be associate producer-director on the feature, which will be filmed in Trucolor by Consolidated. Studio also signed composer R. Dale Butts to a new contract.

* * *

Paul Heard has returned to Hollywood from Europe after exploring the possibilities of producing an untitled feature in Copenhagen, Denmark. Heard conferred with officials of the Royal Danish Ballet,

(*Continued on next page*)

Title Changes

20th Century-Fox "**There No Place Like Rome**" is the new title for "Coins In The Fountain." (Stars Clifton Webb, Jean Peters, Maggie MacNamara; Sol C. Siegel will produce). "**The Gladiators**" is the new title for "The Story of Demetrius." (Stars Victor Mature; Frank Ross produced).

Republic: "**Champ For A Day**" is the new title for "Champ From Brooklyn." (Stars Alex Nicol, Audrey Totter and Charles Winninger; William A. Seiter directed).



On the set of the Wayne Fellows production, "Island In The Sky," set for a Warner Bros. release, are director William Wellman and stars Andy Devine and John Wayne.

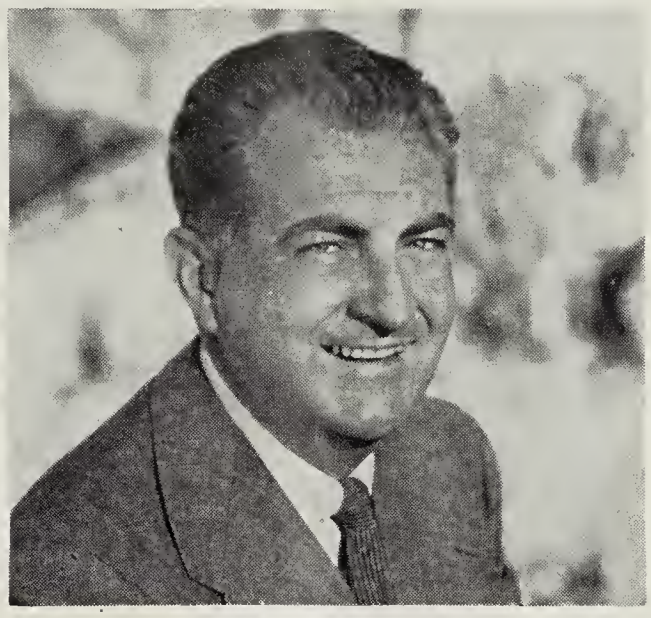
Closer Producer-Exhibitor Relations A Must For Industry: Pat Duggan

By Richard Bernstein

"My firm belief is to get people into the theatre—and you have to give them something different. Something that stimulates their imagination." This, according to Pat Duggan, Paramount producer. Duggan is currently at work on a film that he considers an example of this statement. It is "Red Garters," which has a stylized western background leaving certain accepted things to the audience's imagination. He explained that this picture, although shot in 2-D, has a color dimension that is quite startling and different.

The film boasts a cast of young talent, with headliners Rosemary Clooney, Gene Barry, Guy Mitchell and Joanne Gilbert. Another asset to the film is Buddy Ebsen, one of Hollywood's top talents.

"It is a musical: a true musical with a singing and dancing chorus of 32 who also play townspeople in the film. I used them like one would use people in a touring stock company," Duggan explained.



PAT DUGGAN

Uses Youthful Cast

Directing attention to his cast, Duggan emphasized their youth. He pointed out that audiences can visualize the routines of standard personalities, but that they don't have any idea of what the newcomers in the film, like Guy Mitchell and Joanne Gilbert, will do on the screen. Although he has appeared in other films, this is Gene Barry's first musical.

" 'Red Garters' has the type of magic of keeping the audience wondering what each performer will do next," the producer went on. He also stated that this is a new type of role for Rosemary Clooney, who plays a barroom girl with a heart of gold.

"The long term future of the industry depends on new names," Duggan stressed. He believes also that production and exhibition should have a closer relationship.

In referring to star names as gold, the producer stated, "we must sell the biggest gold mine in the business but there won't be any gold 10 years from now unless you find it."

Duggan is a man of many talents. He is familiar with casting, editing, music, sets, wardrobe and all phases of production. He is also an excellent judge of stories. Prior to coming to Hollywood, Duggan was one of the top literary agents in New York and sold countless stories to the screen.

Started As Actor

Duggan was a song and dance man after he graduated from George Washington High School. He eventually wound up on Broadway as an actor, but jobs were few and far between, so he entered the concert management field. He handled dancers.

From this, he went into the literary field. For eight years, he handled such authors as Sinclair Lewis, James Street, J. B. Priestley, Libbie Block, who incidentally married him in 1946, Frank Van Wyck Mason, Horace McCoy, William Saroyan and Mary Coyle Chase.

He sold many stories to the screen, among them "Arrowsmith" and "Dodsworth," which he sold to Sam Goldwyn. He became interested in production and produced three Broadway shows, including a J. B. Priestley play and Saroyan's "The Beautiful People."

In 1943, Goldwyn lured Duggan to Hollywood and made him his story editor. Two years later, Goldwyn made him his assistant, and the following year a stockholder and vice-president in the company.

He left Goldwyn and joined Paramount as a producer in May, 1951. Since then, he has produced "Just For You" and "Forever Female."

Duggan is enthused over Pat Crowley, who debuted in "Forever Female." He said, "she helped the excitement in the film." New faces are the spice in the dish, in Duggan's opinion.

New Faces Wanted

It's important to every picture to see how many new people you can introduce. This all goes to make a successful package for the exhibitor.

"Guy Mitchell will be one of the biggest singing stars in pictures," he predicted. He also stated that Joanne Gilbert will be another outstanding screen personality.

Duggan cited the fact that there is a tremendous audience waiting to see Rosemary Clooney, Guy Mitchell and Joanne Gilbert. They sell records and people want to see what they look like and what they do on the screen.

Roy Rogers In Honolulu

HONOLULU.—Roy Rogers and Dale Evans will appear at the Civic Auditorium Aug. 4-8 along with Cheryl and Linda Lou, their two eldest daughters, who will be making their stage debuts. The girls will do a number with Dale called "Cowgirl Polka," which she wrote. Rogers and Dale are curently vacationing on Maui Island. Traveling with them are W. Arthur Rush, Rogers' personal manager, and Larry Kent, general manager of Roy Rogers Enterprises.

Read The Independent

HOLLYWOOD

(Continued from preceding page)

concerning its participation in the picture. Considerable portion of the Heard production will be shot on location in Copenhagen, and some interiors will be shot in London. Heard has assigned Oviatt O'Connell to write the original story for the feature, which will be shot in color.

* * *

Columbia Pictures will release Bryan Foy's first independent production, "The Mad Magician," under terms of an agreement signed by the studio and Foy. The story, a thriller from an original screen play by Crane Wilbur, will be filmed in Technicolor 3-D and will go before the cameras the first week in August. . . . Roy Rogers and Dale Evans staged a two-hour show by special invitation of the Boy Scouts of America, at the Third National Jamboree. . . . "The Incredible Continent," first wide screen sterephonic sound motion picture scheduled for filming in Africa was added to the production slate of the Dudley Pictures Corporation and will go before the Vistarama cameras in the immediate future. Scripted by Geoffrey Holmes and Richard Goldstone from the original story by Carl Dudley, the film will be under the production guidance of Goldstone.

* * *

Robert L. Lippert has concluded arrangements with Herman Cohen for Lippert Pictures release of a mystery feature, "Undercover Agent." The film was produced by Anglo Amalgamated and directed by Vernon Sewell with Dermot Walsh, Hazel Court and Hermione Baddeley in the cast. . . . "Valentina," a modern melodrama set in Tangiers, intended as a Beckworth production for Rita Hayworth, has been added to Columbia Pictures' production schedule and Jo Eisinger has been signed to write the screen play from an original story by Alfred Hayes, it was announced by executive producer Jerry Wald. Film is scheduled for early fall production.

* * *

Max Steiner announced that he will leave Warner Bros. when his current seven year exclusive contract expires next month and will devote his time to the music publishing business and to the scoring of a limited number of major films a year. He has won three Academy awards and 21 additional Academy nominations during his career.

* * *

Jeff Chandler was assigned the top starring role in U-I's Technicolor production, "Yankee Pasha," adapted from the best selling novel by Edison Marshall. Story, set in 1800, deals with an American frontiersman who goes to Turkey to rescue his fiancee who has been kidnapped by Turkish pirates. Howard Christie will produce and Joseph Pevney will direct the film, which will start next month. Joseph Hoffman wrote the screen play.

* * *

Dore Schary confirmed that Lana Turner has been set to star in M-G-M's "The True and the Brave," portraying a Dutch refugee girl in a romantic drama of the Dutch underground during World War II. Director Gottfried Reinhardt sails for Holland this week on the Liberte to gather background material for the story.

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

1952-53

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	5413	Stop, Look, And Listen	2	Dec. 11	15½
"	5414	Spies & Guys	2	April 9	16½
"	5415	He Popped His Pistol	2	May 14	16
"	5416	Loves A Poppin,	2	June 11	
Stooges	5403	Cuckoo On A Choo Choo	2	Dec. 4	15½
"	5404	Up In Daisy's Penthouse	2	Feb. 5	16½
"	5405	Booty and the Beast	2	Mar. 5	16
"	5406	Losse Loot	2	April 2	16
"	5407	Tricky Dicks	2	May 7	16
Color Favorites (Tech.) (Re-Issues)	5603	Tall Bridge Troubles	1	Nov. 6	7
"	5604	The Cuckoo 1. Q.	1	Nov. 27	7
"	5605	Cinderella Goes To A Party	1	Dec. 1	7
"	5606	Plenty Below Zero	1	Jan. 8	7½
"	5607	Tito's Guitar	1	Feb. 5	7
"	5608	Professor Small And Mr. Tall	1	Feb. 26	7½
"	5609	The Make Believe Revue	1	Mar. 12	10
"	5610	King Midas Junior	1	April 9	7
"	5611	A Helping Paw	1	May 7	7
"	5612	The Mad Hatter	1	May 28	7
"	5613	Mother Hen's Holiday	1	June 18	7
"	5614	The Dream Kids	1	July 9	7½
Comedy Favorites (Re-Issues)	5433	His Wedding Scare	2	Dec. 18	16½
"	5434	One Too Many	2	Jan. 15	20
"	5435	Yumpin' Yiminy	2	Mar. 19	17
"	5436	Hot Water	2	July 16	18½
Assorted-2-Reel Favorites	5422	Dance Dance Dance	2	Nov. 13	18½
"	5423	Kiss And Wake Up	2	Jan. 3	18
	5424	Gum Shoes	2	Feb. 19	21
	5425	Woo, Woo!	2	Mar. 12	16
"	5426	Calling All Fibbers	2	April 16	16½
World of Sports	5803	Rassler Mat Adors	1	Nov. 20	10
"	5804	Water Rodeo	1	Dec. 25	9½
"	5805	Trick Shot Artists	1	Feb. 26	10
"	5806	Legion At Bat	1	Mar. 26	10
"	5807	World's Championship Rodeo	1	May 21	
"	5809	Dude Ranch Sports	1	July 23	.....
Screen Snapshots	5853	Fun In The Sun	1	Nov. 13	10
"	5854	Young Hollywood	1	Dec. 18	10½
"	5855	Spike Jones In Hollywood	1	Jan. 24	10
"	5856	Mickey Rooney—Then and Now	1	Mar. 19	9½
"	5857	Ha! Ha! From Hollywood	1	April 23	9
"	5858	Hollywood's Great Comedians	1	May 14	
"	5859	Hollywood's Pair of Jacks	1	June 18	
"	5860	Out West in Hollywood	1	July 23	.....
Mr. Margo (Tech.)	5702	Captains Outrageous	1	Dec. 25	7
"	5703	Safety Spin	1	May 21	
"	5704	Magoo's Masterpiece	1	July 31	.....
Jolly Frolics	5502	Madeline	1	Nov. 27	7
"	5503	Little Boy With a Big Horn	1	Mar. 26	7
"	5504	The Emperor's New Clothes	1	April 30	7
"	5505	Christopher Crumpet	1	June 25	7
Animal Cavalcade	5652	Jungle Monarchs	1	Jan. 29	9
"	5653	Greyhound Capers	1	July 30	.....
Thrills of Music	5952	Ray McKinley & Orchestra	1	Nov. 20	9½
"	5953	Ray Anthony & Orchestra	1	Dec. 25	10½
"	5954	Buddy Morrow & Orch.	1	Feb. 12	9½
"	5955	Les Elgart & Orch.	1	April 30	10
"	5956	Shorty Sherock & Orch.	1	June 4	8½
Candid Microphone	5552	No. 2	1	Jan. 22	11
"	5553	No. 3	1	Feb. 19	10½
"	5554	No. 4	1	April 30	
"	5555	No. 5	1	June 11	
Topnotchers	5901	Beyond the Frontier	1	June 11	10
"	5902	This Is Versailles	1	June 25	

METRO-GOLDWYN-MAYER

1952-53

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Cartoon (Tech.)	W-434	Little Wisequacker	1	Nov. 8	7
" "	W-435	The Doghouse	1	Nov. 29	6
" "	W-436	Busybody Bear	1	Dec. 20	6
" "	W-437	The Missing Mouse	1	Jan. 10	6
" "	W-438	Barney's Hungry Cousin	1	Jan. 31	7
" "	W-439	Jerry and Jumbo	1	Feb. 21	7
" "	W-440	Cobs and Robbers	1	Mar. 14	6
" "	W-441	Johann Mouse	1	Mar. 21	8
" "	W-442	Little Johnny Jet	1	Apr. 18	7
" "	W-443	That's My Pup	1	Apr. 25	7
" "	W-444	Heir Bear	1	May 30	6
" "	W-445	TV of Tomorrow	1	June 6	7
" "	W-446	Wee Willie Wildcat	1	June 20	7
Pete Smith Spec.	S-454	I Love Children, But	1	Dec. 27	8
"	S-455	The Mosconi Story	1	Feb. 7	10
"	S-456	Aquatic Kids	1	Feb. 14	8
" "	S-457	Travel Quiz (Tech.)	1	Apr. 25	9
" "	S 458	The Postman	1	May 30	10
" "	S-459	Dogs 'N Ducks	1	June 27	10
" "	S-460	Ancient Cures	1	July 11	10
Gold Medal Reprint Cartoons (Tech.)	W-462	Mouse In Manhattan	1	July 11	.....
"	W-463	Tee For Two	1	Dec. 6	8
"	W-464	Quiet Please	1	Feb. 14	7
"	W-465	Red Hat Riding Hood	1	Mar. 28	8
"	W-466	Flirty Birdy	1	May 2	7
Fitzpatrick Travel Talks	T-413	Calling on Capetown	1	Nov. 22	9
"	T-414	Land of the Ugly Duckling	1	Jan. 3	9
"	T-415	Beautiful Bavaria	1	Apr. 4	9
"	T-416	Johannesburg—City of Gold	1	May 16	8
"	T-417	Delightful Denmark	1	June 27	8
"	T-418	Copenhagen—City of Towers	1	July 18	9
Prophecies of Nostradamus	R-421	Nostradamus Says So!	1	Jan. 31	11
"	R-422	Let's Ask Nostradamus	1	June 6	10

PARAMOUNT

1952-53

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Sportlight	R12-2	Canine 1.Q.	1	Oct. 4	9
"	R12-3	Highland Sports	1	Dec. 19	10
"	R12-4	The Speed Queen	1	Jan. 2	9
"	R12-5	Brittania' Athletic Cadets	1	Jan. 16	9
"	R12-6	Sport Car Racing	1	Feb. 27	9
"	R12-7	Untitled	1	Apr. 10	9
"	R12-8	Tme Sporting British Indies	1	May 1	9
"	R12-9	Green Mountain Speedsters	1	June 5	10
"	R12-10	Flying Horseshoes	1	June 12	7
"	R12-11	Wee Water Wonders	1	July 10	9
"	R12-12	Collegiate Circus Champs	1	Aug. 14	.....
Topper	M12-1	Littlest Expert on Interesting People	1	Dec. 5	9
"	M12-4	Animal Hotel	1	Feb. 6	10
"	M12-3	The Little Expert on Horse & Buggy Days	1	Apr. 24	10
"	M12-5	Here He Goes	1	May 1	10
"	M12-6	Bear Crazy	1	May 29	10
Popeye (Tech.)	E12-4	Big Bad Sinbad	1	Dec. 12	10
"	E12-3	Ancient Fistory	1	Jan. 30	7
"	E12-2	Child Sockology	1	Mar. 27	6
"	E12-5	Popeye's Mirthday	1	May 22	6
"	E12-6	Toreadorable	1	June 12	9
"	E12-7	Baby Wants a bottle	1	July 24	.....
"	E12-8	Firemen's Brawl	1	Aug. 21	.....
Herman & Katnip (Tech.)	H12-2	Of Mice And Magic	1	Feb. 20	7
"	H12-3	Herman The Catoonist	1	May 15	7
"	H12-4	Drinks on the Mouse	1	Aug. 28	.....
Pacemaker	K12-2	Let's Have a Parade	1	Nov. 14	10
"	K12-3	All Girls On Deck	1	Dec. 26	10
"	K12-4	High School Hi Jinks	1	Mar. 20	10
"	K12-5	Call Me Skinny	1	June 26	10
"	K12-6	Hurricane Hunters	1	Aug. 7	.....
Casper (Tech.)	B12-2	Frightday The 13th	1	Feb. 13	7
"	B12-3	Spook No Evil	1	Mar. 13	7
"	B12-4	North Pal	1	May 29	7
"	B12-5	By the Old Mill Scream	1	July 3	7
"	B12-6	Little Boo Peep	1	Aug. 28	.....
Kartune (Tech.)	X12-2	Hysterical History	1	Jan. 23	7
"	X12-3	Philharmaniacs	1	Apr. 3	7
"	X12-4	Aero-Nuties	1	May 8	7
"	X12-5	Invention Convention	1	June 9	7
"	X12-6	No Place Like Home	1	July 31	.....
Noveltoon (Tech.	P12-1	The Case of the Cockeyed Canary	1	Dec. 19	7
"	P12-2	Feast & Furious	1	Dec. 26	6
"	P12-3	Starting From Hatch	1	Mar. 6	7
"	P12-4	Winner By a Hare	1	Apr. 17	7
"	P12-5	Better Bait Than Ever	1	June 5	7
"	P12-6	Surf Bored	1	July 17	7

RKO-RADIO

1952-1953

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Edgar Kennedy (Re-issues)	33503	You Drive Me Crazy	2	Nov. 14	17
"	33504	Radio Rampage	2	Dec. 12	16
"	33505	Alibi Baby	2	Jan. 9	18
"	33506	Mother-in-Law's Day	2	Feb. 6	20
Leon Errol (Re-issues)	33704	He Asked For It	2	Nov. 28	18
"	33705	Panic in the Parlor	2	Dec. 26	18
"	33706	Home Work	2	Jan. 23	19
Walt Disney Cartoons (Tech.)	34104	Pluto's Christmas Tree	1	Nov. 21	7
"	34105	How to Be a Detective	1	Dec. 12	7
"	34106	Father's Day Off	1	Mar. 28	7
"	34107	The Simple Things	1	Apr. 18	7
"	34108	For Whom The Bulls Toll	1	May 9	7
"	34109	Don's Fountain of Youth	1	May 30	7
"	34110	Father's Week End	1	June 20	7
"	34111	How to Dance	1	July 11	6
"	34112	The New Neighbor	1	Aug. 1	.....
Sportscopes	34307	King of thhe Clubs	1	Nov. 14	8
"	34308	Bobby Shantz	1	Dec. 5	8
"	34309	All Joking Astride	1	Dec. 26	8
"	34310	Wild Bear Hunt	1	Jan. 16	8
"	34311	Fighting Fins	1	Feb. 6	8
"	34312	Seaside Sports	1	Feb. 27	8
"	34313	Quebec Camera Hunt	1	Mar. 20	8
Screenliners	34207	College Circus	1	Nov. 7	8
"	34208	Johnny Gets His Route	1	Nov. 28	9
"	34209	Way Back When	1	Dec. 19	8
"	24210	Molly Bee Sings	1	Jan. 9	9
"	34211	Sea Going Smoke Eaters	1	Jan. 30	8
"	34212	Mountain Movers	1	Feb. 20	9
"	34213	Britain's Skyblazers	1	Mar. 13	8
Specials	33104	Men of Science	2	Nov. 7	16

SHORT SUBJECT RELEASES (CONTINUED)

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
"	33001	Operation A-Bomb	2	Jan. 16	16
"	33105	Conquest of Ungava	2	Jan. 2	15
"	33106	Canadian Mounties	2	Jan. 30	15
"	33107	Transatlantic Hop	2	Feb. 27	15
"	33108	Escape to Freedom	2	Mar. 27	16
"	33109	Tower of Destiny	2	May 22	15
Sports Specials	33901	Football Highlights of 1952	2	Dec. 12	17
"	33801	Basketball Highlights	2	Apr. 17	15
True Life Adventures (Tech.)	32901	Bear Country	3	Feb. 20	33
Comedy Specials	33401	Three Chairs for Betty	2	Jan. 23	16
"	33402	Half-Dressed for Dinner	2	Mar. 6	15
Gil Lamb Comedies	33601	The Fresh Painter	2	Jan. 16	16
"	33602	Lost In A Turkish Bath	2	Jan. 30	16
"	33603	Baby Makes Two	2	Feb. 27	17
"	33604	Pardon My Wrench	2	Mar. 13	16
People and Places	32801	The Alaskan Eskimo	3	Apr. 10	27

REPUBLIC

Serial	5182	Radar Men From The Moon	12 Ep.		
"	5184	Nyoka and the Tigermen (Re-release of "Perils of Nyoka")	15 Ep.		
"	5281	Zombies of the Stratosphere	12 Ep.		
"	5282	Dick Tracy vs. Phantom Empire (Formerly titled "Dick Tracy vs. Crime")	15 Ep.		
"	5283	Jungle Drums Of Africa	12 Ep.		
"	5284	Return of Captain Marvel (Formerly titled "Adventure of Captain Marvel)	12 Ep.		
"	5381	Canadian Mounties vs. Atomic Invaders	12 Ep.		
Short Subjects	5188	Ceylon	1	Mar. 1	9
" "	9221	City of Destinv	1	Apr. 1	9
" "	9222	Singapore	1	June 1	9
" "	9223	Germany	1	Aug. 1	9
Commando Cody Adventures	5268	Enemies of the Universe	3	Mar. 28	30
"	5269	Atomic Peril	3	Mar. 28	30
"	5270	Cosmic Vengeance	3	Apr. 28	30
"	5271	Nightmare Typhoon	3	May 28	30
"	5272	War of the Space Cadets	3	June 19	30
"	5273	Destroyer of the Sun	3	June 26	30
"	5274	Robot Monster of Mars	3	July 3	30
"	5275	Hydrogen Hurricane	3	July 10	30
"	5276	Solar Sky Riders	3	July 17	30

TWENTIETH CENTURY-FOX

1952

Terrytoon (Tech.)	5221	Terry Bears in Nice Doggy	1	October	7
" "	5222	Mighty Mouse in Happy Holland	1	October	7
" "	5223	Heckle and Jeckle, the Talking Magpies in Moose and the Loose	1	November	7
" "	5224	Dinky in Sink or Swim	1	November	7
" "	5225	Little Roquefort in Flop Secret	1	December	7
" "	5226	Terry Bears in Picnic with Papa	1	December	7
Sport	3205	Kalamazoo Klonters	1	October	9
"	3206	Untitled	1	December	.....
Special (Tech.)	7254	Birth of Venus (Art of Renaissance)	1	November	10
" "	7256	The Young Immortal (Art of Raphael)	1	December	10

1953

Terrytoon (Tech.)	5301	Mighty Mouse in a Soap Opera	1	January	7
" "	5302	Terry Bears in Thrifty Cubs	1	January	7
" "	5327	The Owl and the Pussy Cat (Re-Release)	1	January	7
" "	5303	Heckle and Jeckle the Talking Magpies in Hair Cut-Ups	1	February	7
" "	5304	Dinkly in Wise Quacks	1	February	7
" "	5328	Slap Happy Hunters (Re-Release)	1	February	7
" "	5305	Little Roquefort in Mouse Meets Bird	1	March	7
" "	5306	Terry Bears in Snappy Snapshots	1	March	7
" "	5307	Mighty Mouse in Hero For a Day	1	March	7
" "	5308	Heckle and Jeckle the Talking Magpies in Pill Peddlers	1	April	7
" "	5309	Dinky in Featherweight Champ	1	April	7
" "	5329	Happy Circus Days (Re-Release)	1	April	7
" "	5310	Little Roquefort in Playfull Puss	1	May	7
" "	5311	Terry Bears in Plumber's Helpers	1	May	7
" "	5330	Neck & Neck	1	May	7
" "	5312	Mighty Mouse in Hot Rods	1	June	7
" "	5313	Heckle and Jeckle the Talking Magpies in Ten Pin Terrors	1	June	7
" "	5314	Dinky in the Orphan Egg	1	June	7
" "	5315	Little Roquefort in Friday the 13th	1	July	7
" "	5316	Mighty Mouse in When Mouse-hood Was in Flower	1	July	7
" "	5317	Terry Bears in Open House	1	August	7
" "	5318	Heckle & Jeckle the Talking Magpies in Bargain Daze	1	August	7
Lew Lehr (Re-Release)	9381	Untitled	1	April	.....
"	9382	Untitled	1	July	.....
Movietone (New Camera)	6301	Breath of Disaster	1	April	.....
"	6302	Epic Drama	1	March	.....
"	6303	Untitled	1	June	.....
"	6304	Untitled	1	August	.....
Sport	3301	Gridiron Goliaths	1	February	.....
"	3302	Untitled	1	March	.....
"	3303	Untitled	1	June	.....
"	3304	Untitled	1	August	.....

UNIVERSAL

1952-53

Musical Featurette	8301	Xavier Cugat and his Orchestra	2	Nov. 16	15
" "	8302	Don Cornell Sings	2	Dec. 4	15
" "	8303	The Modernaires with Lawrence Welk's Orchestra	2	Jan. 1	15
" "	8304	Andy Russell and Della in 'House Party'	2	Mar. 12	15
" "	8305	Les Brown & His Orchestra in 'Crazy Frolic'	2	Apr. 9	15
" "	8306	Harry James and his Music Makers	2	May 17	14
" "	8307	Music on the Double	2	May 28	18
Special	8203	The World's Most Beautiful Girls	2	Feb. 1	17
A Two-Reel Special	8201	Out Of The Earth	2	Feb. 10	18
Variety View	8341	King Winter	1	Dec. 22	9
"	8342	Get A Horse	1	Jan. 26	9
"	8343	Sky Police	1	Mar. 9	9
"	8344	Deadly Drums	1	May 4	10
The Earth and its Peoples	8361	Horsemen of the Pampa	2	Nov. 3	21
"	8362	Farms And Towns Of Slovakia	2	Dec. 1	20
"	8363	An Industrial Lake Port	2	Dec. 29	20
"	8364	Ports of Industrial Scandinavia	2	Jan. 26	21
"	8365	The Po River Valley	2	Feb. 23	20
"	8366	Sheep Ranch Country	2	Mar. 3	20
"	8367	Cross Section of Central America	2	Apr. 20	21
"	8368	Factories, Mines & Waterways	2	May 18	21
"	8369	British Trade and Industry	2	June 15	21
"	8370	Farmer-Fisherman	2	July 13	21
Woody Woodpecker Cartune (Tech.)	8321	Termites From Mars	1	Dec. 8	6
"	8322	What's Sweepin'?	1	Jan. 5	6
"	8323	The Dog Who Cried Wolf	1	Mar. 23	6
"	8324	Buccaneer Woodpecker	1	Apr. 20	6
"	8325	The Mouse and the Lion	1	May 11	6
"	8326	Operation Sawdust	1	June 15	6
"	8327	The Flying Turtle	1	June 29	6
"	8328	Wrestling Wrecks	1	July 20	6
U-I Color Parade	8381	Fiesta Frolics	1	June 8	9
"	8382	King of the Sky	1	July 15	10

VITAPHONE

1952-53

Technicolor Specials	9003	Cruise of the Zaca	2	Dec. 6	17
"	9004	Flag of Humanity	2	Jan. 24	17
"	9005	Thar She Blows	2	Mar. 7	17
"	9006	Under The Big Top	2	Apr. 25	17
"	9007	America For Me	2	May 30	17
"	9008	Where The Trade Wind Plays	2	July 4	20
Featurettes	9101	Monsters of the Deep	2	Sept. 27	20
"	9102	Oklahoma Outlaws	2	Nov. 22	20
"	9103	Are Animals Actors	2	Dec. 27	20
"	9104	Star in the Night	2	Mar. 21	20
"	9105	Plantation Melodies	2	May 16	20
"	9106	Looking At Life	2	July 18	20
Blue Ribbon Cartoons (Tech.)	9303	A Day at the Zoo	1	Nov. 8	7
"	9304	Early Worm Gets the Bird	1	Nov. 29	7
"	9305	Tale of Two Mice	1	Jan. 10	7
"	9306	Bashful Buzzard	1	Feb. 7	7
"	9307	The Country Mouse	1	Mar. 14	7
"	9308	Little Dutch Plate	1	Apr. 11	7
"	9309	Ain't That Ducky	1	May 2	7
"	9310	Mighty Hunters	1	June 13	7
"	9311	The Fighting 69½	1	July 11	7
"	9312	Sniffles Takes A Trip	1	Aug. 1	7
"	9313	Wacky Wild Life	1	Aug. 29	7
Joe McDoakes Comedy	9402	So You Want to Wear the Pants	1	Nov. 8	10
"	9403	So You Want to be a Musician	1	Jan. 10	10
"	9404	So You Want A Television Set	1	May 23	10
"	9405	So You Want To Learn To Dance	1	Mar. 28	10
"	9406	So You Have Your Dog	1	Aug. 1	10
Sports Parade	9501	They Fly Thru the Air	1	Oct. 4	10
"	9502	Unfamiliar Sports	1	Nov. 1	10
"	9503	Fiesta For Sports	1	Dec. 20	9
"	9504	Sporting Courage	1	Jan. 31	9
"	9505	Birthplace of Hockey	1	Feb. 28	9
"	9506	Cheyenne Days	1	Apr. 4	9
"	9507	Yo Ho Wonder Valley	1	May 9	9
"	9508	Desert Killer	1	June 27	9
"	9509	Ride A White Horse	1	July 25	9
"	9510	A Danish Sport Delight	1	Aug. 15	9
Vitaphone Novelties	9602	No Adults Allowed	1	Apr. 11	10
"	9603	Hunting the Devil Cat	1	Oct. 18	10
"	9604	Too Much Speed	1	Jan. 3	10
"	9605	Here We Go Again	1	Feb. 14	10
"	9606	Head Over Heels	1	June 20	10
"	9607	The Spirit of West Point	1	Aug. 8	10
M.M. Cartoons (Tech.)	9704	The Super Snooper	1	Nov. 1	7
"	9705	Terrier-Stricken	1	Nov. 29	7
"	9706	Food Coverage	1	Dec. 13	7
"	9707	Don't Give Up The Ship	1	Jan. 3	7
"	9708	Snaw Business	1	Jan. 17	7
"	9709	A Mouse Divided	1	Jan. 31	7
"	9710	Kiss Me Cat	1	Feb. 21	7
"	9711	Duck Anuck	1	Feb. 28	7
"	9712	A Peck O' Trouble	1	Mar. 28	7
"	9713	Fowl Weather	1	Apr. 4	7
"	9714	Muscle Tussle	1	Apr. 18	7
"	9715	Ant Pasted	1	May 9	7
"	9716	Much Ado About Nutting	1	May 23	7
"	9717	There Auto Be A Law	1	June 6	7
"	9718	Tom-Tom Tomcat	1	June 27	7
"	9719	Wild Over You	1	July 11	7
"	9720	Duck Dodgers In the 24½ Century	1	July 25	7
"	9721	Plop Goes The Weasel	1	Aug. 22	7
"	9722	Cat-Tails For Two	1	Aug. 29	7
Bugs Bunny Specials (Tech.)	9724	Rabbit's Kin	1	Nov. 15	7
"	9725	Hare Life	1	Dec. 20	7
"	9726	Forward, March Hare	1	Feb. 14	7
"	9727	Upswept Hare	1	Mar. 14	7
"	9728	Southern Fried Rabbit	1	May 2	7
"	9729	Hare Trimmed	1	June 20	7
"	9730	Bully For Bugs	1	Aug. 8	7
Melody Master Bands (Re-Issues)	9802	Junior Jive Bombers	1	Nov. 15	10
"	9803	Circus Band	1	Dec. 27	9
"	9804	Ozzie Nelson & His Orch.	1	Apr. 18	9
"	9805	Vincent Lopez & Orch.	1	June 6	9
"	9806	Spade Corley Band	1	Aug. 22	9

: Hollywood Production :

ALLIED ARTISTS

Shooting

HOUSE IN THE SEA

Cast: Richard Conte.
Producer .....William F. Broidy
Director .....Jerry Juran

Cutting

MEXICAN QUEST
(Lindsley Parsons Prod.)

Cast: George Brent, Karen Sharpe, Hillary Brooke, Morris Ankrum, Marjorie Lord, Douglas Kennedy.
Producer .....Lindsley Parsons
Director .....Frank McDonald

FIGHTER ATTACK
(Color)

Cast: Sterling Hayden, J. Carrol Naish, Dave Willock, John Fontaine, Anthony Caruso, Joy Page.
Producer .....William Calihan
Director .....Lesley Selander

DEPUTY MARSHAL

Cast: Wayne Morris, Virginia Grey, Mayron Healey, John Kellogg, Rick Vallin.
Producer .....Vincent M. Fennelly
Director .....Thomas Carr

CLIPPED WINGS

Cast: Leo Gorcey, Huntz Hall, The Bowery Boys, Ann Kimbell, Jean Dean, Renie Riano.
Producer ..... Ben Schwalb
Director ..... Edward Bernds

COLUMBIA

Shooting

THE CAINE MUTINY
(The Kramer Co.)
(Technicolor)

Cast: Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn, Tom Tully, Arthur Franz, Jerry Paris, Lee Marvin.
Producer .....Stanley Kramer
Director .....Edward Dmytryk

Cutting

THE NEBRASKAN
(3-D, Technicolor)

Cast: Jed Carey, Roberta Haynes, Richard Webb, Wallace Ford, Lee Van Cleef.
Producer .....Wallace MacDonald
Director .....Fred F. Sears

DRUMS OF TAHITI
(Technicolor)
(Esskav Pictures Co.)

Cast: Patricia Medina, Dennis O'Keefe.
Producer .....Sam Katzman
Director .....William Castle

PARIS MODEL
(American Pictures)

Cast: Marilyn Maxwell, Paulette Goddard, Eva Gabor, Barbara Lawrence, Tom Conway, Cecil Kellaway, Florence Bates, Leif Erickson, Robert Hutton, Mike Romanoff, El Brendel, Laurette Luez, Aram Katcher.
Producer .....Albert Zugsmith
Director .....Alfred E. Green

A NAME FOR HERSELF

Cast: Judy Holliday, Jack Lemmon.
Producer ..... Fred Kohlmar
Director ..... George Cukor

EL ALAMEIN

Cast: Scott Brady.
Producer ..... Wallace MacDonald
Director ..... Fred F. Sears

GUN FURY
(3-D, Technicolor)

Cast: Rock Hudson, Jed Carey, Donna Reed, Roberta Haynes, Lee Marvin, Pat Hogan, Leo Gordon, Neville Brand.
Producer ..... Lewis Rachmil
Director ..... Raoul Walsh

MISS SADIE THOMPSON
(3-D) (Technicolor)
(Beckworth Corp.)

Cast: Rita Hayworth, Jose Ferrer, Aldo Ray, Rudy Bond, Henry Slate.
Producer .....Jerry Wald
Director .....Curtis Bernhardt

FROM HERE TO ETERNITY
(Shooting in Hawaii)

Cast Montgomery Clift, Burt Lancaster, Deborah Kerr, Frank Sinatra, Donna Reed.
Producer ..... Buddy Adler
Director ..... Fred Zinnemann

SCALPEL

Cast: Charlton Heston, Lizabeth Scott.
Producer .....William J. Fadiman
Director .....Irving Rapper

CONQUEST OF COCHISE
(Technicolor)

Cast: John Hodiak, Robert Stack, Joy Page.
Producer .....Sam Katzman
Director .....William Castle

INDEPENDENT

Shooting

HOLLYWOOD STUNT MAN
(Bernard B. B. Ray Prod.)

Cast: Bill Henry.
Producer .....Bernard B. B. Ray
Director .....Bernard B. B. Ray

TOP BANANA

Cast: Phil Silvers and Broadway cast.
Exec. producers.....Joe Justman, Gene Towne, Ben Peskay
Producer .....Albert Zugsmith
Director .....Alfred Green

CRAZYLEGS, ALL AMERICAN
(Hall Bartlett Prod.)

Cast: Elroy Hirsch, Lloyd Nolan, Joan Vohs, Bob Waterfield, John Brown, James Brown, James Millican.
Producer .....Hall Bartlett
Director .....Francis Lyon

Cutting

BAIT
(Hugo Haas Production)
(Wide Screen)

Cast: Cleo Moore, Hugo Haas, John Agar, Sir. Cedric Hardwicke, Emmett Lynn, Bruno Da Sota.
Producer-Director .....Hugo Haas

CAPTAIN SCARFACE
(Lincoln Pictures for Astor Release)

Cast: Barton MacLane, Leif Erickson, Virginia Grey, Rudolph Anders.
Producers .....Hal Roach, Jr. and Carroll Case
Director .....Paul Guilfoyle

JUNGLE FURY

Cast: Glenn Ford, Ann Sheridan, Zachary Scott, Jack Elam, Rodolfo Acosta.
Producer ..... Benedict Bogeaus
Director ..... Jacques Tourneur

RUN FOR THE MONEY
(Gateward Pictures; Cinecolor)

Cast: Jimmy Boyd, Bill Williams, Jean Porter, George Cleveland.
Producers .... Edward Alperson, Jr., and Wesley Barry
Director ..... Wesley Barry

SABRE JET
(SuperCinecolor)
(Carl Kreuger Prod.)

Cast: Robert Stack, Coleen Grey, Richard Arlen, Lynn Bari.
Producer .....Carl Kreuger
Director .....Lewis King

COCOBOLO
(Kodachrome)
(Robert L. Peters Productions)

Cast: Bill Holmes.
Producer .....Robert L. Peters
Director .....Kenneth Herts

BEAT THE DEVIL
(Santana Production)

Cast: Humphrey Bogart, Jennifer Jones, Robert Morley, Gina Lollibridga.
Producer Director.....John Huston

CAPTAIN JOHN SMITH AND POCAHONTAS
(Pathecolor)
(Wisberg-Pollexfen Prod.)

Cast: Tony Dexter, Robert Shayne, Eric Colmar.
Producer .....Aubrey Wisberg and Jack Pollexfen
Director .....Lew Landers

STEEL LADY
(World Films, Inc. for Edward Small Corp.)

Cast: Rod Cameron, Tab Hunter, Richard Erdman, John Dehner, John Abbott.
Director .....E. A. Dupont

Lippert PICTURES, Inc.

Cutting

THE GREAT JESSE JAMES RAID
(Ansco Color)
(Robert L. Lippert, Jr. Prod.)
(For Lippert Release)

Cast: Willard Parker, Barbara Payton, Tom Neal, Wallace Ford, James Anderson, Jim Bannon, Richard Cutting, Tom Walker.
Producer .....Robert L. Lippert, Jr.
Director .....Reginald Le Borg

CAIRO
(Eros Films for Lippert Release; Shooting in Italy)

Cast: George Raft, Maria Canale.
Producer .....Bernie Luber
Director .....Ray Enright

METRO-GOLDWYN-MAYER

Shooting

GYPSY COLT
(Anscocolor; Wide-screen)
(Shooting at Aspen, Colo.)

Cast: Donna Corcoran, Ward Bond, Frances Dee, Lee Van Cleef, Larry Keating, Gypsy.
Producer .....William Grady, Jr.
Director .....Andrew Marton

TENNESSEE CHAMP
(Technicolor, Wide-Screen)

Cast: Shelley Winters, Dewey Martin, Keenan Wynn., Earl Holliman, Hope Miller, Dave O'Brien.
Producer .....Sol Baer Fielding
Director .....Fred M. Wilcox

RHAPSODY
(Technicolor)

Cast: Elizabeth Taylor, Vittorio Gassman, John Ericson, Louis Calhern, Jacqueline Duval.
Producer .....Lawrence Weingarten
Director .....Charles Vidor

THE FLAME AND THE FLESH
(Technicolor)
(Shooting in Naples, Italy)

Cast: Lana Turner, Pier Angeli, Carlos Thompson, Bonar Colleano, Peter Illing.
Producer .....Joseph Pasternak
Director .....Richard Brooks

KNIGHTS OF THE ROUND TABLE
(Technicolor)
(Shooting in London)

Cast: Robert Taylor, Ava Garnder, Mel Ferrer, Maureen Swanson, Stanley Baker.
Producer .....Pandro S. Berman
Director .....Richard Thorpe

CREST OF THE WAVE
(Shooting in England)

Cast: Gene Kelly, Jeff Richards.
Producers-Directors ... John and Roy Boulton

KISS ME KATE
(3-D, Wide Screen, Technicolor)

Cast: Kathryn Grayson, Howard Keel, Ann Miller, Bobby Van, Bob Fosse, Tommy Ralls, Keenan Wynn, James Whitmore.
Producer ..... Jack Cummings
Director ..... George Sidney..

Cutting

THE LONG, LONG TRAILER
(Technicolor)

Cast: Lucille Ball, Desi Arnaz, Marjorie Main.
Producer .....Pandro S. Berman
Director .....Vincente Minnelli

TORCH SONG

Cast: Joan Crawford, Michael Wilding.
Producer .....Henry Berman
Director .....Charles Walters

"FORT BRAVO"
(Metrovision; Ansco Color)

Cast: William Holden, Eleanor Parker, Polly Bergen, John Forsythe, Keenan Wynn, Richard Anderson.
Producer .....Nicholas Nayfack
Director .....John Sturges

Paramount Pictures

Shooting

THE NAKED JUNGLE
(Technicolor, Wide-Screen)

Cast: Charles Heston, Eleanor Parker, Abraham Sofaer, William Conrad, Norma Calderon.
Producer .....George Pal
Director .....Byron Haskin

ALASKA SEAS
(Wide-Screen)

Cast: Robert Ryan, Jan Sterling, Brian Keith, Gene Barry, Richard Shannon.
Producer .....Mel Epstein
Director .....Jerry Hopper

MR. CASANOVA
(Technicolor; Wide-Screen)

Cast: Bob Hope, Joan Fontaine, Audrey Dalton, Basil Rathbone, Arnold Moss, Vincent Price, John Carradine.
Producer .....Paul Jones
Director .....Norman Z. McLeod

KNOCK ON WOOD
(Frank-Panama Production)
(Technicolor) (Wide Screen)

Cast: Danny Kaye, Mai Zetterling, Torin Thatcher, David Burns, Leon Askin, Abner Biberman.
Producers .....Panama and Frank
Directors .....Panama and Frank

Cutting

THE ODESSEY OF ULYSSES
(3-D) (Eastman Color)
(Lux Films) (Shooting in Rome)
(For Paramount release)

Cast: Kirk Douglas, Silvana Mangano, Anthony Quinn.
Producer .....Dino DiLaurentis

Hollywood Production

RED GARTERS
(Wide Screen, Technicolor)

Cast: Rosemary Clooney, Jack Carson, Gene Barry, Guy Mitchell, Pat Crowley, Joanne Gilbert, Buddy Ebsen, Frank Faylen, Hilo Hattie.
Producer ..... Pat Duggan
Director ..... George Marshall

FLIGHT TO TANGIER
(3-D, Wide Screen, Technicolor)

Cast: Joan Fontaine, Jack Palance, Corinne Calvet, Robert Douglas, Jeff Morrow, Richard Shannon, Marcel Dalio.
Producer ..... Nat Holt
Director .... Charles Marquis Warren

LOST TREASURE OF THE AMAZON
(3-D, Wide Screen, Color)

Cast: Fernando Lamas, Rhonda Fleming, Brian Keith.
Producer ..... William H. Pine and William C. Thomas
Director ..... Edward Ludwig

ELEPHANT WALK
(Technicolor)
(Shooting in Ceylon)

Cast: Vivien Leigh, Dana Andrews, Peter Finch.
Producer .....Irving Asher
Director .....William Dieterle

THOSE SISTERS FROM SEATTLE
(Paravision; Technicolor)
(Pine-Thomas Productions)

Cast: Rhonda Fleming, Gene Barry, Guy Mitchell, Teresa Brewer, The Bell Sisters, Agnes Moorhead, Jean Parker, Roscoe Ates.
Producers .....William Pine and William Thomas
Director .....Lewis R. Foster

HERE COME THE GIRLS
(Technicolor)

Cast: Bob Hope, Tony Martin, Arlene Dahl, Rosemary Clooney, Robert Strauss, Millard Mitchell, Fred Clark, Johnny Downs.
Producer .....Paul Jones
Director .....Norman Taurog

RKO RADIO PICTURES

Shooting

CARNIVAL
(Color)
(King Brothers Production; Shooting Munich)

Cast: Anne Baxter, Steve Cochran, Lyle Bettger, J. C. Flippen, Helene Stanley, George Nader, Sol Solomon.
Producer .....King Brothers
Director .....Kurt Neumann

MARRY ME AGAIN
(Alex Gottlieb Production)
(Shooting at Motion Picture Center)

Cast: Marie Wilson, Robert Cummings, Mary Costa, Ray Walker, Jess Barker, Moroni Olsen, Lloyd Corrigan, Richard Gains, June Vincent.
Producer .....Alex Gottlieb
Director .....Frank Tashlin

THE FRENCH LINE
(Edmund Grainger Prod.)
(Technicolor)

Cast: Jane Russell, Gilbert Roland, Arthur Hunnicutt, Mary McCarty, Joyce Mackenzie, Craig Stevens, Steve Flagg, Laura Elliott.
Producer .....Edmund Grainger
Director .....Lloyd Bacon

SON OF SINBAD
(3-D, Technicolor)

Cast: Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price, Mari Blanchard, Edwina Hazard.
Producer ..... Robert Sparks
Director ..... Ted Tezlaff

Republic

Shooting

GERALDINE

Cast: John Carroll, Mata Powers
Associate Producer.....Sidney Picker
Director .....R. G. Springsteen

SHADOW OF TOMBSTONE

Cast: Rex Allen.
Producer .....Rudy Ralston
Director .....William Witney

FLIGHT NURSE

Cast: John Leslie, Forrest Tucker, Tod Andrews, Jeff Donnell.
Associate Producer-director .....Allan Dwan

Cutting

LAUGHING ANN
(Technicolor)
(Wilcox-Neagle Production)

Cast: Wendell Corey, Forrest Tucker, Margaret Lockwood.
Producer-Director ....Herbert Wilcox

CHAMP FOR A DAY

Cast: Alex Nicol, Audrey Totter, Charles Winninger, Hope Emerson, Eddy Waller.
Associate Producer-Director ...William A. Seiter

20th CENTURY FOX

Shooting

HELL AND HIGH WATER
(Technicolor; CinemaScope)

Cast: Richard Widmark, Bella Darvi, Victor Francen.
Producer .....Raymond A. Klune
Director .....Samuel Fuller

PRINCE VALIANT
(Technicolor; CinemaScope)

Cast: Robert Wagner, Janet Leigh, Debra Paget, James Mason.
Producer .....Robert L. Jacks
Director .....Henry Hathaway

RIVER OF NO RETURN
(Technicolor; CinemaScope)

Cast: Marilyn Monroe, Robert Mitchum, Rory Calhoun, Tommy Rettig.
Producer .....Stanley Rubin
Director .....Otto Preminger

Cutting

THE GLADIATORS
(CinemaScope, Technicolor)

Cast: Victor Mature, Susan Hayward, Michael Rennie, Anne Bancroft, Jay Robinson, Barry Jones, William Marshall.
Producer ..... Frank Ross
Director ..... Delmar Daves

THE ROBE
(Technicolor)
(CinemaScope)

Cast: Victor Mature, Michael Rennie, Richard Burton.
Producer .....Frank Ross
Director .....Henry Koster

HOW TO MARRY A MILLIONAIRE
(Technicolor)
(CinemaScope)

Cast: Betty Grable, Marilyn Monroe, William Powell, Lauren Bacall, Rory Calhoun, David Wayne, Cameron Mitchell.
Producer .....Nunnally Johnson
Director .....Jean Negulesco

"THE SCOUTMASTER"

Cast: Clifton Webb, George Winslow.
Producer .....Leonard Goldstein
Director .....Henry Levin

TWELVE MILE REEF
(CinemaScope-Technicolor)
(Shooting in Florida)

Cast: Terry Moore, Robert Wagner, Gilbert Roland, J. Carrol Naish, Harry Carey, Jr., Jacques Aubuchon, Angela Clarke, Peter Graves.
Producer .....Robert Bassler
Director .....Robert D. Webb

UNITED ARTISTS

Shooting

BEACHHEAD
(Pathecolor)
(Aubrey Schenck Prod.; Shooting in Hawaii)

Cast: Tony Curtis, Frank Lovejoy, Mary Murphy, Skip Homeier, Eduard Franz, Alan Wells, John Doucette.
Producers .....Aubrey Schenck and Howard Koch
Director .....Stuart Heisler

FREE AND EASY

Cast: Beverly Michaels, Richard Egan, Evelyn Scott, Robert Osterloh.
Producer .....Clarence Greene
Director .....Russell Rouse

CAMEL CORPS
(Edward Small Prod.)
(Natural Vision 3-D. Eastman Color, Wide Screen)
(Shooting at Kanab, Utah)

Cast: Rod Cameron.
Producer .....Edward Small
Director .....Ray Nazarro

RING AROUND SATURN
(Regiscope Process, 3-D, Wide Screen)

Producers ..... William and Edward Nassour
Director ..... Edward Nassour

Cutting

RIDERS TO THE STARS
(Eastman Color)
(Ivan Tors Prod.)

Cast: William Lundigan, Richard Carlson, Martha Hyer, Herbert Marshall.
Producer .....Ivan Tors
Director .....Richard Carlson

CROSSTOWN
(Edward Small Productions)

Cast: John Payne, Evelyn Keyes, Peggie Castle, Brad Dexter.
Producer .....Edward Small
Director .....Phil Karlson

Universal International

Shooting

RIDE CLEAR OF DIABLO
(Technicolor)

Cast: Audie Murphy, Dan Duryea, Susan Cabot, Abbe Lane.
Producer .....John W. Rogers
Director .....Jesse Hibbs

THE GLENN MILLER STORY
(Technicolor)

Cast: James Stewart, June Allyson, George Tobias, Henry Morgan, Louis Armstrong, Gene Krupa, Ben Pollack, Barton MacLane.
Producer .....Aaron Rosenberg
Director .....Anthony Mann

THE GLASS WEBB
(3-D)

Cast: Edward G. Robinson, John Forsythe, Barbara Rush, Kathleen Hughes.
Producer .....Albert J. Cohen
Director .....Jack Arnold

SON OF COCHISE
(Technicolor)

Cast: Rock Hudson, Barbara Rush.
Producer .....Ross Hunter

Cutting

BORDER RIVER
(Technicolor)

Cast: Joel McCrea, Yvonne DeCarlo, Pedro Armendariz, Howard Petrie, Erika Nordin, Ivan Triesault, Alfonso Bedoya.
Producer .....Albert J. Cohen
Director .....George Sherman

MA AND PA KETTLE HIT THE ROAD HOME

Cast: Marjorie Main, Percy Kilbride, Alice Kelley, Alan Mowbray, Emery Parnell, Brett Halsey.
Producer .....Richard Wilson
Director .....Charles Lamont

WINGS OF THE HAWK
(3-D) (Technicolor)

Cast: Van Heflin, Julia Adams, Abbe Lane, George Dolenz.
Producer .....Aaron Rosenberg
Director .....Budd Boetticher

BRADY'S BUNCH
(Technicolor)

Cast: Jeff Chandler, Maureen O'Hara.
Producer ..... John Rogers
Director ..... George Sherman

WARNER BROS.

Shooting

THE BOUNTY HUNTER
(3-D, All-Media, WarnerColor)

Cast: Randolph Scott, Dolores Dorn, Marie Windsor.
Director .....Andre De Toth

HONDO
(3-D, WarnerColor, All-Media)
(Wayne-Fellows Prods.)

Cast: John Wayne, Geraldine Page, Ward Bond, Michael Pate, Rudolfo Acosta, Paul Fix, Lee Aaker.
Producer .....Robert Fellows
Director .....John Farrow

Cutting

BLOWING WILD
(Shooting in Vera Cruz)

Cast: Gary Cooper, Barbara Stanwyck, Ruth Roman, Anthony Quinn.
Producer .....Milton Sperling
Director .....Hugo Fregonese

SO BIG

Cast: Jane Wyman, Sterling Hayden, Elizabeth Fraser, Ruth Swanson, Richard Beymer.
Producer .....Henry Blanke
Director .....Robert Wise

THREE SAILORS AND A GIRL
(Technicolor)

Cast: Jane Powell, Gordon MacRae, Gene Nelson, Sam Levene, Jack Leonard.
Producer .....Sammy Cahn
Director .....Roy Del Ruth

WELCOME



BURT LANCASTER

"BRONCO APACHE" — color by Technicolor

HUMPHREY BOGART "BEAT THE DEVIL"

GARY COOPER "RETURN TO PARADISE" — color by Technicolor

KIRK DOUGLAS "ACT OF LOVE"

ERROL FLYNN "CROSSED SWORDS" and "THE STORY OF WILLIAM TELL" — both in Pathecolor

WILLIAM HOLDEN "THE MOON IS BLUE"

JOEL McCREA "SHOOT FIRST"

JOHN PAYNE "RAIDERS OF THE SEVEN SEAS" — color by Technicolor and "99 RIVER STREET"

GREGORY PECK "THE MILLION POUND BANK NOTE" and "THE PURPLE PLAIN" — both in color by Technicolor

not to mention ***MICKEY SPILLANE*** *"I, THE JURY"*

INTO THE COMPANY OF GREAT STARS

and

ELIA **KAZAN**
"THE GOLDEN WARRIORS"

JOSEPH L. **MANKIEWICZ**
"THE BAREFOOT CONTESSA"

ROBERT **ROSSEN**
"ALEXANDER THE GREAT"

JOHN HUSTON "BEAT THE DEVIL"

ANATOLE LITVAK "ACT OF LOVE"

LEWIS MILESTONE "MELBA" — color by Technicolor

ROBERT PARRISH "THE PURPLE PLAIN" — color by Technicolor

OTTO PREMINGER "THE MOON IS BLUE"

MARK ROBSON "RETURN TO PARADISE" — color by Technicolor

INTO THE COMPANY OF GREAT DIRECTO

In Stars, Stories, Writers, Producers, Directors . . .

THE BIG NEWS TODAY COMES FROM

UA

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

MASON BILL VETOED BY PRESIDENT

TAX REDUCTION PLEDGED FOR 1954

SENATE UNIT URGES ARBITRATION

[illegible] HOUSES, 15 FILMS GIVEN 3-D, CINERAMA UNDER MERGER LIMITS

CINEMASCOPE ACTIVITIES EXPAND ON ALL FRONTS

PUBLIC CHOOSES RATIO OF 1.66:1 FOR ALL FILMS

SEC CUTS FEES ON STEREOPHONIC SOUND EQUIPMENT

REVIEWS
pages 13, 20, 21, 22

[illegible], No. 2 August 8, 1953

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VETO!

BY vetoing H.R. 157, the bill to eliminate the Federal 20 percent tax on motion picture admissions, President Eisenhower, depending for the most part on advice from his Secretary of the Treasury, has done the industry a tremendous disservice with no resultant benefit to the nation.

The President chose to ignore the impressive report of the House Ways and Means Committee, following hearings, which emphasized the emergency nature of the legislation which prompted its action.

The President ignored the overwhelming voice vote of the House of Representatives in favor of the Mason Bill.

The President ignored the support given by the Senate Finance Committee to H.R.157 and its tre-

(See Page 5)

"I'M BUSTING MY BUTTONS WITH PRIDE"



said the Ad Man, just back from M-G-M's Coast Studios where he got an eyeful of wonderful coming attractions filmed in the exciting new media. You'll hear plenty about them but listen to him briefly here:

★

"MOGAMBO" *(Technicolor)*

I saw the greatest African adventure-romance of all time. It was filmed on safari in Technicolor and is even bigger than M-G-M's "King Solomon's Mines." The jungle tears the veneer of civilization from a society beauty and a night club doll who fight for the devil-may-care leader of an expedition into the untravelled wilderness of the Dark Continent. Clark Gable and Ava Gardner are sensational together! There's passion, conflict, danger of wild animals and savage natives, all topped by the unprecedented BATTLE OF THE GORILLAS! "MOGAMBO" means The Greatest!

★

"ALL THE BROTHERS WERE VALIANT" *(Technicolor)*

I heard a Theatre Preview audience cheer the wide screen presentation of this famed action novel filmed in Technicolor in Jamaica, British West Indies. Brother against brother (Robert Taylor, Stewart Granger) for the arms of a beautiful girl (Ann Blyth) aboard a mutinous whaling ship. A strange honeymoon, a seething mutiny, a romantic tropical voyage, a spectacular encounter on a thrilling whale hunt, an adventuring rogue and a seductive island girl, the fight for the pearl fortune . . . it's all BIG and PACKED WITH TICKET - SELLING ENTERTAINMENT by the director and producer of "Ivanhoe."

"TAKE THE HIGH GROUND" *(Technicolor)*

I attended the audience Preview of this glorious attraction on a big theatre screen. It was made by the producer of "Battleground" in the same tradition of high humor and thrilling group spirit. The audience loved every minute of the stirring saga of boys from over the entire nation who become the men who'll "Take the high ground and hold it" as their rousing song tells it. Richard Widmark and Karl Malden, as tough sergeants, give memorable performances and beautiful Elaine Stewart adds to her star build-up in a provocative role. The gags, the gripes, and the training routine of the typical foot-soldier kept the Preview audience in constant merriment.

★

"KISS ME KATE" *(Ansco Color)*

What an attraction I saw! Stars, romance, Cole Porter melodies, comedy. They combine to make this superb production of the stage hit of two continents the big musical news of coming months (*Print by Technicolor*). Kathryn Grayson, Howard Keel, those "Show Boat" sweethearts, are wonderful as the sparring stage couple who are brought together in a performance of "Taming of the Shrew." Ann Miller, gorgeous dancer of the show, is the new girl in Keel's life, but Kathryn gets her guy back finally after hilarious complications. A big cast of great dancing and singing talents delivers Cole Porter's most melodious score in thrilling style. Add this to the Hall of Fame of M-G-Musicals!

★

"FORT BRAVO" *(Ansco Color)*

I sat on the edge of my seat, just as a theatre-full of lucky patrons did who caught the sneak Preview on the exciting wide screen of this fast-paced spectacular outdoor drama! Fort Bravo is a stockade manned by Union soldiers that contains Southern rebel prisoners. Of constant danger to all are savage Apache Indians. To this outpost comes a Southern belle (Eleanor Parker) who dupes the handsome Captain Roper (William Holden) and escapes with several of the rebels including her Southern fiance (John Forsythe). The chase, filmed in Death Valley and the mountains of New Mexico, is gripping. The conflict of the love story, the savage attack by the Indians in an episode of memorable stature, the pictorial grandeur, the color make this an attraction to pack any house in the land.

(continued)

(continued)

"THE ACTRESS"

I saw performances that will take their place in the Screen Hall of Fame. Spencer Tracy is superb as the father of a stage-struck daughter, played with pathos and laughter by Jean Simmons, whose Mother, played by Teresa Wright, is touching in her understanding of her family. It's got the wide audience appeal of "Father of the Bride" and like that famed success, has national penetration in advance, in this case because of the Broadway stage hit "Years Ago" on which it is based. The play told of the girlhood of actress Ruth Gordon, and its authenticity yields laughter, tears, courage, youthful dreams and romance and all the ingredients that send patrons out of the theatre eager to tell friends: "Don't miss 'The Actress.' It's a wonderful picture."

★

"TORCH SONG" *(Technicolor)*

I saw the new Joan Crawford picture, her very first in Technicolor. It will make the millions who thrilled to her performance in "Sudden Fear" say: "Joan has done it again." In "Torch Song" she plays the sultry musical comedy star, Jenny Stewart, who came up the hard way and treats everybody that way until a blind pianist, handsome war veteran Michael Wilding comes into her life. This picture bristles with tension and suspense. Its love story is truly great. Magnificent in Technicolor, beautifully gowned and jewelled, Joan has a rare opportunity to combine her powerful dramatic talents with the singing and dancing that first won her acclaim. The story moves from rehearsal halls, where a big musical is in production, to smart supper-clubs and swank apartments. It's deluxe in every detail . . . the tops in mass audience entertainment!

★

"RHAPSODY" *(Technicolor)*

I saw a romance in big screen stature that is as inspiring as its setting — Paris, Zurich, The Riviera — and told against the love music of the world's immortals. It is fitting that Technicolor has been used to film its glories because Elizabeth Taylor has never been more alluring as the wealthy girl, whose selfish need of attention causes the man she loves to desert her and almost destroys another musical student who gives up his career for her. Handsome, exciting Vittorio Gassman, a new screen idol, and John Ericson, of the New York stage, are the two young men caught in the silken web of this seductress. Primarily a drama of conflict and passion, this superb attraction ranks with the great motion pictures that have been interwoven with the brilliant music of the masters.

"EASY TO LOVE" *(Technicolor)*

I saw an Esther Williams Technicolor musical in big screen grandeur to challenge "Million Dollar Mermaid" or any of her other great spectacular romantic attractions. Shapely Esther is the Aqua-Queen of Cyprus Gardens, Florida, beloved by all except her Boss (Van Johnson) who is too busy as a promoter. On a trip to New York she meets a famed night-club singer (Tony Martin) who gives her a White Way whirl and pursues her to Florida where her Boss finally realizes what he's been missing. Until you see for yourself you can't truly visualize the wonders of the four lavish water spectacles, one of them, for instance, showing Esther Williams leading 100 top American ski-jumpers towed by eight speedboats. After jumping over 12-foot ramps, she is lifted by helicopter 75 feet high to dive from a trapeze into the center of the 100 skiers. It's breath-taking! "Easy To Love" is easily the industry's next Musical Sensation!

★

AND MORE!

I saw completed footage of other great M-G-M attractions destined to make box-office headlines. For instance: Cinemascope scenes of "Knights of the Round Table" now being filmed in Technicolor in the locale of the story abroad. This masterpiece of the days when knighthood was in flower stars Robert Taylor, Ava Gardner, Mel Ferrer and many more. I saw hilarious sequences of the coming Lucille Ball-Desi Arnaz Technicolor comedy riot "The Long, Long Trailer" and it's everything you dreamed from this nationally beloved pair. I saw parts of a remarkable production filmed in Technicolor in French Morocco called "Saadia" starring Cornel Wilde, Mel Ferrer and the new beauty Rita Gam. It is rich with the intrigue, the dancing girls, the crack riders, the mystic excitement of that romantic setting. YOU BET I'M BUSTING MY BUTTONS WITH PRIDE . . . AND YOU'LL BUST YOUR RECORDS!

★



And when I got back, I heard the great "BAND WAGON" news! A sensation in its Washington, D. C. opening, the first date out-of-town to play simultaneously with its record-breaking Music Hall run!



He Was the Last Man

Pfc. Hector A. Cafferata Jr.,
USMCR
Medal of Honor



IT WAS DURING the Chosin reservoir fighting. Against F Company's hill position, Reds were attacking in regimental strength. The last of Private Cafferata's fire team-mates had just become a casualty, leaving a gap in the defense line. If the enemy could exploit it, they could smash the entire perimeter.

Exposing himself to devastating fire, Private Cafferata maneuvered along the line. Alone, he killed fifteen Chinese, routed the rest, and held till reinforcements plugged the hole.

The Reds hit again. A grenade fell into a gully full of wounded. Private Cafferata hurled it back, saving the men but suffering severe wounds. Ignoring intense pain, he still fought on until a sniper got him.

"If we really want to protect ourselves from the Commies," says Private Cafferata, now retired because of wounds, "we've got to go all out. And one thing all of us at home can do—*should do*—is invest in our country's Defense Bonds. Sure, Bonds are our personal savings for a rainy day. But they're more—they're muscle behind our G.I.s' bayonets, too!"

★ ★ ★

Now E Bonds pay 3%! Now, improved Series E Bonds start paying interest after 6 months. And average 3% interest, compounded semiannually when held to maturity. Also, all *maturing* E Bonds automatically *go on* earning —at the new rate—for 10 *more* years. Today, start investing in Series E Bonds through the Payroll Savings Plan; you can sign up to save as little as $2.00 a payday if you wish.

Peace is for the strong! For peace and prosperity save with U. S. Defense Bonds!

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August 8, 1953
Vol. 32 No. 2

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

mendous victory on the floor of the Senate.

The President ignored the urging of the Senate Small Business Monopoly Subcommittee for repeal of the tax.

The President ignored the fact that this measure singling out the motion picture industry went through both houses of Congress without beclouding amendments and with strong bi-partisan support.

The least the President could have done was veto the bill while Congress was still in session.

Instead, the President clung to the view that there must be no reduction of taxes until the budget is balanced. His veto completely overlooked the fact that this was a distress call to save the life work and investments of thousands of people; a measure that would produce more revenue than it would lose.

The die is cast. Theatres have been closing at the rate of 10 a day. Many more have been hanging on in the hope of relief which will not be forthcoming. With the law of diminishing returns in operation, reliable statistics, presented by the industry and not refuted by the Treasury, reveal that the Government will get $4,000,000 less than if the tax was eliminated. But, at least, there will be no opportunity to accuse the President of favoritism or inconsistency. The Treasury Department insisted that there must be no reduction of taxes until the budget is balanced.

Secretary Humphrey might well have spoken to some of his Collectors of Internal Revenue who could tell him how difficult it has been for some theatres to pay over tax monies which water the admissions dollar to eighty cents and on which many exhibitors find it impossible to operate.

The power to tax involves the power to destroy and that is just what the Treasury did when it advised the President to veto this legislation. The reverberations of this unfortunate decision will be felt in many fields. With an acceleration of theatre closings, production costs will rise as will admission prices, production will suffer, profits will be smaller, less wages will be paid, dividends will diminish, real estate values will decline, suppliers and manufacturers will suffer as will neighborhood trade. The chain reaction will be devastating to the general economy.

Usually when disaster threatens, the government has been known to subsidize. But ours is an industry which, in effect, paid a subsidy to government during war and peace and bore the added burden cheerfully at a time it could afford to pay. Now this oppressive tax is crushing an industry which could live and prosper if relief were granted.

Many theatre owners will not be in business in early 1954 when the President will present a recommendation to Congress for a reduction of the admissions tax.

Yet, in this hour of adversity, we have tasted victory. The industry has witnessed a demonstration of its strength in unity—the strength of COMPO. We have not lost. The COMPO triumvirate of Al Lichtman, Sam Pinanski and Truman Rembusch; the COMPO Tax Committee under Colonel H. A. Cole and Pat McGee, and the COMPO staff ably headed by special counsel Robert W. Coyne must continue their efforts. The job is still in the middle.

The Senate Speaks

The Senate Small Business Monopoly Subcommittee investigating charges of unfair trade practises brought by independent exhibitors against distributors has made public its report after extensive hearings.

A most significant feature of the report is that it recommends no legislation by Congress. This alone carries with it long range industry benefits.

The report recommends that the motion picture industry adopt a voluntary system of arbitration as an inexpensive and expeditious means for settling the vast majority of trade complaints. It calls upon responsible representatives of exhibitor organizations to take the initiative in promptly reopening negotiations.

An accusing finger is raised in the direction of Abram F. Myers, general counsel of National Allied, by the committee which indicated that his action, "whether intentional or not, in closing the door on

(*Continued on page 30*)

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Senate Unit Urges Arbitration; Wider Justice Dept. Policing

WASHINGTON.—The Senate Small Business Committee has recommended the adoption of a voluntary arbitration system within the film industry and a "more forceful and vigilant policy on the part of the anti-trust division of the Justice Department" in policing and enforcing compliance with the consent decrees.

These are the two chief findings coming ont of the committee's special subcommittee on monopoly which investigated charges of unfair trade practices brought by independent exhibitors against the distribntors. The subcommittee, headed by Sen. Andrew F. Schoeppel (R., Kans.), held hearings earlier this year in both Los Angeles and Washington.

Succeeds First Draft

The committee's first draft, which was officially made public, followed a supposedly secret first draft that was circulated among its members for their okay. However, the contents of that draft had been revealed in the trade press, and a big controversy had been aroused because of the committee's statements deploring the actions of Abram F. Myers in the arbitration squabble of last year.

The published report does not mention Myers by name, nor does it specify for special barbs his group, National Allied. Much of the criticism leveled at this group in the original draft has been toned down, and the final report places some of the responsibility for last year's arbitration talks failure on the part of distribution.

However, the committee made it quite plain that it did not approve of Myers' action in walking out of arbitration discussions because the distributors would not agree to arbitrate film rentals.

The report states "the record shows that the action of a spokesman of one of the large exhibitor organizations, whether intentional or not, in closing the door on arbitration, constituted an imprudent sacrifice of the best interests of his members and all exhibitors."

Film Rental Squabble

Myers had closed arbitration discussions when he refused to accept any plan that did not call for arbitration of film rentals. In the original draft, the committee had stated that it did not feel that film rentals should be arbitrated. However, in the final report it omitted most of its sharp statements on this point.

Nevertheless, while listing trade practices that could profit from arbitration, the committee omitted mention of film rentals.

It is known that an exchange of telegrams had taken place between Myers and Schoeppel after reports of the first draft of the report were circulated.

Myers insisted that the report sounded as though the committee wholeheartedly supported testimony of Austin C. Keough, Paramount vice-president, who had called Myers' action an "astounding performance."

Myers wrote that the committee seemed to be ignoring his testimony in which he had answered Keough's charges. Myers also objected to the personal criticism he felt was being directed against him, and he reminded the Senator of the co-operation afforded the committee by Allied members and leaders.

Schoeppel had answered by stating that though he personally appreciated the co-operation, nevertheless "the committee's report will be handled in an orderly fashion and no amount of pressure or intimidation from any sources will affect its contents.

He continued that "the committee believes it has a duty to lay bare the facts . . . and assess the blame where it belongs."

On the subject of arbitration the report admitted that "arbitration is not a panacea but it would provide an inexpensive and expeditious means for settling many of the exhibitors' complaints."

Asks Tax Removal

It listed as highly suitable for arbitration such matters as clearances and runs, prereleases and competive bidding.

The hope was expressed in the report that "responsible representatives of exhibitor organizations take the initiative in promptly reopening arbitration negotiations."

While on the subject of exhibitions, it termed the "vitality and prosperity" of independent theatre owners the "key" to the welfare of the entire industry.

A recommendation that the 20 percent admission tax be removed and a softening of its blast at the Justice Department were the other two important changes made in the final draft of the report.

Department Criticized

The initial report had criticized the department for the lack of attention given to exhibitor complaints. The new statement recognized the fact the division is woefully understaffed and cannot handle all the problems.

However, the committee expressed its opinion that if an arbitration system were set up, there would be less duties facing the Justice Department's anti-trust division. Also, it made clear that nothing should stop the division from fulfilling its obligations.

"This responsibility of the anti-trust division to safeguard the interests of the exhibitors must be discharged scrupulously," the report stated.

Exhibition Favors New Arbitration Talks

On the heels of the Senate Small Business Sub-Committee's recommendations concerning voluntary arbitration, all exhibitor organizations, with the exception of National Allied, were set to resume arbitration talks with the majors, according to indications received at press time by THE INDEPENDENT.

A conference held with the trade press late this week by Alfred Starr and Herman Levy, president and general counsel, respectively, of Theatre Owners of America, gave vent to expectations that the organization would soon resume talks.

24 Houses, 15 Films Given SW-Cinerama Under Merger Limits

WASHINGTON. — Stanley-Warner will be permitted to merge with Cinerama, if the New York Statutory Court gives its approval, but only until the end of 1958, and under a set of stringent restrictions limiting to 24 the number of theatres it may acquire for exhibition of Cinerama films, and to 15 the number of Cinerama films it may produce.

Justice Department approval of the merger was conditioned on acceptance of its prescribed limitations, and Stanley Warner and Cinerama have agreed to the Department's terms.

This was disclosed this week in a petition filed with the Court in New York by Stanley Warner, but released here by the Justice Department.

Justice agreed to go along with the proposed merger under the qualifications set forth in the petition in order to give Cinerama the opportunity to obtain the backing required to develop its new process to the fullest possible extent.

New Art Developed

A Department spokesman said that development of the new art was deemed to be in the public interest.

A hearing on the petition will be held Aug. 12, he added, at the Elizabethtown, N. Y. summer home of Judge Augustus N. Hand, a member of the three-man Statutory Court.

Judge Hand agreed to this unusual procedure because the Stanley Warner-Cinerama contract provides for a closing deadline of Aug. 19.

Principal issue involved in the negotiations which got under way last June 2 between Stanley Warner and the Justice Department was that of integration of the production, distribution and exhibition phases under single control.

The Department took the position, according to the Stanley Warner petition, that it would permit integration and exclusive ownership of Cinerama for a limited period only, until Dec. 31, 1958.

Incentive Created

This would be permited "in order to create an incentive upon the part of your petitioner to commit its financial and manpower resources to develop this process."

After Dec. 31, 1958, Stanley Warner would be confined to exhibition and after Dec. 31, 1960, would be prohibited from distributing Cinerama pictures and "This Is Cinerama."

Any theatre acquired for exhibition of Cinerama would be limited to showing pictures of that type, and could not show conventional films.

According to the petition, Justice also decreed as a condition to its approval that after the Dec. 31, 1958, terminal date of exclusivity, the process must be thrown open to everybody in all fields of production and distribution.

Cinerama accordingly agreed to an order stating that after 1958 it would grant on reasonable and non-discriminatory terms compulsory production and exhibition sub-

(*Continued on page* 19)

Mason Bill Vetoed By President; Tax Reduction Pledged For 1954

WASHINGTON.—President Eisenhower vetoed the Mason bill to repeal the 20 percent Federal tax on admissions late this week. His veto pulled the curtain on the first act in the industry's campaign to repeal the levy, existence of which threatens upwards of 5,000 theatres. The President, in his memorandum of disapproval, gave inference that he would recommend reduction of the tax in his message to Congress when it reconvenes next fall.

He said that action for repeal should be taken by Congress early in 1954 and relief "could be given at that time." The President stated that repeal now was impossible "because of the (Federal) need for revenue." He added that he could not single out the motion picture industry for relief at this time because "relief for one industry now would be inconsistent with that action."

Tax repeal now, stated the President, would "result in the loss of revenues of $200,000,000 after allowing for a resulting increase in corporation income tax, (with) the net loss to be between $100,000,000 and $120,000,000."

Follows Treasury Disapproval

Veto was apparently given in accordance with recommendations of Treasury Secretary Humphrey, whose department vigorously opposed legislation for the Mason bill since both houses of Congress gave overwhelming approval to the measure two weeks ago.

In a significant portion of the President's memorandum of disapproval, he stated, "In my message to the Congress on May 20, I said 'Tax receipts will apparently fall considerably short of our necessary expenditures during the next fiscal year. In view of this fact I have come to the conclusion that no reductions in tax rates should become effective in this calendar year.'"

He went on, "In accordance with this policy, the Treasury Department advised the House Ways and Means Committee and the Senate Finance Committee of its opposition. Because of the need for revenue, I recommended an extension of the excess profits tax for six months, and the extension has now been made. Tax relief for one industry would be inconsistent with that action."

Not Causing Distress

The President pointed out that it is not contended by the industry that the present scale of admission prices reflecting the 20 percent tax is responsible for the industry's distress.

He added that the industry apparently expects in many cases to maintain the present price to consumers even though the admission tax is repealed.

He reasoned that there is distress in large sections of the industry which arises from new forms of entertainment and not the tax alone.

The President stated that a strong case could be made for other industries, including other forms of entertainment, and that if widespread relief were to be granted, the loss to the government would be too great.

The memorandum concluded, "The Treasury analysis has already progressed to the point where I will include a recommendation for the reduction of the admissions tax. This action could be taken early in 1954 and relief could be given at that time."

The campaign for repeal, which was conducted by COMPO on every level and in every branch of Federal government, began prior to the November elections and was hammered home through every week of the first session of this 83rd Congress.

Tremendous effort to convince the White House and the Administration of the urgency to okay the repeal bill was made by COMPO's National Tax Repeal Campaign Committee. Theme was that an error in judgment at this time could not only force 5,000 theatres to close but could spell doom for the entire industry as well.

The principal statement as delivered to the President by Robert W. Coyne, COMPO special counsel, stressed the opinion that the Treasury Department, Cabinet opponent of the repeal bill, was wrong in fighting the bill on the ground that it would mean a Federal revenue loss of $120,000,000.

Could Reimpose Tax

Coyne told the President: "if the Treasury is right and we prevail, the Government later, by reimposition of tax or other method, can correct its position. Money only is involved."

"If we are right and lose, no power, economic or Governmental, can restore 5,000 theatres ready to close their doors—or save the industry the complete ruin to follow," Coyne continued.

Coyne conceded that the President was facing a "tough" decision. "If you help us," he declared, "you will be accused of many things, from favoritism down. If you do not help us you will be a credited with guts and strength and firm consistency."

It was Coyne's contention that with the tax repealed the Treasury would gain rather than be hurt. He argued that 5,000 theatres placed in the black would give the Treasury an additional $4,000,000 in corporate and other taxes. If the theatres close, all taxes, including those on admission, would be lost.

Discusses 1954 Revenues

Coyne said: "Next year's Treasury take must be measured not against last year's but against next year's with the tax on or off."

In reviewing for the President the question of whether or not theatres would close if the tax remained in effect, Coyne noted that on April 1, when the industry appeared before the House Ways and Means Committee, theatres were shutting down at the rate of three daily.

"We predicted stepped up closings to reach 5,000 in a year," the COMPO executive added. "Now, three months later, they are closing 10 a day; at the rate of 3,800 a year and accelerating. Many hang on with the hope of this relief. Deny us this and it becomes an absolute route."

Coyne then warned that "5,000 more theatre closings—indeed 2,000 more—and film producing companies cannot exist—without film no theatre can exist." He said that the industry is in a "death squeeze" but can survive.

One boost for the bill came from another industry hard-hit by excise levies, the fur industry. Its tax committee wrote the President recommending that he sign the Mason bill into law.

Reaffirming that industry's stand that it is "equally deserving" of tax relief, the fur committee nevertheless stated that it holds "no malice or prejudice" against Congress for its failure to repeal or reduce the tax on furs.

This should not dissuade the President from basing his action on the Mason bill entirely on the merits of the film industry's individual case, the fur people stated, and urged him to "take favorable action to give justifiable relief to a deserving industry."

A large volume of mail on the subject poured into the White House, officials there reported, with slighty more letters calling for enactment than asking for a veto.

Industry Champions Measure

The proponents were principally film industryites, and the veto-seekers largely composed of representatives of other excise-taxed businesses, particularly those in the entertainment field, such as baseball and legitimate theatres, they added.

Additional support came from Sen. Andrew F. Schoeppel (R., Kans.), chairman of a Senate Small Business Subcommittee which has been studying industry trade pactices. Schoeppel called the tax "a burden affecting this major industry's ability to survive." He noted that more than 5,000 theatres have already closed because of the tax and that others would follow suit unless the tax were removed.

He added that he did not think it made "either good economic or political sense" to balance the budget at the expenses of "an industry that affords employment to many thousands and affects the livelihood of thousands more."

Among other interest groups urging repeal were the National Association of Amusement Parks, Pools and Beaches and the Blevins Popcorn Co. of Nashville, headed by J. V. Blevins.

A telegram to the President by George A.

(*Continued on page 30*)

Exhibition Pledges To Fight On

In the wake of the President's veto of the Mason bill, COMPO, on behalf of exhibition, pledged to continue the battle for complete repeal of the 20 percent Federal admissions tax.

Promises to fight on were made by Col. H. A. Cole and Pat McGee, COMPO's Tax Committee co-chairmen; Truman Rembusch, Sam Pinanski and Robert W. Coyne, all of the industry-wide organization.

CinemaScope Activities Expand On All Fronts

CinemaScope continues to be the rolling stone of the industry, with its guardian angel, 20th Century-Fox, advancing plan after plan to insure broadest coverage possible for the new wide screen medium prior to its public unveiling.

On the technical front, the new single-track sound head is expected to be demonstrated in the near future at the 20th-Fox home office. This sound head will be used for fall projections of "The Robe." Installations of the units are expected to be started late this month.

In Coast developments, the total number of features committed for CinemaScope production reached 27, with nine titles announced by 20th-Fox.

Regarding installations, plans were placed in motion to outfit numerous theatres in European countries with the 20th-Fox medium. Demonstrations of the system will be held in each of the participating nations.

Replaces Separate Reproducers

The new sound system, which places four sound tracks on one strip of picture film, will do away with the necessity of utilizing separate reproducers in order to accommodate stereophonic sound in theatres, according to a company statement. It was developed by Earl Sponable, research director for the company, and his staff.

Engineers are currently installing the new sound head, which is easily affixed to the projector, in the company's Little Theatre in New York, where the demonstration will take place. The new sound head is designed to pick up the four tracks in one continuous picture and sound transmission, the report claims.

The new system will result in multiple benefits in both costs and ease of operation, according to Al Lichtman, director of distribution. He said it will eliminate the problems created by separate sound reproducers, as the new sound head is attached to present booth projectors. It will save space and achieve a higher standard of film projection, he predicted.

Exhibitors also stand to make savings in film shipping charges due to the placing of the four sound tracks on one strip of film, Lichtman added. He said that costs, which are now proportionally higher because of the double system, will revert to lower figures of regular 2-D films.

In a further explanation of the details of the new sound system, Lichtman said that the research experts had narrowed the sprocket holes to allow for the placing of the four sound tracks on one piece of film.

He said that the narrower holes will accommodate any type of film, CinemaScope, 3-D and 2-D. Working with the 20th-Fox staff on the project are Western Electric, RCA and General Precision.

Installations Begin Soon

Lichtman also stated that when "The Robe" is shown this fall, it will use the new sound system. He announced that installations of the eqnipment will begin in the latter part of August.

The demonstration of the new system, which was promised within "a few weeks," will include new CinemaScope footage showing the British coronation and other scenes filmed in Europe for continental demonstrations, the company reported.

A special technical kit is being prepared for distribution to the guests at the showing. It is said to contain full data describing the process. Members of the press and other industry guests will receive diagrams showing the simple operations of the process as well as a strip of film showing the four magnetic tracks as they have been placed on the 35mm. stock. The film will show the new smaller size sprocket holes.

With the announcement that the studio has granted the right to W. R. Frank to film in CinemaScope, the number of features definitely committed for production in the new system rises to 27. The Frank production of "Sitting Bull," to be filmed in color, makes two CinemaScope films that will be released through United Artists. The one announced previously is "The Story Of William Tell," produced by and starring Errol Flynn. It is scheduled to be filmed on European location, in color.

Nine titles have already been announced by the Fox studio. Four of these films have already been completed. They are "The Robe," "How To Marry A Millionaire," "Beneath The 12-Mile Reef" and "The Gladiators."

Disney Plans Three

Currently shooting are "Prince Valiant," "Hell and High Water" and "King of The Khyber Rifles." Set to roll in the next few weeks are "Night People" and "We Believe In Love."

Plans have been announced for Walt Disney to film three features in the new process. Features are "The Lady And The Tramp," "20,000 Leagues Under The Sea" and one still untitled. In addition, Disney will make one of his "People And Places" series in CinemaScope.

Additionally, Bert E. Friedlob has announced production of "The Untamed" in the anamorphic lens system developed by Fox. Metro-Goldwyn-Mayer is currently shooting "Rose Marie" and "Knights Of The Round Table" in the new system. That studio has also announced plans for the lensing of "Brigadoon," "Beau Brummell" and "Empress Of The Dusk" in the wide-screen process.

European Deals Made

Columbia has announced a slate of seven productions to receive the CinemaScope treatment. The list includes "Pal Joey," "My Sister Eileen," "River Of The Sun," "The Long Grey Line," "Reminiscences Of A Cowboy," "The Liszt Story" and "The Black Knight."

Upon the return of Spyros P. Skouras, company president, from Europe, he revealed that a series of agreements have been made with European manufacturers and distributors of film equipment to supply CinemaScope equipment overseas.

These manufacturers have placed their respective plants on a mass production basis to meet the demand for screens, stereophonic sound and CinemaScope lenses.

Arrangements are being expedited by 20th-Fox to demonstrate the new system in principal cities in Germany, Italy, Switzerland, Norway, Belgium, The Netherlands, Sweden, Finland, Denmark, Spain and Austria.

In France, besides the production of

(*Continued on page* 22)



Seated at the conference table, where they are about to sign a major agreement to install CinemaScope in more than 100 Mexican theatres and provide for the production of several films in the new process in that land are (l. to r.): Spyros P. Skouras, 20th Century-Fox president; General Abelardo L. Rodriguez, leading Mexican exhibitor and producer, and Figuel Bujazan, general manager for the Rodriguez circuit. Looking on are Emanuel Silverstone (left), vice-president of Fox's international department; and Edward D. Cohen, supervisor for Central and South America.

"Robe" Debuts September 16

Twentieth Century-Fox will afford its first CinemaScope production, "The Robe," in Technicolor, a world premiere on the night of Sept. 16 at the Roxy Theatre.

Participating in special celebrations will be top personalities from Hollywood, Broadway and Washington, who will be guests of Spyros P. Skouras, company president, for the event.

"I have seen **The Robe** *in* **CINEMASCOPE**

After ten years of planning and preparation, the first assembled version of "The Robe" in CinemaScope was screened a few days ago at our Hollywood studios.

It was the proudest and most exalting experience of my entire association with the motion picture industry.

It was an event that made an indelible impression in the hearts and minds of all those who witnessed it. It was worth all the pains of its creation; all the untiring travels by Spyros P. Skouras in his unceasing search for entertainment progress; all the sleepless nights, the unending experimentation and diligent application by Darryl F. Zanuck and his production associates.

Filmed in any medium, Lloyd C. Douglas' celebrated novel "The Robe" would rank with the biggest money-makers the screen has ever known. In the unparalleled CinemaScope process, in Color by Technicolor, and projected on our panoramic Miracle Mirror Screen with

Continued on following pages

CinemaScope Stereophonic Sound, it will be the greatest box-office attraction of all time.

For there can be no doubt that "The Robe" in CinemaScope opens an historic new chapter in the annals of motion pictures. From beginning to end, during every minute of its more than two hours of running time, it surges with dramatic power that beggars description.

"The Robe" is one of the greatest novels of our time and the impact of its timeless story is doubly intensified and gloriously enhanced through the magic of the anamorphic lens.

"The Robe" in CinemaScope relates the greatest story of love and faith ever told, and in its unfolding, casts a spell that elates the spirit as it excites with its spectacle; it stuns with its glory as it embraces the audience without the use of glasses.

There is unprecedented greatness in majestic sweep and grandeur of its spectacle. There is overwhelming power in its cast of teeming thousands, in the rise of armies as the Imperial might of Rome hurls all its power against the Word of God. There is greatness in the impassioned love of a man and woman who find in each other's arms what all mankind is searching for.



Above all, "The Robe" in CinemaScope renders an inspired service to humanity as it transports you back through the centuries to the dawn of Christianity.

You will see never-to-be-forgotten performances by Richard Burton, the sensational young star who portrays Marcellus; Victor Mature, as the Greek slave Demetrius; Jean Simmons, Michael Rennie, Jay Robinson, Dean Jagger, Torin Thatcher, Richard Boone, Betta St. John and many other outstanding players in the cast of thousands.

"The Robe" in CinemaScope has been superbly produced by Frank Ross, whose imagination first was gripped by this wonderful story more than a dozen years ago. Frank Ross had a vision of greatness and splendor and now that vision has been realized as a miraculous reality.

"The Robe" in CinemaScope has been masterfully directed by Henry Koster, whose record, already replete with brilliant achievement, is crowned with the glory of the "The Robe" in CinemaScope.

The inspired screen play for "The Robe" in CinemaScope was written by Philip Dunne, who with "The Robe" surpasses even his previous towering and memorable scenarios.

The breathtaking photography for "The Robe" in CinemaScope reiterates the genius of Leon Shamroy, three times the recipient of an Academy Award. It was properly fitting that he should have been selected for this pioneering assignment, and his work in "The Robe" in CinemaScope touches the very peak of magic and will be recorded as the ultimate in cinematic annals.

And now "The Robe" in CinemaScope will be delivered to the showmen of the world, to exhibit it with power and dignity, to realize its infinite potentials, to march forward with its surpassing greatness.

I believe that "The Robe" in CinemaScope fulfills every promise inherent in the motion picture medium. I am convinced that "The Robe" in CinemaScope will bring to theatres throughout the world the greatest number of people ever to see a single motion picture.



Al Lichtman, 20th Century-Fox

3-D, Not Specs, Wins Public's OK

Greater than half of the first run audience finds the wearing of three-dimension viewers uncomfortable; more than 80 percent of the audience would, however, attend further showings of 3-D films, and about half of the audience would pay a few cents more for these showings than for showings of 2-D films.

The above conclusions form the results of a nation-wide survey of first run audience reaction to 3-D technique. Survey was conducted by Certified Reports, Inc., headed by Jack H. Levin, for a major client.

Results are said to be based upon a study made from February through a part of July at first runs in key cities throughout the nation.

According to Levin, the sole purpose of the survey was to determine audience reaction to the 3-D method of presenting entertainment films.

Survey encompassed runs of United Artists' "Bwana Devil," Warner Bros.' "House of Wax," and Columbia's "Man in the Dark" and "Fort Ti." Also encompassed in limited degree was the program of Stereotechnique short subjects.

Theatre Lobbies Metered

Total of 4,336 patrons were personally interviewed in lobbies; 1,648 persons submitted completed questionnaires, and 4,592 patrons were metered uttering spontaneous remarks in auditoriums and lobbies.

Levin noted additionally that a poll conducted for Certified Reports in certain cities showed that a potential market exists for permanent 3-D viewers priced under $1.50 per pair.

To the question: "were your 3-D glasses comfortable?" 3,480 persons answered "no" and 2,504 persons answered "yes." To the query: "would the wearing of 3-D glasses stop you from seeing more 3-D movies?" 1,028 persons answered "yes" and 4,918 persons answered "no."

Those responding to the questionnaire query of: "would you be willing to pay a few cents more for 3-D than 2-D" showed 796 in faver of the extra admission fee and 838 against.

Schenck Confirms Plans For Big Circuit Linkage

HOLLYWOOD.—Published reports concerning the proposed linking of several large theatre circuits to form one nation-wide chain have been confirmed by Joseph M. Schenck, executive with the Magna Corp. He said that the object of the union would be "to better assemble efficient management in all phases of operation."

Schenck emphasized that the combining of buying power was not an objective of the merger. He revealed that United Artists, Skouras, Golden State and Rowley circuits are among those involved in the merger.

"Go, Man Go" Finishing

With the editing of Alfred Palca's "Go, Man Go" just about completed, scoring of the film should start immediately, it was reported this week. Feature, which stars Dane Clark, is a biography of the Harlem Globe Trotters.

Financial Notes

Technicolor Net Up

A slight rise was revealed in the consolidated net profit after taxes on income of Technicolor, Inc., for the six months ended June 30,1953, over the figure announced for the same period last year. A company statement listed the estimate for the first six months of 1953 to be $1,608,709, as compared with $1,025,420 netted in the first half of 1952.

The 1953 net profit is equivilent to $.84 per share on the new stock outstanding; the old stock was split two for one on May 18, 1953. Last year's net was equivilent to $.55 per share, adjusted to the new stock basis, according to Dr. Herbert T. Kalmus, president of the company.

RKO Circuit Profits

Consolidated net profit of RKO Theatres Corp. and subsidiary companies for the second quarter of 1953 was revealed as $92,240.54, after taxes and all other charges, which is an increase from the $36,935.60 announced for the same quarter of 1952. For the six month period of 1953, the company announced a consolidated net profit of $417,602.32 as compared with $174,802.99 for the first six months of 1952.

RCA Earnings Mount

Earnings after taxes rose 61 percent over the figure announced for last year, RCA revealed in a statement of its finances for the first six months of 1953. A net of $18,185,228, after federal income taxes, was listed for the first half of 1953, which compares with the $11,299,930 netted in the first six months of last year, the company reported.

The statement also revealed that earnings before taxes rose 66 percent from $23,336,930 to $38,809,228. Part of the increase may be attributed to the all-time record set by sales of products and services, which was $410,686,162. This figure exceeds the amount revealed last year by 34 percent.

In the quarterly statement, the company announced that it netted $8,892,087 in the second quarter of this year. This compares with the $4,223,410 earned in the same period last year.

Senate Approves Funds For Propaganda Program

WASHINGTON.—The Senate has approved a measure appropriating $80 million for the government's overseas information programs, including films and the Voice of America, in the current fiscal year. At the same time, President Eisenhower named a former Mutual Broadcasting System board chairman, Theodore C. Streibert, to head the State Department's International Information Administration.

Meanwhile, J. Cheever Cowdin, former Universal-International topper, took over as director of the government's film propaganda campaign in foreign countries last week. Cowdin was sworn in at a New York ceremony as chief of the motion picture branch of the State Department's International Information Administration—slated soon to become an independent U. S. Information Agency.

Republic Chooses Ratio Of 1.66:1 For All Films

Adoption of the 1.66 to 1 aspect ratio by Republic Pictures so that its new product can be projected on wide screen with aspect ratios from the conventional 1.33 to 1 up to wide screen ratios of 1.85 to 1 was announced over the weekend by the company in a statement designed to clear up the "confusion" that may be surrounding Republic's production and projection technique policies.

"Theatres will find that they can choose one set of wide-angle projection lenses which can project aspect ratios of 1.66 to 1 up to 1.85 to 1, and merely change the projection aperature for the different aspect ratios," the announcement stated.

Frame Not Altered

It was noted also that the company, in changing to a 1.66 to 1 aspect ratio, "has not altered the actual picture frame from the conventional size but has composed its subject matter in production so that artists' heads and important subject matter within the frame will not be cut off when screened with the new wide screen apertures."

The company announced that its picture can be projected on any wide screen with a special wide-angle lens, a change in the projection aperture to the proper aspect ratio, and more light for projection.

The above, the statement pointed out, "is true of any wide-screen method and information regarding the type of lens, projection apertures, and added light needed can be obtained from regular theatre service organizations."

Differs From CinemaScope

That Republic films can be projected by any theatre equipped with wide screen for CinemaScope with the correct lens and projection aperture aspect ratio was also disclosed in the statement.

But Republic pictures "cannot be projected through a CinemaScope . . . lens since this lens is a companion lens to the CinemaScope . . . camera lens, the statement noted.

Pictures now available for wide-screen exhibition from Republic are: "Fair Wind to Java," "City That Never Sleeps," "The Sun Shines Bright," "Woman They Almost Lynched," "San Antone," "A Perilous Journey," "The Lady Wants Mink," "Ride the Man Down," "Thunderbirds," "Old Overland Trail" and "Iron Mountain Trail."

Goetz, Spitz Depart From Universal's Helm

The post of head of production at Universal-International has been relinquished by William Goetz, but the company announced that Goetz will remain at the studio until the expiration of his contract Nov. 12 to wind up unfinished production duties. Edward Muhl, who was named vice-president in charge of production, assumed the vacant post immediately.

Meanwhile, Leo Spitz' retirement as executive head of production at the company was also announced. Spitz, too, will retain his office on the lot until the expiration of his contract Nov. 12.

Staff Reviews

"Island In The Sky"

(Warner Bros.) 109 Min.

Cast: John Wayne, Lloyd Nolan, Walter Abel, James Arness, Andy Devine, Allyn Joslyn, James Lydon, Harry Carey, Jr., Hal Baylor, Sean McClory, Wally Cassell, Gordon Jones Frank Fenton.

Credits: A Wayne-Fellows Production; Directed by William A. Wellman; Screen play by Ernest K. Gann; From Gann's novel of the same name.

A suspense-packed outdoor drama, concerned with the perils of commercial aviation in the Arctic wilds, "Island in the Sky" should be sure fire at the box office wherever John Wayne and he-man action stories are loved. Vehicle is tailor-made for a Wayne performance. He plays a veteran airman forced to land in a barren, sub-zero clearing, where he must wait days and days for rescue. From that simple situation, a maximum of suspense is generated via the search of the area for Wayne. The search is a detailed affair, which consumes the greater portion of the running time. It eliminates practically all footage usually afforded romance. But it is given real-life atmosphere with the casting of such sturdy personalities as Lloyd Nolan, James Arness, Allyn Joslyn and Walter Abel in key roles as rescuers. Comic relief is supplied by Andy Devine.

STORY: John Wayne, a pilot, and his crew of four are forced, due to bad weather, to land in an unchartered area near Greenland, where the temperature is 70 below zero. With barely five days' worth of food, Wayne begins to sit out a long wait for a rescue crew. Meanwhile, a search begins, but due to the unfamiliar territory that must be covered, five days are consumed without avail. Meanwhile, one of Wayne's crew dies of exposure and another becomes hysterical. The radio breaks down and Wayne just about abandons hope when he is spotted by one of the rescue planes. Supplies are dropped and it is evident that safety is assured.

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"The Cruel Sea"

(Univ.-Int'l.) 121 Min.

Cast: Jack Hawkins, Donald Sinden, John Stratton, Denholm Elliott, Stanley Baker.

Credits: A J. Arthur Rank Organization presentation; A Michael Balcon Production; Produced by Leslie Norman; Directed by Charles Frend; Screen play by Eric Ambler; Based on the novel by Nicholas Monsarrat.

A rousing naval saga of World War II, having to do with the chasing and sinking of Nazi "U" boats, is unfolded in this British picture with much visual power. The box office result with the action crowd will be considerable, since the proceedings are slam-bang quite frequently. A more general section of the public will also come to see "The Cruel Sea" for it was adopted from a best-selling novel of a couple of seasons back. Few in any type audience will be disappointed and word-of-mouth should help attendance to make up for the lack of name players. Picture, covering the years 1940-45, highlights the battles fought by a British subchaser in the Atlantic, concentrating on the personal relationship between a pair of officers to achieve its dramatic effects. Newsreel clips of exploding ships and their surviving crews are excellently wedged into the narrative, and some romantic scenes are sandwiched between the battles for change of pace.

STORY: At the start of World War II in England, a submarine chaser is given to Lieut. Comm. Jack Hawkins, a veteran of the seas, and a crew of recruits is assigned him. Denholm Elliott, one of the newcomers, is made second in command. In the course of operations, the chaser is sunk and Elliott and Hawkins lead a crew of survivors to safety. Both are promoted and Elliott, rather than take command of his own ship, decides to remain second to Hawkins for the remainder of the war. Hawkins, in charge of a larger ship, grows tougher year by year, and Elliott faces the brunt of his anger and determination to sink Nazi subs, forsaking their friendship. Finally, the war ends.

"From Here To Eternity"

(Columbia) 118 Min.

Cast: Burt Lancaster, Montgomery Clift, Deborah Kerr, Donna Reed, Frank Sinatra, Philip Ober, Mickey Shaughnessy, Harry Bellaver, Ernest Borgnine, Jack Warden, John Dennis, Merle Travis, Tim Ryan, Arthur Keegan, Barbara Morrison, Jean Willes, Claude Akins, Robert Karnes, Robert Wilke, Douglas Henderson, George Reeves, Don Dubbins, John Cason, Kristine Miller, John Bryant.

Credits: Produced by Buddy Adler; Directed by Fred Zinnemann; Screen play by Daniel Taradash; Based on the novel by James Jones.

This screen adaptation of James Jones' best-selling novel of the peace-time adventures of American soldiers augurs to be one of the strongest hunks of dramatic film fare of the year. The picture packs an emotional wallop which, combined with the values of the strong top-name cast, should punch up grosses to striking totals in practically all situations. Like the novel from which it was culled, "From Here To Eternity" expresses the mixture of awe, hate and love with which many a GI regarded the Army of pre-World War II. And from this environment there emerges a broad tale of love, sadism, friendship remorse, passion and violence.

"From Here To Eternity" is heavy fare, lightened somewhat by intermittent stretches of barracks humor about virility and women. The soldiers have love affairs with women who are disillusioned with life. And when they do not see their women, they drink. And when they do not drink, they fight amongst each other.

In the film, the main male roles are a tough sergeant, excellently portrayed by Burt Lancaster, and a moody private, rendered with sensitivity by Montgomery Clift. Their women are, respectively, Deborah Kerr and Donna Reed. Both do noteworthy jobs. In an off-beat, non-singing role, Crooner Frank Sinatra plays a head-strong private who, like his sensitive buddy Clift, comes to an unhappy end by bucking the Army.

Much can and should be said about the technical aspects of the film. Fred Zinnemann's direction is expert and most effective in combining the many threads of the plot and maintaining the heavy mood called for by this type of drama. A tightly-knit script helps greatly in establishing the characters, doing so even at the expense of wordiness. But the talk is not wasted; the climax comes through with sensational action which involves the Army at Pearl Harbor on December 7th. That infamous incident serves to put the lid on an atmospheric, significant and powerful motion picture that will carve an entrance into practically every emotion shared by man.

STORY: In Honolulu, 1941, Montgomery Clift, a private in the regular Army, transfers to Captain Philip Ober's company. Ober, who thinks only of getting a promotion for himself, tries to persuade Clift to join the boxing team. Clift refuses, and Ober orders his men to give Clift "the treatment." Sgt. Burt Lancaster and Pvt. Frank Sinatra try to help Clift, but things continue pretty rough for him. Sinatra introduces him to Donna Reed, a hostess in a downtown club. An affair develops between them, but Donna objects to marrying a soldier. Meanwhile, Lancaster falls in love with Deborah Kerr, Ober's wife. That romance has to be hidden because Ober will never give Deborah a divorce. Sinatra goes AWOL and gets beaten to death by the prison sergeant who bears him a grudge. Ober's superior officers finally discover how he is mistreating his men and force him to resign. In the meantime, Clift has killed the prison sergeant and gone AWOL himself. Lancaster, who has chosen the Army over Deborah, does not report Clift's absence. On Dec. 7, the Japanese suddenly attack, Clift leaves Donna to try to get back to his company, but he gets shot by his own side. The Americans prepare to fight the Japanese as Deborah and Donna return to America.

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"The Caddy"

(Paramount) 95 Min.

Cast: Dean Martin, Jerry Lewis, Donna Reed, Barbara Bates, Joseph Calleia, Fred Clark, Clinton Sundberg, Howard Smith, Marshall Thompson, Marjorie Gateson, Frank Puglia, Tom Harmon, Ben Hogan, Sam Snead, Byron Nelson, Julius Boros, Jimmy Thomson, "Lighthorse" Harry Cooper.

Credits: Produced by Paul Jones; Directed by Norman Taurog; Screen play by Edmund Hartmann and Danny Arnold; Additional dialogue by Ken Englund; Story by Danny Arnold; Songs by Jack Brooks and Harry Warren.

The tremendous Martin and Lewis following among the nation's movie-goers will go for this latest frolic of theirs in a big way. Golfing fans also will find "The Caddy" entertaining. Picture gives Jerry Lewis ample opportunity to cavort in his unique fashion—this time, mainly on the golf links. His singing side-kick, Dean Martin, receives a number of chances to vocalize; and in "The Caddy" his songs are good. Bolstering the comedy team in the romantic department are Donna Reed and Barbara Bates. And on the golf links, the presence of several "greats," including Ben Hogan, Sam Snead and Byron Nelson, should connect as the extra lure for sports enthusiasts. So far as comedy goes, this picture supplies enough slapstick to satisfy tried-and-true fans of Martin and Lewis. But there is hardly enough originality in "The Caddy" to win many new ones for the team. Complex plot, told via a flashback, casts Lewis as the daffy son of a great golfer who goes berserk whenever someone watches him on the links. Too much straight talk called for by the story makes one wish there were more gags than plot turns.

STORY: Successful comedians performing on the stage of the New York Paramount Theatre, Dean Martin and Jerry Lewis recount for a reporter the events in their lives prior to their entrance into show business. Lewis, a misfit in all fields of endeavor but golf, had teamed up with Dean Martin, a ne'er-do-well, to play at tournaments in order to win money for Joseph Calleia, Martin's father, to buy a new fishing boat. Martin wielded the golf irons but Lewis, who grew panicky when people were watching

(*Continued on page* 20)

Altec Cuts Fees On Stereophonic Sound Equipment

A reduction in the cost of stereophonic sound installations has been announced by the Altec Service Corp., which attributed the new low prices to the fact that the company has passed the pioneer stage in the new sound and can now benefit from experience.

L. D. Netter, Jr., general sales manager said that new prices would run from a minimum of $375.00 for smaller capacity houses to a maximum of $750.00.

Comparison with former Altec stereophonic installation charges shows that the fees used to range from a low of $600.00 to a maximum of $900.00 for the larger theatres. Charges are based upon the amount and size of equipment involved, it was explained. Thus, the cost to install six auditorium speakers would be less than to install 16, Netter pointed out.

Benefits Small Exhibitors

He said that each major unit of the installation is priced separately in order to have the installation charges correspond with the type and size stereophonic equipment used. He added: "this will materially benefit the small theatre owners."

Netter described the many technical problems overcome by the company in its insistence upon developing the equipment to a point that small theatre owners could afford it.

He said that "bugs" of various nature lengthened the time it took to achieve this goal, but that finally the company was able to let exhibitors partake of its successful experimentation.

Meanwhile, it was revealed that a service contract involving more than 100 first run theatres was formalized between the company and Loew's, Inc. Netter closed the deal with John Murphy and Gene Picker of Loew's, the report stated.

Three Year Deal

The arrangement runs for three years and includes the Capitol and State, two Loew's houses on New York's Broadway, as well as the entire string of Loew Poli circuit houses throughout New England.

According to Netter, Altec will continue to handle installation of the various stereophonic sound systems now being installed in the Loew houses.

The company is currently making 35 installations each week, Netter reported, and it expects to raise this figure to 50 by September. He stressed that the equipment was being put into small houses as well as the larger ones. In line with this increased activity, the company has greatly expanded its staff, he said.

Numbered Tickets Asked

LOUISVILLE.—The U.S. District Court has ruled that alphabetically-numbered theatre tickets do not comply with the law. The Hiland Amusement Co. had been using a system known as the "Standard Cryptix Numbering System," which tabulates tickets by letters instead of numbers. The court ruled that the tax law requires that tickets be numbered so that tax agents may check the number sold.

NEW APPOINTMENTS

JOSEPH L. SEELY was elected assistant treasurer of Loew's International Corp. Seely joined M-G-M's sales department in 1929, transferred to the accounting department, and worked his way up to chief accountant of L.I.

Also at the same company, CHARLES PATI was appointed assistant to Morton A. Spring, first vice-president. Pati joined the company at the age of 14 as an office boy, and he eventually rose to be chief of supply and services of the international division of M-G-M.

In a third announcement at the same company, RONALD CARROLL was made assistant to Sam N. Burger, sales manager. Carroll has been in the sales division of the organization for the past five years.

FREDERICK A. (TED) LONG, director of radio and television for the Geyer Advertising Agency since 1946, was appointed vice-president and general manager of United Artists Television Corp., a wholly-owned subsidiary. He succeeds George T. Shupert, resigned. Long has behind him a vast background of radio and television experience, having worked with many advertising agencies and radio networks.

ARTHUR GRAY, JR., is the new president and general manager of Michael Myerberg Prods., Inc., resigning from Kuhn Loeb & Co. to take the post. He worked for eight years with the Kuhn Loeb firm and also had charge of special events in the "Citizens For Eisenhower" campaign.

TOM MACLEOD, a member of Universal-International studio's publicity department for the past 12 years, was appointed publicity and exploitation director for Walter Lantz Productions. MacLeod has also done publicity work for RKO and Warner theatres.

JAMES M. VERMEULEN, formerly vice-president and general sales manager of the American Seating Co., Grand Rapids, Michigan, was appointed executive vice-president of the company. In his new capacity, Ver-Meulen will co-ordinate the work of sales, operations, finance and accounting, research and industrial relations divisions of the company.

In other promotions at the company, GEORGE H. RODERICK was promoted to vice-president in charge of operations; J. E. HEIDGEN was appointed financial vice-president; and JAMES J. THOMPSON was named general sales manager.

IRVING SHERMAN, personnel director and office manager for Columbia Pictures for the past 21 months, was transferred to an executive administrative post with Columbia Pictures International Corp. Sherman's former post is being assumed by HERBERT L. SMITH, who will also continue his regular duties as director of purchase.

As a result of these changes, JACK KERNESS was elevated to assistant manager of the purchasing department, and GLORIA WEINSTOCK was named assistant manager of the personnel department, a newly created position.

F. W. HALL, D. M. COLE, J. W. MCBURNEY and W. WICKS are four new branch managers appointed by the Altec Service Corp. Hall will head the northeastern division from N. Y. C.; Cole will have charge of the eastern division, working from Washington; McBurney will head the southern division from Charlestown, W. Va.; Hicks will have charge of the central division from Minneapolis, Minn.

ALBERT MARGOLIES & CO. was designated by Walt Disney Productions to conduct a special promotion campaign in connection with the New York release of "The Living Desert," the first full-length True Life Adventure, and companion pictures, "Ben and Me" and "Stormy."

WILLIAM SCHWARTZ, who has been in charge of RKO Radio's offices in Japan since 1951, was named manager for Puerto Rico. He follows MELVIN EDELSTEIN, who goes to the Colombia office of the company. Schwartz has been in the industry over 20 years, having previously worked for 20th-Fox and Central Motion Picture Exchange. Edelstein replaces Hugo Starmer, recently transferred to Argentina, in the Colombia post.

BOB GOODFRIED, who has been with Paramount's exploitation staff for over a year, was placed in charge of a new unit organized to handle pre-release exploitation, commercial tie-ups, previews, premieres, junkets and important key openings. He will be joined in this work by ARTHUR WILDE and JERRY JUROE.

DAVID HANNA left for Sao Paolo, Brazil, where he will undertake his new position as unit publicity director for the Moulin Production "Americano," starring Arthur Kennedy and Glenn Ford. The film is set for United Artists release.

Theatres Collect Funds In Korean Relief Drive

Theatres throughout the nation participated in the drive to collect funds to meet the $5,000,000 emergency goal set by the American Korean Foundation. Collections were undertaken as part of the campaign set by COMPO. The drive was officially started by Gen. James Van Fleet.

Shown at a special screening was a trailer for the drive made by President Eisenhower and a film called "Give Them This Day," specially produced for the foundation with the aid of the MPAA. Many stars appear in the film to plead for financial aid. It will be shown on television stations across the country.

Group Re-Elects Hamm

SAN FRANCISCO.—In a complete re-election of officers of the California Theatres Association, L. S. Hamm was chosen president for a third consecutive term. Other officers include Ben Levin, first vice-president; Abe Blumenfeld, second vice-president; Graham Kislingbury, secretary; and Boyd Sparrow, treasurer. Directors are John J. Parsons, Roy Cooper, Earl W. Long, Richard Nasser, C. V. Taylor, Irving M. Levin and Mark Alling.

Once again
LOOK TO WARNER BROS.
FOR THE NEW LOOK

To the members of the motion picture industry—worldwide—who rightfully look to Warner Bros. to make the firmest and surest advancements in modernizing our always improving techniques, this is the announcement of

Warner SuperScope

This again confirms a confidence in pathfinding and leadership that began when the art and business of making motion pictures was very young.

For those who are concerned with the future aspect of the industry as well as the aspect ratio of the motion picture screen, we have never made an announcement of more importance.

WARNER BROS. PICTURES INC.

WarnerS

IS H

WarnerSuperScope is not a sudden discovery presented to meet a sudden new interest in the photographic shape of things to come.

Scope as a word and as a science is the result of a Warner research development long underway. That development is here and ready; perfected to the ultimate of modern scientific know-how for screen size, for clarity, for the closer-to-nature values it gives to WarnerColor and for the tonal enhancement of WarnerPhonic Sound so that WarnerSuperScope will be welcomed as a magnificent new sensation in the motion picture theatre.

WarnerSuperScope will play its full power and beauty on the largest screens in the largest theatres, or the next to largest screens, or the screens next in size — any size within the 2.66 to 1 ratio on which its photographing and projecting lenses are based. This emphatically is not a blown-up film but a complete new photographic and projecting process produced for us by Zeiss-Opton.

The sweeping trend, as we know it, is for bigger theatre screens. We are in step with that trend.

Our own Warner All-Media Camera is now ready to photograph the following productions in WarnerSuperScope, transporting the story to WarnerColor film for projection on every wide screen installation now in use or contemplated for the future: "A Star Is Born" starring Judy Garland; "Lucky Me" starring Doris Day; "Rear Guard" starring Guy Madison; the classic spectacle of "Helen of Troy"; the world-renowned stage hit, "Mr. Roberts"; and John Steinbeck's current best selling novel, "East of Eden" produced and directed by Elia Kazan.

WarnerSuperScope is not only super in size, but super in its anticipation of our industry's needs in production and exhibition for years to come.

Jack L. Warner

uperScope

RE!

Because we know the impact of an announcement of this kind and because we believe that action should accompany words — within the first few weeks of production we contemplate a world-wide WarnerSuperScope demonstration for press and exhibitors who share with us the will to make the motion picture industry thrive and prosper. We will show completed scenes precisely as they will appear on your screens.

This demonstration should run about ten minutes — nine minutes longer than anyone will need to realize what a sturdy and far-reaching contribution WarnerSuperScope makes to our business.

In line with our policy of concentrating only on the production and distributing phases of our business, and with no wish to enter into the separate field of selling theatre equipment, we will make WarnerSuperScope projection lenses available to exhibitors with each picture on a very nominal rental basis within reach of even the smallest theatre operator.

Apart from the screen the only equipment that exhibitors will need for the success of WarnerSuperScope is their own enthusiasm to recognize and exploit to the fullest Warner Bros.' latest contribution to our industry.

Benj. Kalmenson

All productions in

WarnerSuperScope

will also be

photographed

by the Warner

All-Media Camera

in WarnerColor,

3D and 2D to meet

any desired aspect ratio, and

with WarnerPhonic Sound.

Make COMPO Strong: Lichtman

NEW YORK.—Next item which should be placed high on the agenda of COMPO's activities is to strengthen the organization so that it will represent all elements of the industry, and make the study of trade practices one of its major functions, according to Al Lichtman, director of distribution of 20th Century-Fox and a member of the three-man group that has been leading COMPO affairs recently.

Lichtman discussed the new project while praising the efforts of industry leaders who helped COMPO in the recent tax fight. He pointed out for special laurels Col. H. A. Cole, member of the Allied board, and Pat McGee, TOA representative. Also selected for praise were Lichtman's two associates in COMPO affairs, Trueman Rembusch and Sam Pinanski. The other name mentioned was Robert W. Coyne, COMPO counsel.

Seeks Unified Support

"If COMPO continues to seek the same unified support it received in the tax fight, there is nothing of importance to the industry that it cannot press to a successful conclusion," Lichtman stated. He argued that this success could be carried over into the field of trade practices, with which COMPO does not concern itself at present.

Lichtman was explicit on several points when he stated "Through COMPO, the industry can secure better trade practices and achieve an effective system of arbitration to greatly reduce litigation, and through COMPO the industry could bring about the best possible public relations."

Metro Invites Executives To Coast Showings; Sets Fall Series Of Previews

A series of "See For Yourself" screenings of 10 M-G-M productions will be launched this fall by the company following initial showings at the studio and at sneak previews for M-G-M's domestic and international sales executives in September, according to an announcement this week by Dore Schary, studio head.

Decision to hold the showings was made following conferences held during the past week between Schary and Loew's, Inc., and M-G-M executives. The studio screenings will take place at a Hollywood sales meeting, for which plans are being executed by Charles Reagan, general sales manager.

Dietz Begins Campaign

A program for aggressive national advertising, promotion and exploitation campaigns, to be co-ordinated with the release of the 10 pictures, is being put into effect by Howard Dietz, vice-president in charge of advertising and publicity.

Among the pictures to be shown at the "See For Yourself" screenings are "Mogambo," "Take the High Ground!" "Kiss Me, Kate," "The Long, Long Trailer," "Torch Song," "Easy to Love," "Fort Bravo," "All the Brothers Were Valiant," "Saadia" and "Rhapsody."

In addition, sequences in CinemaScope from "Knights of the Round Table" and "Rose Marie" will be screened.

SW-Cinerama Get 24 Theatres, 15 Pix Under Merger Limitations

(*Continued from page* 6)

licenses and leases of necessary equipment to all applicants. The order covered sub-licensing of latest improvements in the process.

During the long negotiations, according to the petition, Stanley-Warner told Justice that approval is merited because Cinerama was unknown at the time of the consent decree; because the consent decree, while prohibiting the company from distribution and acquisition of new theatres, held no specific prohibition against film production.

Stanley-Warner also argued that Cinerama is "more akin to a legitimate stage presentation than motion pictures and certainly there were no restrictions on petitioner's producing and presenting legitimate stage attractions."

Justice was also told that since no producer would spend the amount of money required for Cinerama films without assurance of sufficient theatres and no exhibitor would convert his theatre at great cost without assurance of sufficient product, integration is "essential" to the success of the process.

Plans 2-D Versions

Stanley-Warner told Justice that it proposed to make 2-D versions of its Cinerama films, to be available later to conventional film theatres; also, that it intended limited daily performances and advanced admission prices, with consequent exhibition only in large cities, because of the great expense involved in equipping theatres for Cinerama.

Justice agreed to the making of standard versions providing that Stanley-Warner would be enjoined from distributing these versions and that the company's theatres would not be favored in distribution by others.

Stanley-Warner asked permission to acquire additional houses in key metropolitan areas.

Acquiring theatres for Cinerama, the company argued, would release to other exhibitors the films formerly shown at the newly acquired houses.

The Justice Department conditioned its approval on the acceptance of these limitations on exhibition: the 24-theatre limitation would include new acquisitions, the existing four theatres in New York, Los Angeles, Detroit and Chicago, and any theatre sub-licensed to show Cinerama in which Stanley Warner receives a percentage of the receipts.

Future theatre acquisitions in the United States, within the 24-theatre limit, would be subject to Statutory Court approval and showing of standard films in any of them would be prohibited.

If, after Dec. 31, 1958, the company wishes to continue granting sub-licenses for exhibition, the company would be precluded from sharing in receipts of the theatres and it would be required to grant compulsory sub-licenses to all applicants on a non-discriminatory basis and for reasonable royalties.

As to production, no more than 15 Cinerama pictures could be produced until Dec. 31, 1958, but the company would be permitted to make 2-D versions of any or all.

After 1958, the company could not produce any more Cinerama pictures nor could it grant sub-licenses for production.

To be counted against the 15-picture limitation would be any Cinerama picture produced outside the U.S. but distributed in this country, as well as any Cinerama picture produced either by the company or by a sub-licensee from which Stanley Warner receives a percentage of receipts.

Sets 1960 Deadline

Limitations on distribution insisted upon by Justice would set a Dec. 31, 1960, date after which the company could no longer distribute any of the 15 Cinerama pictures it would be permited to produce, plus "This Is Cinerama."

Although Stanley Warner could transfer distribution rights to others, it could do so only if it kept no control at all over distribution, with the distributor being required to license each film theatre by theatre, without discrimination and "on the merits."

If Stanley-Warner shares in distribution receipts, the distributor would be required to grant a first refusal to an independent for showing of a Cinerama film, if an independent operating a competitive theatre equipped for Cinerama so requests.

Stanley-Warner would also be prohibited from distributing any of the standard versions of its Cinerama films on exactly the same terms as for the Cinerama versions.

Stanley-Warner would have to dispose of its stock in Cinerama by Jan. 10, 1959, or would alternatively deposit the stock in a voting trust agreement with a trustee approved by the Court.



Meeting at the Tennessee Theatre world preem of WB's "So This Is Love" are (l. to r.): Emil Bernstocker, Wilbur-Kincey Theatres dist. mgr.; Aubrey Couch, Tennessee mgr.; Kathryn Grayson, film's star; Joan Weldon and Merv Griffin, featured players.

Staff Reviews

(*Continued from page* 13)

him, supplied the "brains" for his partner on the links. Soon Martin grew attracted to Donna Reed and neglected his training. Lewis vainly tried to get his partner back in shape. A quarrel developed and Martin almost failed to show up for the big tournament. Their fighting caused their banishment from the links. Then they entered show business and became successful.

"The Actress"

(M-G-M) 90 Min.

Cast: Spencer Tracy, Jean Simmons, Teresa Wright, Anthony Perkins, Ian Wolfe.

Credits: Produced by Lawrence Weingarten; Directed by George Cukor; Screen play by Ruth Gordon; From her stage play, "Years Ago."

A successful stage-into-screen transition has been made for the popular Broadway play of several seasons back called "Years Ago." The result, bolstered considerably in the acting department by the performance of Spencer Tracy, is an evenly paced comedy-drama that should prove highly diverting for the family trade. Besides Tracy, other valuable marquee names in this domestic story are Jean Simmons and Teresa Wright. Crux of the plot is the battle with her father by Miss Simmons, who plays a 17-year-old, to win a start for herself in the acting profession about 40 years ago. Events take place against a New England suburban town background.

STORY: Young Jean Simmons' greatest desire is to be an actress. But her father, Spencer Tracy, has planned her future in the field of physical culture. Caught between these two personalities is Teresa Wright, mother of Jean and wife to Tracy. When Tracy forbids Jean to leave home for a career, Jean secretly makes an appointment with a stage director. But the appointment results in failure for Jean and she grows despondent. Tracy, touched by her courage and spirit, agrees to send her to New York for a start. But he quits his job in a fit of anger and cancels her trip at the last moment for financial reasons. Jean, however, has too much ambition to be halted by lack of funds. She decides to go off penniless, and leaves with her parents' blessings.

"Plunder Of The Sun"

(Warner Bros.) 81 Min.

Cast: Glenn Ford, Diana Lynn, Patricia Medina, Francis L. Sullivan, Sean McClory, Eduardo Noriega, Julio Villareal, Charles Rooner, Douglas Dumbrille.

Credits: A Wayne-Fellows Production; Produced by Robert Fellows; Directed by John Farrow; Screen play by Jonathan Latimer; Based on a novel by David Dodge; Song by E. Fabregat.

Suspense fans should go for this Glenn Ford starrer which features a hunt for buried treasure in the ruins of ancient Mexico. Film manages to generate most of its interest by having the frantic search which climaxes the picture played against the background of a tourist inspection of the remains of an ancient civilization. The resulting frustrations make for a good deal of suspense, and the wonderful location shots give the picture the proper atmosphere. It is this exotic background which provides a major selling point. The principals all do good jobs with their roles, and a generous portion of romantic flavor is provided both by Diana Lynn, who plays a good girl gone wrong, and Patricia Medina.

STORY: Francis L. Sullivan hires Glenn Ford to sneak a treasure map from Havana to Mexico. Also interested in obtaining it are Patricia Medina, who wants it for her stepfather, and Sean McClory. On board ship, Sullivan dies, and Ford is left with the manuscript. However, it is stolen by Patricia's stepfather in Mexico when Diana Lynn, an alcoholic socialite, reveals where Ford has hidden it. Ford, who has kept another copy of it, bargains with McClory to translate the directions and split the profits. They do locate the treasure, but McClory shoots Ford and escapes with it. Ford is nursed back to health by Patricia, her stepfather and Diana. It turns out that Patricia's family wanted the treasure for legitimate purposes. Ford finally locates McClory, kills him, and presents the treasure to the authorities. He leaves Mexico with Patricia.

"The Stranger Wore A Gun"

(Columbia) 3-D Technicolor 83 Min.

Cast: Randolph Scott, Claire Trevor, Joan Weldon, George Macready, Alfonso Bedoya, Lee Marvin, Ernest Borgnine, Pierre Watkin, Joseph Vitale.

Credits: A Scott-Brown Production; Produced by Harry Joe Brown; Directed by Andre DeToth; Screen play by Kenneth Gamet; Based upon the novel, "Yankee Gold," by John M. Cunningham.

There are plenty of extra-dimensional gimmicks (when viewed with polarizing spectacles) in this routine western adventure and these tricks, together with the reliable box office name of Randolph Scott, should account for above-average response at action houses. Filmed in Technicolor, the story concerns the fate of a spy for Will Quantrell, the guerilla leader, in the days just following the Civil War. For action, stage coach hold-ups, some beatings and a fist fight or two are injected into the proceedings. Two romantic aspirants for Scott's affection, Claire Trevor and Joan Weldon, give the film a change of pace ever so often.

STORY: Randolph Scott moves westward to Arizona, where he goes to work for George Macready, kingpin of a strong-arm racket that robs stage coaches. While spying for Macready, Scott falls under the influence of Joan Weldon, a newspaper publisher's daughter, and thinks of going straight. Meanwhile, Claire Trevor, friend of Macready, arrives and woos Scott. The latter, in a plan to eliminate Macready's hirelings, has a rival gang shoot it out with them. The forces are decimated and Scott finally clashes with Macready in a burning saloon. Macready is scorched to death and Scott clinches with Claire.

"Half A Hero"

(M-G-M) 71 Min.

Cast: Red Skelton, Jean Hagen, Charles Dingle, Willard Waterman, Mary Wickes, Frank Cady, Hugh Corcoran, Dorothy Patrick, King Donovon, Billie Bird, Dabbs Greer, Kathleen Freeman, Polly Bergen.

Credits: Produced by Matthew Rapf; Directed by Don Weiss; Written by Max Shulman.

This domestic comedy about the financial troubles of a young married couple presents Red Skelton with another straight comedy role, continuing his attempt to get away from slapstick. The plot of "Half A Hero," done mostly tongue-in-cheek, tries to point up the humorous aspects of a young couple's having a baby, living in a tenement and finally moving to the country. It should have an appeal for young adults, who can sympathize with the situations. Chances are that the kids will miss the point of the script and object to the absence of pies in the face and prat falls. However, Skelton is still one of their favorites, and his name on the marquee should draw them into the house. Rising new star Polly Bergen makes a guest appearance to sing one sexy number in the film.

STORY: Red Skelton is an underpaid magazine writer living with his wife, Jean Hagen, in a tenement. They have a child, and the expenses begin to mount. Against Skelton's wishes, they buy an expensive home in the country and argue constantly about the bills. A split finally comes when Jean discovers that he is writing an article on the evils of living in the country. Eventually they get back together, and Jean makes him change the article so that it reads as a statement of faith and courage. At first his boss objects, but then changes his mind and gives Skelton a raise. Skelton thinks his financial problems are solved for good when Jean gives birth to a pair of twins.

"Sweethearts On Parade"

(Republic) Trucolor 90 Min.

Cast: Ray Middleton, Lucille Norman, Eileen Christy, Bill Shirley, Estelita, Clinton Sundberg, Harry Carey, Jr., Irving Bacon, Leon Tyler, Marjorie Wood.

Credits: Directed by Allan Dwan; Written by Houston Branch.

"Sweethearts On Parade" is a tuneful, entertaining musical, which has some lilting melodies, some good production numbers and some very fine vocalizing. Despite what certainly can be called an overabundance of songs, the film moves right along at a nice pace aided by its plot, a rather simple affair about a wandering singer-medicine show owner, who finds his wife, who has left him years ago and their grown daughter. Trucolor lends itself well to the era depicted in the film with its lush hues. Comedy relief is provided in the film and these bits add to the film's entertainment value. Due to the lack of star names, the film will have to be sold on its musical assets and medicine show background.

STORY: Ray Middleton and his medicine show come to Kokomo. Middleton is carrying the torch for his wife, Lucille Norman, who has left him many years ago. Middleton's show sets stakes in town, despite Clinton Sundberg's disapproval. Sundberg is paying court to Lucille and is about to marry her when her daughter, Eileen Christy, meets Bill Shirley, who is a member of Middleton's show. When Lucille with show folks, whom she has frowned on herself with showfolks, whom she frowned on herself ever since her split-up with Middleton, she goes to the lot. Here she meets Middleton again. Through the help of Estelita, who is also in love with Middleton, Lucille and Eileen give up their home and join Middleton and his troupe as they hit the road.

"Mission Over Korea"

(Columbia) 85 Min.

Cast: John Hodiak, John Derek, Audrey Totter, Maureen O'Sullivan, Harvey Lembeck, Richard Erdman, William Chun, Rex Reason, Richard Bowers, Todd Karns.

Credits: Produced by Robert Cohn; Directed by Fred F. Sears; Screen play by Jesse L. Lasky, Jr., Eugene Ling and Martin M. Goldsmith; Story by Richard Tregaskis.

"Mission Over Korea" is a sock title and the basic idea of the picture is a good one, but somewhere along the line something went wrong despite the fact that the original story was authored by one of the ablest war correspondents and the screen play was written by three top screen writers, for the picture is an average war melodrama telling a familiar story. The performances are able, but material limits them. Perhaps the most outstanding asset of the film is some excellent actual combat footage. With such a vital and engrossing subject, it is a pity that a picture such as this could not tell more than the sketchy tale that it unfolds. It has a great deal of exploitation value in its title and subject matter, which will aid in its selling.

STORY: Capt. John Hodiak and Lt. Todd

Karns are stationed at Kimpo Field, Seoul, before the Korean War breaks out. They fly a L-5 cub plane used for aerial observations. Ordered back to Japan, Hodiak secs his wife, Maureen O'Sullivan, and family. War breaks out in Korea just as Karns' brother, John Derek, joins Hodiak and meets Audrey Totter, nurse. They are sent back to Korea and find Kimpo Field aflame and Karns fatally wounded. Teamed up, Hodiak soon finds Derek to be an irresponsible pilot. When Hodiak is wounded, Derek takes off for Taejon without permission in a plane carrying Hodiak. Later, Audrey informs Derek that Hodiak died. Harvey Lembeck and Derek on a mission spot enemy tanks; notify a jet command that wipes them out. Derek is wounded and Lembeck flies the plane back to Taejon. An ambulance and Audrey are waiting for Derek.

●

"So Little Time"

(MacDonald Pictures) 88 Min.

Cast: Marius Goring, Maria Schell, Barbara Mullen, John Bailey, David Hurst, Gabrielle Dorziat, Oscar Quitak, Lucie Mannheim.

Credits: An Associated British-Mayflower Poduction; Produced by Aubrey Baring and Maxwell Setton; Diected by Compton Bennett; Screen play by John Cresswell; Based on a novel by Noell Henry.

This British-made romantic drama set in the second World War should go over with art house patrons, but general audiences may find it a little too slow and heavy for their tastes. The film concerns the frustrations arising from a love that develops between a Belgian girl and a German officer while the Nazis are quartered in the conquered country. Music plays an important part in the film, and there is a good deal of piano playing involved. However, music eventually gives way to melodrama, and the film picks up in action during its last few minutes. The continental setting and the name of Marius Goring should help it in the art theatre class.

STORY: Marius Goring, middle-aged German Commandant, takes over rule of a Belgian town during the occupation. He comes to live in the house of Maria Schell, young Belgian girl. She is a music student, and though she detests the Nazis she is attracted by his piano playing. Gradually they fall in love. Her cousin discovers the romance and forces her to steal secrets from Goring and work for the Belgian underground. She does so against her will. Goring goes out to break up the underground, and Maria, knowing of a plot against his life, goes with him. There is a skirmish, and she gets killed. Goring gets back safely, but he commits suicide rather than face the Gestapo.

●

"The Young Caruso"

(IFE) 77 Min.

Cast: Maurizio di Nardo, Ermano Randi, Maria Von Tasnady, Gaetano Verna, Gina Lollobrigida, Ciro Scarfa, Carletto Sposito, Elena Zangro.

Credits: Produced by Maleno Malenotti; Directed by Giacomo Gentilomo; Script by Gentilomo, Malenotti, Fulvia Palmiere and Giovanna Soria; Based on the novel, "Neapolitan Legend," by Frank Thiess.

Dubbed into English in expert fashion, this import from Italy has much to offer those who appreciate music. In addition, there is the presence of Gina Lollobrigida, an interesting story adequately presented by the cast and direction and production that keep things rolling in smooth fashion. Attracted may be the many fans who witnessed M-G-M's release "The Great Caruso," and they may want to pursue the cinema career of the great tenor even further. Thus the film has possibilities both within and without the confines of the art and specialty realm, depending on the individual situation. The voice of Mario Del Monaco is impressive.

STORY: As a young lad who likes to sing, Maurizio Di Nardo has difficulty keeping a job. Returning one day to his slum home, the doctor who has been treating his ill mother tells him his sister has offered to give him voice lessons. He works hard but the teacher's strictness soon forces him to abandon the coaching and instead he permits promoter Ciro Scarfa to guide his career for a while. There too he meets Gina Lollobrigida, Scarfa's niece, and falls in love with her. The death of his mother causes him to give up singing until years later when he again meets Scarfa and Lollobrigida. Gina is forced into an engagement with a nobleman by her father and she goes off to Sicily. Ermano Randi, Caruso as a young man signs with a travelling opera company due to visit her in Gina's hometown. They are reunited. He is acclaimed for his voice when he steps in to substitute for the regular leading tenor.

●

"Twilight Women"

(Lippert) 89 Min.

Cast: Freda Jackson, Rene Ray, Lois Maxwell, Joan Dowling, Dora Bryan, Vida Hope, Mary Germaine, Ingeborg Wells, Dorothy Gordon, Clare James, Laurence Harvey, Betty Henerson, Ben Williams, Bruce Reevey, Marguerite Brennan, Cyril Smith.

Credits: Produced by Daniel M. Angel; Directed by Gordon Parry; Screen play by Anatole De Grunewald.

"Twilight Women" is a suspenseful drama dealing with the lives of unmarried mothers, who live together in a tawdry boarding house in the East End of London. Based on a successful British stage play, the film is loaded with fine performances. Subject matter makes it an exploitation natural. Screen play handles the theme with taste and intense feeling. Rene Ray, a young lady who is both attractive and a fine actress, delivers the top performance in the film with Lois Maxwell a runner-up for acting honors. One song, a ballad, lends itself well to the proceedings.

STORY: Rene Ray finds accommodations in a boarding house that requires no references, where she plans to stay and await the result of the murder trial of her boy friend, Laurence Harvey. She becomes friends with Lois Maxwell, but the other women frown on her when they learn that she is going to bear Harvey's child. Freda Jackson rules the roost with an iron hand, making life miserable for all the occupants. Harvey dies on the gallows and Rene takes it very hard. Another shock follows when Lois' little boy dies through Freda's callousness. Freda's luck runs out when Rene learns that Freda bludgeoned her baby to death and buried it in the backyard. When Rene confronts Freda with this, Freda pushes her down the stairs. However, when a doctor and nurse are called, the story comes out and Freda's reign of terror is over.

●

"Valley of the Headhunters"

(Columbia) 68 Min.

Cast: Johnny Weissmuller, Christine Larson, Robert C. Foulk, Steven Ritch, Nelson Leigh, Joseph Allen, Jr., George Eldredge, Neyle Morrow, Vince M. Townsend, Jr., Don Blackman, Paul Thompson.

Credits: Produced by Sam Katzman; Directed by William Berke; Screen play by Samuel Newman; Based on the King Features' syndicated "Jungle Jim."

This latest Jungle Jim effort is about average for the series, which seems to appeal to the juveniles. The matinee set still stoutly believe that Jungle Jim can do no wrong and despite the fact that the writing and story line are fair in this feature, they will no doubt find enough excitement in it to go home happy. There is also the presence of the talented chimp, Tamba. His antics, are sure laugh-getters. It is obvious that a little more effort in producing this series is necessary to keep pace with action features of this type turned out by other studios. Johnny Weissmuller handles his chores capably throughout as do the rest of the cast.

STORY: Johnny Weissmuller accompanies government representative Nelson Leigh into the jungle along with Leigh's party which includes Christine Larsen and Steve Ritch. Leigh wants to arrange an agreement with the native chiefs so that the government can utilize rich mineral deposits. Robert Foulk and his gang want the agreement to remain unsigned, because they have discovered oil deposits. Foulk has his men pose as head hunters in order to gain his objective. Weissmuller, after his party is captured by the heavies, manages to escape and convince two friendly chiefs to join him. With the chief's aid and the government troops, Weissmuller gets rid of Foulk and his gang, as well as the unfriendly natives aiding Foulk.

●

"No Escape"

(United Artists) 76 Min.

Cast: Lew Ayres, Marjorie Steele, Sonny Tufts, Lewis Martin, Charles Cane, Getrude Michael, Benny McEvoy, James Griffith.

Credits: Produced by Hugh Mackenzie and Matt Freed; Directed and written by Charles Bennett.

This mystery melodrama has a few moments of suspense but otherwise the yarn and its development are more or less routine with little sympathy for the characters forthcoming. Since identity of the killer is revealed at the very end interest is fairly well maintained throughout. Cast, direction and production fall into the average category and the entry should find its proper niche on the program with perhaps the names of Lew Ayres and Sonny Tufts assisting.

STORY: When James Griffith is found dead, clues lead to both Lew Ayres and Marjorie Steele. Detective Sonny Tufts, in love with Marjorie, goes easy with her and suggests that she and Tufts leave town. They do, and a police search for them begins. Ayres and Marjorie soon fall in love and compare stories of the crime, surmising that Tufts perpetrated it, hoping to frame Marjorie. Police close in and arrest Tufts while they clinch.

●

"The Slasher"

(Lippert) 75 Min.

Cast: James Kenney, Joan Collins, Betty Ann Davies, Robert Ayres, Hermoine Baddeley, Hermoine Gingold, Nancy Roberts, Ian Whittaker, Stanley Escane, Sean Lynch, John Briggs.

Credits: Produced by Daniel M. Angel; Directed by Lewis Gilbert; Screen play by Lewis Gilbert and Vernon Harris.

"The Slasher" is a well-made, fast paced study of a juvenile gang in the slums of London. Graphically detailing how the gang operates and snatches purses from old women after knocking them out, the film is intense in its mood; vividly detailing the problems of poor youngsters, who turn to crime. James Kenney in the lead role delivers a moving performance, despite the fact that at times his Cockney accent isn't too clear. Joan Collins, the femme lead in the film, is a beauty who can act. Film boasts quite a few exploitation angles and, going by its entertainment content, in many situations it can perch atop the bill. In other situations, it can be an above average supporting feature.

CREDITS: James Kenney and Ian Whittaker, on probation, join a youth club and continue

(*Continued on next page*)

Staff Reviews

(*Continued from preceding page*)

their criminal activities. At the club, Kenney meets Whittaker's sister and has an affair with her. Meanwhile, his mother, Betty Ann Davies, marries Robert Ayres, who has constantly urged her to use strong discipline on Kenney. Angered by Ayres' attitude Kenney decides to take a job robbing the dance hall-wrestling arena where Ayres works, not knowing that Ayres has married his mother. The scheme goes to pieces after Kenney wounds the manager of the place. Added to this, Joan, despondent because she is going to have a child, attempts suicide. Detectives come to get Kenney and see that his new stepfather, Ayres, is about to teach him a violent lesson with his belt. They withdraw, telling Kenney that they will be back after he has a 10 minute session with his stepfather.

Foreign Films

"The Night Is My Kingdom"

(Arthur Davis) FRENCH 109 Min.

Cast: Jean Gabin, Simone Valere, Suzanne Dehelly, Gerard Oury.

Credits: Produced by Pierre Gerin; Directed by Georges Lacombe; Screen play by Marcel Rivet; Additional dialogue by Charles Spaak.

This Jean Gabin starrer, filmed in France, should fare successfully at the art houses. Picture, besides boasting the Gabin name, has in its favor an absorbing story about a man gone blind. Plot treats in detail the activities of the man at a rehabilitation center for the sightless. Co-starred with Gabin is Simone Valere, fairly familiar with French film fans. Some early moments of melodrama give the film a needed spark of action since the plot takes time to unfold.

STORY: Jean Gabin goes blind due to an accident but refuses to adjust to the world of the sightless since he is of the belief that his affliction will soon be cured. But Gabin comes in conflict with the members of his family and feels inadequate when with his old girl friend. Only then does he permit himself to be entered in a rehabilitation center, where he falls in love with Simone Valere, also blind. Gabin, in clashing with Gerard Oury, the supervisor, over Simone, learns he will never recover his sight; thus grows despondent. He vainly attempts suicide, then adjusts to blindness and wins Simone.

"Keepers Of The Night"

(Casino Film) GERMAN 103 Min.

Cast: Luise Ullrich, Hans Nielsen, Rene Deltgen, Dieter Borsche, Kathe Haack, Angelika Voelkner, Ursula Thiess.

Credits: Produced by NDF/Filmaufbau; Directed by Dr. Harald Braun.

This post war German-language film about a Protestant pastor and his friendship with a Catholic priest will find a good but specialized audience in the thousands of persons who participate in church-community affairs. Film makes a pitch for inter-faith co-operation, but goes in too strongly for melodramatics rather than sound emotional development to win success for its theme in the general market. English titles are adequate.

STORY: In a small German town, Pastor Hans Nielsen and Doctor Luise Ullrich, quartered in the same parish house, discover a warmth between them. Rene Deltgen, former lover of Luise, comes to town, but she rejects his advances. Her old affair is made known and Luise decides to leave. Meanwhile, Nielsen's young daughter is fatally injured as a result of an accident involving Deltgen. Latter feels guilty, but is prevented from suicide by Nielsen, who, after persuading the other to keep living, regains the faith he had lost when his daughter had died.

U-I Slates 13 Releases Through End Of Year; Two In 3-D, 10 Tinted

Universal-International will release 13 major features, of which 10 will be in Technicolor and two in 3-D, during the remainder of the year. According to Charles J. Feldman, general sales manager, all are suitable for wide screen projection and many have stereophonic sound tracks.

August releases will be: "Thunder Bay," Technicolor; "The Man From the Alamo," Technicolor, and "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde."

September pictures, all in Technicolor, will be: "Wings of the Hawk," 3-D, "The Stand at Apache River" and "The Golden Blade." October releases will be: "The All American" and "East of Sumatra," Technicolor.

November films will be: "The Glass Web," 3-D; "Back to God's Country," Technicolor; and "The Veils of Bagdad," Technicolor. December releases will be: "Tumbleweed," Technicolor, and "Walking My Baby Back Home," Technicolor.

AA Remains On Fence With All Media Program

Allied Artists will continue to straddle the fence, "a position that can be maintained indefinitely, comfortably, and profitably," according to Norton Ritchey, president of Monogram International, an AA subsidiary. He said that that position would become untenable "only when the fence no longer exists," and he added that he thought that event was a long way off.

Ritchey spoke last week before he left for overseas to assure foreign customers that the only basic change in AA product would be in the "constant stepping-up of quality and star values." He said his company would produce in CinemaScope and 3-D, but that it would not diminish its supply of 2-D product, most of which will be made in color.

Balaban, Skouras Join Sophie Tucker Festival

Barney Balaban and Spyros P. Skouras, presidents of Paramount Pictures and 20th Century-Fox, respectively, have been designated honorary chairmen of the Sophie Tucker Golden Jubilee Celebration, which will be capped Oct. 4 with a Waldorf-Astoria testimonial dinner marking Miss Tucker's 50th year in show business.

Other honorary chairmen are William S. Paley, CBS prexy; Eddie Cantor, and George Jessel, with Harry Brandt, Brandt Theatres prexy, as general chairman. Among the charities to share in the proceeds of the dinner, which will be sponsored by the Jewish Theatrical Guild, are the Motion Picture Relief Fund and the Will Rogers Memorial Hospital.

CinemaScope's Activities Expand On Every Front

(*Continued from page 8*)

anamorphic lenses by Professor Henri Chretien, inventor of CinemaScope, arrangements have been made with Brockliss-Simplex, Etablissements Charlin and Compagnie Radio-Cinema for stereophonic sound equipment, while Michel Avenard will work on the new wide screens.

In Spain, Industria Electronica S. A. and Manufacturas Jose Jover S.A. will produce stereophonic sound equipment and screens, respectively.

For the Italian market, agreements have been entered into with Cinemeccanica, Microtecnica and Ing. Angelo Fedi for CinemaScope sound equipment. The Officine Galileo di Milano are making lenses, and Cinemeccanica will also produce screens.

German Firms Named

In Germany, Zeiss Ikon and Siemens and Halske will handle sound equipment, while Max Schumann will produce screens for the new system.

In Sweden, Scandinavian exhibitors are slated to receive their CinemaScope screens from A. B. Nils Nessim.

CinemaScope developments on the American continent include the announcement that Skouras and General Abelardo L. Rodriguez, leading Mexican exhibitor and film producer, concluded a far-reaching agreement for the installation of CinemaScope in more than 100 theatres in Mexico.

It was also revealed that plans are under way for the production of several films in CinemaScope in that country.

Under the terms of the agreement, more than 100 situations controlled by General Rodriguez will be equipped with CinemaScope. Plans call for 34 houses to be readied this year, with the remainder slated for early 1954 conversion as more equipment becomes available, according to a company report.

The contract also calls for the exhibition of 20th-Fox CinemaScope productions by the Rodriguez theatres. The company claims that this agreement "paves the way for the rapid introduction of the internationally acclaimed photographic dimension process through Central and South America."

Speed Domestic Installations

Meanwhile, in this country the installation of the new equipment was speeded up so that key situations of many of the country's top theatre circuits will be equipped for CinemaScope by Sept. 15, the company announced. Chains included in the list are Stanley-Warner, RKO, Loew's and National Theatres. The studio reported that nearly 300 theatres are already supplied to take CinemaScope product.

Latest orders for CinemaScope installations include 105 more theatres, covering both small city situations and drive-ins, both circuit and independent houses, 20th-Fox disclosed.

Plans were revealed also for the first Canadian demonstration of the new process to take place Aug. 11 at the Imperial Theatre, Toronto. Exhibitors from all parts of Canada, and the press and other important figures are set to be present.

...from the Honky Tonks to the penthouses

...the creeps, the hoods, the killers

come out to war with the city!



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"Second Chance" Campaign Underway

Currently getting under way is the campaign for RKO's "Second Chance," 3-D film starring Robert Mitchum, Linda Darnell and Jack Palance. The point that will be emphasized is that this is the first 3-D release to contain three major film stars. Extensive use of 24-sheets throughout the nation will proclaim this fact with a dramatic layout featuring a scene from the climax of the film.

"Gents Prefer..." We'll Never Tell

The age-old question of what gentlemen prefer—blondes, brunettes or redheads, was called into play when the film that baldly states that "Gentlemen Prefer Blondes" opened at the Roxy Theatre, N. Y. Other theatres should have little trouble in picking up the cue to conduct their own contests to publicize the film.

Six glamorous models—two blondes, two brunettes and two redheads—waited in the lobby the day of the film's opening to greet the masculine patrons as they entered the theatre. The girls tried to persuade the voters on behalf of their own color hair as the gentlemen were asked to fill out ballots stating "As a gentleman I prefer—."

The opening day contest was so successful that the theatre management decided to keep it going by sending the girls out on a tour of the city.

Hair Color Changed

They invaded the Shrine convention at Madison Square Garden, where they asked the visiting Shriners to vote for their choice. Another night they journeyed out to Jones Beach to quiz the male members of the audience at "A Night In Venice."

The theatre announced that when the results of the contest are finally tallied, the four losers will willingly submit to having the color of their hair changed to conform with the expressed opinion of the male sex. Meanwhile, the girls continued campaigning on behalf of their own color hair on radio and television shows.

In a variation on this contest, another poll was conducted at the Shorehaven Beach Club, in the Bronx. A group of the club's most beautiful girls paraded with their hair shades concealed by bandanas before an all-male audience.

Models, Contests Push "Fort Ti"

Stunts ranging from the use of pretty girls, scantily clad, parading in town with "3-D" signs on their back to a variety of contests, including one involving an Indian penny, heralded local runs in several cities of Columbia's "Fort Ti." Most gimmicks took advantage of the fact that the film is a 3-D release to increase interest in the engagements.

For the opening at the Criterion Theatre, N. Y., the management arranged to have on hand Joan Vohs, femme star of the film, to autograph the polarized viewers of the first 500 patrons to enter the house. Other theatres can utilize this attention-drawing device by having any visiting notable autograph viewers for the public.

In Boston, a full-scale campaign was arranged by Jim Tibbetts and Jack Mercer, managers of Loew's Orpheum and State theatres, and Karl Fasick, circuit publicity man. The 3-D theme was featured when they arranged for pretty girls dressed in shirts and shorts with "3-D" written all over them to parade in the streets. The girls visited all the local newspaper critics to present them with polaroid viewers.

Paper Helps Promotion

A five day classified ad contest, concerning questions and answers about the film, was run in the Boston Post. Questions and answers for the entire week had to be matched by the contestants. The Post aided by running special ads and a daily front page box calling attention to the contest.

The campaign also included the use of an essay contest, which was announced over the radio. Other radio ballyhoo utilized open-end transcribed interviews with film's star George Montgomery. Radio, TV and newspaper personalities received ticonderoga pencils to arouse interest in the film's theme.

Another device used to play up the Indian aspect of the script was an Indian-head penny contest. Anyone bringing in 25 of the old style pennies was awarded free admission throughout the run of the film. The lobby was also outfitted with 3-D stereorealist viewers containing scenes from the feature.

The theatres also had sidewalk stencils painted all over the downtown section of the city and in key neighborhoods. They made an extensive use of window display.



Man with "arrow" in chest walked Los Angeles streets to plug the Paramount Theatre run of Columbia's 3-D "Fort Ti."

Indians Invited To See "Feather River;" Dance In Rites Honoring Film

The Indian motif of "The Charge At Feather River" provided the keynote for most campaigns being waged on behalf of runs of the Warner Bros. film. The New York Paramount Theatre announced that it would admit free any bonafide Indian chief during the engagement.

The invitation posted at the theatre's entrance stated that the war bonnet would be accepted as identification. The theatre requested, however, that the tribe leaders check their tomahawks in the manager's office before being seated.

For the engagement at the Denver Theatre, Denver, a special war party of Indians dressed in full regalia performed authentic Indian dances. In addition, more than a thousand Denver children, dressed as Indians, paraded through the downtown streets.

The film opened at the Hollywood and Downtown Paramount Theatres, Los Angeles, with a Buckskin Premiere, benefitting the Society for Crippled Children of Los Angeles. A candy chuck wagon was set up at the opening, and the entire proceeds of all sweets sold at the Downtown Paramount during the premiere went to the Society.



All children were given free rides on this bucking horse, which was part of a 3-D display designed to attract attention to an engagement of Warner Bros.' "The Charge At Feather River." Norris Hadaway, manager of the Alabama Theatre, Birmingham, thought up the idea.



The town of Hartford, Conn., was made 3-D conscious when the management of the Allyn Theatre had this sign placed on a construction job that was being undertaken on the city's streets. The stunt helped to plug the theatre's run of Columbia's "Man In The Dark."

REGIONEWS

ALBANY

The Orpheum Theatre, Tannersville, gutted by fire last spring as workmen were preparing it for a summer opening, will be rebuilt in the fall by George Thornton. . . . The Robert Flaherty Foundation, Inc., has been organized to further the circulation in all media of documentary films produced by the late pioneer and others to illuminate "the ways of life of different peoples and cultures."

ATLANTA

Strong winds caused damages estimated at $1,200 at the Moonlite Drive-In, Evergreen, Ala. . . . Edward H. Diemmer, 62-year old theatre owner in Brunswick, Ga., died at his home after a short illness. . . . The Georgia Theatres of Macon, Ga., appointed Jimmy Cartedge as city manager of their theatres there. . . . The new 300 car drive-in at Paris, Tenn., will be opened soon by its owner J. R. Haynes. . . . James L. Hortmen, owner of the Star-Light Drive-In Theatre, Macon, died at his home. . . . Floyd Bowman was appointed manager of the Tarpon Theatre, Tarpon Springs, Fla.

The Blueberry Drive-In, Elkton, Tenn. closed its doors. . . . The Greenpoint Drive-In opened by the Dixie Theatres in Matter, Ga. . . . William C. Bostwick named assistant to Lamar Sarra of the Florida State Theatres, Jacksonville. . . . Other appointments include Buddy Griffon's being made manager of the Indian Rock Drive-In Theater, and Robert E. Ancell, who was named manager of the Palm Theatre, West Palm Beach, Fla. . . . The Drew Theatre, Monticello, Ark., destroyed by fire started during an electrical storm. The damage was estimated at more than $100,000.

The Ramon Theatre at Frost Proff, Fla. is being modernized with a new ticket office and neon light being installed. . . . Florida State Theatres closed the Sunset Theatre, Fort Lauderdale, Fla. in conformance with the Supreme Court action limiting the number of theatres permitted to each chain in a single locality. . . . Millard R. Alford, 45 year old drive-in owner in Jackson, Miss. died in a local hospital. . . . Bonnie Bowliny, who was with Columbia Pictures for several years, has resigned. . . . An Aug. 1 closing was announced for the Ritz Theatre, a unit of the Talgar Theatres in Tallahasse, Fla.

Fire destroyed the Grand Theatre, Water Valley, Miss. Plans have been announced to rebuild at once. . . . The Elba Theatre, Elba, Ala. closed for repairs to reopen within 30 days. . . . The managers of five theatres in Gastonia, N. C. have asked the city council for permission to show pictures on Sunday. They claimed it was necessary to keep the theatres going. . . . S. "Braz" Alderman, who worked for the Martin Theatres in Florida for several years, was appointed manager of the United Theatre Corp.'s Miami branch. . . . The Georgia Theatre, Columbus, Ga., has been sold to the Martin Theatres of that city by Publix-Lucas Theatre, Inc. . . . The Palace, Lakeland, Fla. has been leased to Carter-Car-Tate, Inc. New firm takes over Sept. 8.

BOSTON

Mario Cicchesi has taken a long lease on the Jasan Theatre, East Weymouth and changed its name to the Victor Theatre. House, which was leased from Nat Hochberg, is now closed for renovations and will reopen Aug. 14. . . . The brothers Adrian R. and Hugo A. Jarret have reopened the newly-rebuilt Twin Drive-In Theatre, Mendon, Mass. . . . Fred Phinney, doorman at the Beacon Hill Theatre, died suddenly. . . . Ray Canavan, who started as an usher in Boston houses 20 years ago, has been appointed executive assistant to E. M. Loew, president of a circuit of 40 theatres and 15 ozoners. He replaces Frank Wolf, who has resigned to move to the west coast.

William J. Cuddy has been transferred from the Buffalo exchange of RKO to the Boston office, where he is office manager. He replaces John A. Dowling, who has been promoted to sales manager. . . . Mayor Kane of Fall River has named Bill Canning of the Yamins Theatre and Norman Zalkind of the Strand, both Fall River houses, to the board of management of the Sesqui-Centennial Exhibition to be held the week of Sept. 13. The event will honor the 150th anniversary of the incorporation of Fall River as a city. . . . Norman Glassman, Rialto, Lowell, has installed an ABC hot dog grille in his lobby, and says he is delighted with the results. . . . In elections held by Local #182, the IATSE projectionists union re-elected for the sixth consecutive year Joseph Nuzzolo as president. Also re-elected for the sixth time was Walter E. Diehl as business agent. Other officers are Ralph Frazier, vice-president; William H. Lawler, financial secretary; James Gibbons, recording secretary; and Jack Rosenberg, treasurer.

New England disc jockeys from all over the territory were guests of the Variety Club of New England at a luncheon held at the Jimmy Building. The platter spinners agreed to help the Jimmy Fund by pitching in on their record shows. . . . Hearings on a second petition for a drive-in theatre in Warwick, R. I., will be held at the next meeting of the Warwick City Council. The request made by Leo T. and Louisa Martineau for a change in the zoning law so that they could build an ozoner was previously refused, but the Martineaus will fight for a reversal.



Richard Todd, star of Walt Disney's "The Sword and the Rose," which will be released late this summer by RKO Pictures, chats with Monty Salmon, managing director of the Rivoli Theatre, N. Y., where film will premiere.

BUFFALO

A change in policy was announced by John Amendola, owner of the Rainbo at Niagara Falls, who said he will close his house Wednesdays and Thursdays. . . . A live test of the American Optical Co.'s Todd-AO 3-D equipment was conducted in Ellicott Creek Park. . . . Mary Bowen, treasurer of the Paramount Theatre, is now assistant to mgr. Ed Miller, succeeding Bill Edler, resigned. . . . Six first-run U-I films will have premieres in area drive-ins from Aug. 5 through Aug. 18 as an innovation entitled "City Wide Drive-In Film Festival." The theatres included are Al Wright's Aero in Cheektowaga; Alex Winter's Buffalo, Cheektowaga; Marvin Atlas' Broadway, Cheektowaga; Harry Berkson's Delaware, Tonawanda; Frank Stephen's Park, Ebenezer; Blatt Bros.' Star, Blasdell; Bill Rosenow's Lake Shore Skyway at Athol Springs and his Niagara Skyway, Tonawanda; and Irving Cohen's Sheridan, Tonawanda. . . . The Allen Theatre at Solvay, owned by F. H. Allen, closed. . . . James Cooke's Alcazar at Syracuse is closed Thursdays during August. . . . The 520-seat house, the Roxy Art, Rochester will be closed for the entire month of August by its owner, F&H Theatres Corp.

CHICAGO

No hearing date has been set as yet on the anti-trust case filed on behalf of Sidney Tague and the estate of Harry Tague, operators of the Bryn Mawr Theatre, against several of the majors and other theatre owners. The case has been assigned to Judge William Campbell. . . . Milt Ellis is back managing the Coronado Theatre, Rockford, Ill., since the death of W. Van Metre. Other industry deaths include Elmer Fearn, pioneer studio executive, and Sidney Sankstone, former operator of the Ridge Theatre, Chicago. . . . John Field, former manager of Stanley-Warner's Stratford Theatre, which was closed, has been named relief manager for the Chicago circuit. . . . The 66 Drive-In Theatre, LaGrange, Ill., held Studebaker Nash night, at which time the ozoner admitted free everyone arriving in those cars. Theatre assigns different brand cars to other nights. . . . Attorney Seymour

(Continued on next page)

CHICAGO (cont'd.)

Simon arrived in Cleveland to take depositions in the Uhrichsville and Galion, Ohio, anti-trust suits, which are expected to be heard this fall. . . . Simon is also acting on behalf of the Alliance Theatre circuit, which along with the Fourth Ave. Amusement Co. of Louisville, is filing a brief in answer to the government's charges that the defendant companies have monopoly on theatres in downtown Terre Haute.

The firm of Cruttenden and Co., Chicago, is sending out to the trade its semi-annual report of the Fitch Survey on new dimensions for the industry. Included in the report are findings on Cinerama, CinemaScope, Natural Vision and Paravision. . . . Film star Pat O'Brien co-operated with the Alliance Theatres when he appeared at the celebration held in Ottawa, Ill., to celebrate the town's centennial. . . . Ted Tokarz has re-opened the Hegewisch Theatre, Hegewisch, Ill. . . . Nava has started a drive against the adoption of a proposed new electrical code by the city council. Nava claims the new code would require the use of a licensed movie operator for all 16 mm. films, business and educational, except those shown in homes. . . . Will Newton joins Kling Studios, Chicago, as an account executive.

The Golde Mfg. Co., Chicago, promises to show its new line of reflex slide files, which allegedly holds 30 slides at one time as well as other items of interest to the trade at the Nava convention. The company reports that it is now producing a stereo adapter, which should be of interest to 3-D distributors. . . . Milton Friedland has been named manager of the H and E Balaban television station, WLCS, now being built in Springfield, Ill. The new station is expected to begin service early in September. . . . Stepped up competition in the drive-in theatre market in Chicago has led the Starlite Drive-In to give free candies to the kiddies. The 66 Drive-In admits juveniles free at all times and allows the Jay agency to sell cards to their patrons, which supplies one free ticket with each regular paid admission. A similar set-up is in operation at the Ski Hi Drive-In.

C. J. Cherney has been named sales manager of the DaLite Screen Co. He will represent the company at the Nava convention, at which time he will show the push button 5 Star challenger Tri Pod screen. . . . Herman Hudson has taken a long term lease on the Joy Theatre at Lovejoy, Ill. . . . Ernest Lewis was named manager of the Mode Theatre, Onarga, Ill. . . . In another appointment, Donald Walraven was made manager of the Town Theatre, Chillicothee, Ill. . . . The Luxe Theatre, East Peoria, Ill., has been modernized by H. C. Runion, and re-opened with a first-run policy. . . . Fred Rutan was named manager of the Indiana Theatre, Martinsville, Ind. Other new appointees are Bob Rothrock, new manager of the Tiger Theatre, Carthage, Mo., and W. L. Hilsabeck, who has the same post at the Fox Midwest Theatre, Jacksonville, Ill. . . . The Overland Theatre, Overland, Ill., has re-opened after improvements were made in the house.

CINCINNATI

The Kayton Amusement Co., Montgomery, W. Va., has taken over control of the Hugheston Drive-In Theatre, Hugheston, W. Va. . . . Mrs. Irving Bein Rosen, sister of William, Fred, Ben and Gilbert Bein, theatre men, died at the age of 47 after an illness of several years. . . . Reservations still coming in for the annual golf tournament at the Cincinnati Variety Club, to be held Aug. 24.

A. Woodward, of Franklin, Pa., has taken over operation of the Arena Theatre, Hugheston, W. Va. . . . New contract between local F37 and distributors was signed for the period through Nov. 30, 1954. The new contract provides for weekly salary increases in line with raises agreed on by local unions and distributors throughout the country. . . . Harold Brown and Jack Haynes, of the Greater Detroit Theatres, held open house at the Hotel Gibson for local managers and salesmen. Greater Detroit now manages theatres formerly under Northohio Theatres Corp. control. . . . Entire personnel staff of Paramount held a meeting in connection with the "Adolph Zukor Golden Jubilee Salute." Phil Isaacs is the drive captain for the mid-east division, and Miss Louise Vinson, assistant cashier in the Cincinnati branch, was named drive captain for Cincinnati. . . . The Wyoming Theatre, Mullens, W. Va., has re-opened. The former Wyoming Theatre was burned to the ground over a year ago, and C. C. Cassinelli, owner, has built a completely new house on the site. . . . Fred Helwig, of Charleston, W. Va., has supplied his Owens Drive-In with 3-D equipment, thus making it the first ozoner in the area to have 3-D.

DALLAS

Theatre Enterprises, Inc., of Dallas and the major distributors won a direct verdict when Federal Judge W. H. Atwell ruled the Ward Theatre, Monahans, had not proved its charges of conspiracy to prevent the theatre from playing first runs. . . . Two Austin theatres have new managers: Bill Booth at the Austin and Gerald Rains at the Varsity. Harry Gaines is the new manager at the Majestic, Abilene. . . . Safecrackers got about $275 from the safe of the Union Theatre, north side Houston nabe, according to estimate of C. J. Harris, lessee. . . . The Twin Ranch Drive-In at Cleveland, Tex., is being re-designed for 3-D and wide-screen projection, thus delaying opening of the new ozoner. New opening date has been set for October. . . . T. W. Horton is the new manager of the Caprock Drive-In at Slaton, Tex.

A Houston firm is offering protection from mosquitos to drive-in patrons. The Skeeter-Cheater Co. has designed a removable and adjustable window screen for automobiles. The screens are made of cloth with elastic bands which automatically adjust for any size door. . . . Claude Ezell, Texas ozoner chain owner and organizer of the International Drive-In Theatre Owners Assoc., has urged distributor companies to develop special 3-D viewers for children. . . . A second round of admission price increases in downtown San Antonio theatres has set the night price at the Majestic at 95 cents. The higher rate, which is an increase from the 80 cents fee set a few weeks ago, also applies all day Saturday and Sunday. Weekday matinee admission now costs 80 cents, and children pay 30 cents. . . . William C. Hames, former UA branch manager in Indianapolis, has taken the same post in Dallas. . . . Francis Vickers is now assistant to city manager Bill Hellums for the Interstate Circuit in Austin. . . . Also in Austin, Edward Michaelewski was named assistant manager of the State Theatre. . . . D. P. Callahan, who has been associated with the United Rowley Theatres for 17 years starting as an usher, has been appointed General Film Buyer for the theatre circuit.

DENVER

Ray Davis, northern district manager for Fox Inter-Mountain Theatres, has also been given the Denver City district managership, and will look after both districts. . . . Vandals smashed the window on the cashier's cage at the Oriental with cans of tomato juice. They also splashed eggs over the lobby doors. . . . Robert Patrick, independent exhibitor, has bought the Inter-Mountain Film exchange from Dick Ivy and Gene Vitale. Vitale will work for Patrick as a booker, but Ivy has not announced his plans.

Final call is out for the sale of tickets to the annual Denverieties of Variety Tent 37 at Park Hill Country Club Aug. 18. The affair will open with golf in the morning, then lunch, and an afternoon of bridge, horseshoes, and the annual softball game between distributors and exhibitors. The day-long affair will wind up in the evening with the awarding of prizes. . . . Robert Ely, new to the business, has been named assistant booker at United Artists. . . . Earl Hollingsworth, National Theatre Supply shipper, was killed when the car he was driving went out of control on a mountain road west of Denver.



Discussing promotion plans for two Universal-International releases, "All I Desire" and "The All-American," are (l. to r.): Harry Feinstein, New England manager for S-W Theatres; Lori Nelson, who appears in both films; Irv Hillman, manager of the Roger Sherman Theatre, and James Totman, assistant zone manager of S-W Theatres.

DETROIT

From southwestern Michigan comes word of the opening of Louis Danley's new M60 Drive-In Theatre near Mendon. . . . Touring the Northohio Circuit for the purposes of inspection have been UDT executives, Harold Brown, Gil Green and Jack Haynes. The Northohio chain has recently been

added to the local office jurisdiction. When Brown was promoted to the presidency, Haynes was awarded the vacant post of film buyer.

INDIANAPOLIS

The Pastime Theatre, Richmond, Ind., is doing some repainting and making other minor improvements. . . . J. Wilmer Bruce has opened the Parkway Drive-In at Dawson Springs, Ky. . . . Russell Phillips is ready to open his Skyline Open Air Theatre at Greensburgh, Ky. . . . Area closings include the Pal Theatre, at Elmyra, Ky., which was operated by M. Keisler, and the Columbia, Clinton, operated by John Bertotti. . . . Summer closings were announced for the Elnora, Elnora, Ind., and the Gaston in Gaston.

No reopening date was set for the Rex, Indianapolis Co-operative house. . . . Milton Ettinger has resigned as booker at the Columbia exchange and joined Univ-Int'l. in the same capacity. . . . Circuit Judge Stuart A. Lampe issued a temporary injunction against Motion Picture Operators Local 163 forbidding the union from picketing the Downs Theatre, Louisville. The union and theatre managers are disputing the provisions of a contract made by a previous owner of the theatre.

KANSAS CITY

Kansas City will soon have five television stations when WHB-TV and KMBC-TV, CBS affiliates which began telecasting on a time-shared basis Aug. 2, are joined by KCMO, which expects to begin video operations on channel 5 late in September. . . . The amusement section of the Sunday edition of the local newspaper has inaugurated a column suggesting a number of above-average films that may be seen at neighborhood houses and ozoners by theatre goers who missed their first runs. . . . The Calvin Co. has introduced a new 8 mm. sound-on-film projector that uses a magnetic sound tape. It can be attached to any 8 mm. film sent to a dealer for processing and has a one-unit playback and erase. . . . A small circus featuring animal acts has been booked for appearances at 18 of the drive-ins operated by Commonwealth Amusement Corp. of Kansas City, Mo. The first performances, held in Nebraska on July 19 and 20 at North Platte and July 22-24 at Grand Island, created high interest among patrons there.

MIAMI

Replacement for manager Charles Rich of Cinema Theatre is Mac Herbert. . . . George Bolden has left the Claughton Circuit to get a theatre of his own. . . . Visiting Southeastern District with George C. Hoover, district manager, is Lewis Finske of Florida State. . . . Harry Birchansky shifted from Wometco managership to its art department.

MILWAUKEE

Guest speaker at Wisconsin Allied's next regional meeting will be J. Robert Hoff, sales manager of the Ballantyne Co. He will speak on 3-D and CinemaScope at the regional meeting to be held at Rice Lake, Aug. 12. . . . Dick Grady, manager of the Bluemound Drive-In here, held a "name the clown" contest recently, with free passes going to the winners. The clown, an usher dressed in costume, appears on the theatre's playground every Friday, Saturday and Sunday evenings. . . . Drive-Ins expected to open very soon are Community Drive-In at Neillsville, owned by A. Clausen; the one at Winnebago owned by Don Deakin; and Ben Marcus's Drive in at Tomah. . . . Theatre janitors here, who belong to the Building Service Employee's Local 150, received a five cents an hour raise.

Leonard Gappa, 53, formerly associated with the Fox Amusement Corp., was killed with two other men in an airplane crash while en route to a fishing trip in Canada. . . . The annual Golf Outing of Wisconsin's Variety Club, Tent 14, will be held at the North Hills Country Club here on Aug. 31. . . . Don Baier, manager of the Century Theatre, owned by Mr. Freuler, has been drafted into the service. . . . Dick Saeger, who left his post with the Eskin theatres, has been replaced by Harry Karp as buyer and booker.



A group of leading Ohio exhibitors attending the Paramount Jubilee Show in Cleveland, Ohio, were (l. to r.): Frank Murphy, district manager of Loew's; Meyer Fine of Associated Theatres; Joe Lissauer and Bill Skirball, both of Skirball Bros. On the bottom, in the same order, were: Harry S. Buxbaum, Cleveland branch manager; and Milton Monney, Cooperative Theatres.

MINNEAPOLIS

Sunday use of drive-ins for worship is on the upswing in this area. Worthington, Minn.'s drive-in started with 95 cars having 266 worshippers and jumped to 133 cars with 407 worshippers in three weeks. . . . Ben Friedman, 67, pioneer theatreman in the area, died after an extended illness. He was president of several theatre corporations and one of the originators of the Variety Heart Hospital project of the Univ. of Minnesota campus. . . . Welworth circuit opened its new 435-car Moonlight Drive-in at Moorhead, Minn. . . . Another new ozoner, the Sioux, was opened by Bert Johnson and Dan Peterson at Redfield, S. D. . . . Irving Mills, office manager at Columbia, is leaving the industry.

Front office and service employees of the film exchanges received a 10 cents an hour increase in salary retroactive to Dec. 1, 1952, under a new contract negotiated by the union (IATSE) with the distributors. . . . Work has begun on a new 500-car drive-in in the Morgan Park area of Duluth. The $125,000 project, which is slated to be completed by spring, is being built by Charles Rubenstein and Ted Mann. . . . Jack Compston sold the Pix, Sleepy Eye, Minn., to Ray Poirier of Montevideo, Minn. . . . Mike and Pete DeFea have opened their 350-car Chateau drive-in at Milbank, S. D. . . . Samuel Berger, operator of the loop Grand, pleaded guilty to a charge of showing an indecent film and was fined $100 in municipal court.

NEW HAVEN

The Hartford Theatre Circuit, operating five metropolitan Hartford theatres, has increased adult admissions at four of the houses. The Colonial, circuit flagship, increased scale from 55 to 60 cents, with the West Hartford house going from 50 to 55 cents. The children's 20 cents price was not changed. . . . Fred Quatrano, Waterbury, Conn., exhibitor, announced plans for erection of a drive-in theatre to be built in the suburb of Watertown, Conn. . . . Five Hartford drive-ins have concluded a 13-week promotion drive over radio station WCCC, which cost them an over-all charge of $1,300. Each theatre paid $20 per week for spot announcements and other features. Co-operating in the deal were E. M. Loew's two Hartford drive-ins, the Hartford and the Farmington; and three independents, the Pike, the East Windsor and the Blue Hills. . . . Max Birnbaum, New Haven exchange manager for Warner Bros., will be honored the week of Aug. 16-22 with a "Max Birnbaum Week."

Second ultra high frequency television station to go into operation in Bridgeport, Conn., will be WSJL-TV, which is expected to start telecasting in August or September on channel 49. . . . A long-pending drive-in theatre application filed by Benjamin Hochberg and Willard B. Rogers has finally been approved by the Columbia, Conn., Zoning Commission. Construction will start immediately with an opening planned for early next year. . . . Earl Robinson, formerly with Stanley-Warner Theatres in Connecticut, has been named manager of Schine's Auditorium, Perry, N. Y. . . . A wide-screen, first of its kind in a Stanley-Warner house in northern Connecticut, has been installed at the first-run Strand, Hartford.

NEW ORLEANS

Loraine Cass, of Paramount Pictures, was elected president at the first meeting of the Women of the Motion Picture Industry

(*Continued on next page*)

NEW ORLEANS (cont'd.)

of New Orleans. The club was organized in the hopes that other industry women all over the country would like the idea and form chapters of their own. . . . Permanent closings include the Opera House Theatre, Franklin, La., and the 49 Drive-In at Jackson, Miss. . . . Two houses recently re-opened were the Carolyn Theatre, Newhebron, Miss., by Mrs. L. M. Rube, and the Community Theatre, at Bolton, Miss., by J. L. Noel. . . . Temporarily closed for repairs is the Royal Theatre, Iota, La., owned by J. R. Farrell. . . . The Lincoln Theatre, Laurel, Miss., changed hands from the Bizou Amusement Co. to Bradley Suddith. In another change the Oaklawn Theatre, Texarkana, went from S. Metcalf to Willis Houck. . . . The Victory and Mansfield Theatres at Mansfield, La., became affiliated with J. G. Broggi.

The Brad Drive-In at Plaquemine, La., became a Page Baker affiliate. . . . Mrs. V. Capedeville now owns and manages the Royal Theatre, Marerro, La. . . . The Don Theatre, Gulfport, Miss., is now being booked by Ed Orte; the house was formerly a Max Connett affiliate. . . . Another ozoner which re-opened recently is the Mitchell, Hammond, La. . . . The 45 Drive-In, at Macon, Miss., is now a Max Connett affiliate. . . . Fred McLendon's Bay Drive-In, Baymenette, closed. . . . Showings only on FSS have been adopted by the Beach Walk Drive-In, Fairhope, Ala.

General repairs will cause the Hill Top Theatre, Clinton, Miss., to close for about 30 days as of Aug. 16. . . . The Fox Theatre, Shnqulah, Miss., owned by C. L. Jones, closed. . . . The Bayview Theatre, Biloxi, Miss., changed hands from E. Landiche to J. R. Sullivan. . . Two more theatre closings are the Town of Hackberry, La., and the Livonia, at Livonia, La. . . . Alvin Daste is planning to have his new theatre for negro patrons ready for a formal opening here on Sept. 15. The theatre will seat approximately 350 persons, with booking to be handled by Joe Bluestone.

Nilen, Inc., Mobile, Ala., has started construction on a new walk-in and drive-in combination theatre in New Orleans. Car capacity is expected to be between 1,000 and 1,200, and the theatre will feature twin screens and an auditorium to seat approximately 700 patrons. It will be called the Do Drive-In. . . . Funeral services were held for Charles Gulota, 51, owner and operator of the Fox Theatre at Elysian Fields and Gentilly Road. . . . The name of the Strand Theatre, which was supposed to be changed to the Paramount, may not undergo the change after all. House's name is still being considered.



Getting ready for the American premiere of 20th Century-Fox's "Sailor of the King" are (l. to r.): Jeffrey Hunter, film's star; Sam Bendheim, Jr., general manager of Neighborhood Theatres, Richmond, Va., and Frank McCarthy, producer of the feature.

Watch These Dates!

Sept. 28-30: Dallas — Texas COMPO Conference and International Drive-In Theatre Owners Assn. annual meeting — Adolphus and Baker Hotels.

Oct. 3-7: Boston—National Allied Convention—Hotel Sheraton Plaza.

Oct. 5-6: Kansas City — Kansas-Missouri Theatre Assn. convention — President Hotel.

Oct. 23-24: Washington, D. C. — Variety Clubs International mid-winter meeting.

Oct. 31-Nov. 4: Chicago — TOA-TESMA-TEDA joint trade show—Conrad Hilton Hotel.

Nov. 1-5: Chicago — Theatre Owners of America national convention and trade show — Conrad Hilton Hotel.

Nov. 12: New York—Motion Picture Pioneers dinner.

Nov. 22-24: Charlotte—Theatre Owners of North and South Carolina convention.

Dec. 14-15: St. Louis—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois annual convention —Sheraton Hotel.

NEW YORK

Allied Artists will put four films into national release during Aug., according to M. R. Goldstein, v.p. and gen. sales mgr. They are the Technicolor "Affair In Monte Carlo," "Topeka," "Clipped Wings," and "Mexican Quest." . . . Winners in the fourth week of Century Theatres drive were (Brooklyn Div.): 1st, Brook Theatre; mgr., Peter Manzione; asst., Sidney Kutler. 2nd, Kingsway Theatre; mgr., L. W. McEachern; asst., Lester Goldberg. 3rd, Mayfair Theatre; mgr., Benjamin Tauritz. In the L. I. division: 1st, Huntington Theatre; mgr., Owen Kaufman, asst., Anthony Mattaliano. 2nd, Queens Theatre; mgr., Bernard Seiden; asst., Ronald Maggi. 3rd, Floral Theatre; mgr., Jerome Thyberg; asst., Robert Collins. . . . Lease of the Bryant Theatre, a 42nd St. house, was acquired by Bernard (Bingo) Brandt from Mr. Goldwurm. Picture policy will be announced Aug. 15, when Brandt takes over the house. . . . Edward Mullen, United Artists office manager, resigned after 30 years of service with the company. He will enter his own business on the west coast. . . . Deon DeTitta, Chief Projectionist for 20th Century-Fox, retired after 37-years with the company.

OMAHA

Controversy has been raised in town by the showing of "The Moon Is Blue." Archbishop Gerald T. Bergen wrote a letter to be read in all Catholic churches in which he called the film "thoroughly bad for everyone without exception." He asked Catholics to boycot its showing. Meanwhile, the Rev. Mark D. McCallum, Rector of All Saints Episcopal Church and president of the Omaha Council of Churches, said he "deplored the policy of organized boycotts gaining a foothold in our national life." He said he thinks they are "vicious and un-American." Film is reported doing excellent business at the Admiral and Chief Theatres. . . . William Miskell, District Manager in Omaha for Tri-States Theatres, reports the installation of a new screen at the Orpheum Theatre, two and one-half times larger than the old one. Along with the new screen, three horns will replace the theatre's curent single sound horn, and twenty three additional speakers will be placed throughout the house. . . . Omaha police may soon be using colored photography in 3-D to keep tab on its criminals. Photographic identification by color was started last week by Detective Inspector Harry Green. The 3-D depth system will be added as soon as funds are available. . . . To advance the Crusade for Safety, the Northern Natural Gas Co. is making a sound-and-color moving picture, titled "It's In Your Hands." Film will be available about Sept. 1 for showings at school, business and civic groups.

PHILADELPHIA

The Boyd Theatre, recently sold to the Cinerama Corp. by Warner Bros., will close Aug. 16 for an indefinite period while extensive revisions are made to prepare the house for showing Cinerama. The seating capacity will be lowered to approximately 1,600, and new stage setting, marquee, carpeting, theatre front, and box offices will be put in along with the other changes. . . . Also sold by the Warner Bros. is the Aldine Theatre, which went to a garage system. . . . Other downtown houses disappearing from the scene are the Earle, which is making way for a five and ten cent store, and the Palace, now up for sale. . . . The World Theatre, which has been closed three months for remodelling, has re-opened under the management of the Faith Theatre Corp. of N. Y. . . . Ed Housman is now relief manager of the Tyson chain. He will be transferred to the Castor Theatre about Sept. 15, at which time the vacationing Morris Lev will resume as manager of the Castor.

PORTLAND-SEATTLE

Manager Marvin Fox, of the John Hamrick theatres in Oregon, announces the re-opening of the Roxy Theatre with a new low price of 25 cents. Children wil be admitted for just a dime. . . . The new 500-car Rim Rock Drive-In, near Bridger, Mont., has been opened by owner Ken Brown. . . . Another big opening was the Kitsap Lake Drive-In at Bremertown, Wash., owned by Dwight Spracher, George Blair and Rex

Thompson. Equipment supplied by National Theatre Supply. . . . Ray Brown of the Brown Theatre Service, Portland, visiting Puget Sound spots. . . . Funeral services held in Mt. Vernon for Eddie Snow, killed when a jeep overturned.

ST. LOUIS

The St. Louis County Planning and Zoning Commission recommended disapproval of the application of William and Lizzie Juengel for a special permit to construct and operate a drive-in theatre here. The Commission's report against the permit has gone to the St. Louis County Council. . . . Completion of the Mark Twain Theatre at Oran, Mo., has been delayed somewhat by minor mishaps. The 300-seat house is now set for Aug. 15 opening by owner Bernard Tenkhoff. . . . The Sky-Vue Drive-In Theatre, perched atop a ridge separating Highways No. 21 and 110 between De Soto and Hillsboro, Mo., was opened by its owner Bill Collins. Ozoner has a capacity for more than 300 cars. . . . Construction of the proposed new Vandalia, Mo., Drive-In Theatre is being speeded for a September opening. Plans for the nine acre site call for the ozoner to accommodate 300 cars. . . . The entirely new Marion, Ky., Drive-In had a gala grand opening.

Clark Armentrout, manager of the Clark Theatre, Pittsfield, Ill., stated that the house is to be closed the week of Aug. 20 to allow for the removal of the posts at each side of the theatre's stage. . . . John A. Fisher, a charter member of the Motion Picture Operators Union Local 143, died last month. Other industry deaths include C. Orville Newlin, former secretary of the St. Louis Brotherhood, Local 6, and Waldamar Ruemuler, also a member of Local 6. . . . The grand opening was held of the Smalley Drive-In between Eminence and Winona, Mo. Ozoner now has room for 250 cars, but owner Carter Smalley announced plans to increase the capacity to as much as 500 cars. . . . The Sunset Drive-In, McLeansboro, Ill., which was heavily damaged by a tornado last June, re-opened for business by owner Curtis Downen. . . . The management of the Okaw Drive-In near Camargo, Ill., has announced that construction will start at once on a concrete block building, 30 by 120 feet, immediately adjoining the present concessions and projection structure, so that year-round accommodations may be provided for the theatre's patrons.

At Overland, Mo., the 400-seat Overland Theatre, operated by the Midwest Theatres, was reopened July 29. . . . Scheduled for a September opening is the 180-seat Bijou Theatre, owned by Ralph E. Graham, at Clayton, Ill. The house has been closed for the summer. . . . The Skyview Drive-In, Litchfield, Ill., operated by the Frisina Amusement Co. of Springfield, Ill., recently added a number of pieces of playground equipment to entertain the youngsters. . . . The U.S. Court of Appeals has set for hearing at its 1953 session in St. Paul, Minn., the appeal of Loew's Inc., vs. Homewood Theatre, Inc. . . . A modern new marquee has been installed at the Orpheum Theatre, Eldorado, Ill., a unit of the Turner-Farrar circuit of Harrisburg, Ill. . . . The owners of the Killarney Drive-In Theatre, Arcadia, Mo., recently formed a new corporation to be known as the Killarney Drive-In Theatre, Inc., with headquarters in Pilot Knob, Mo., and authorized under its charter to own and operate both drive-in and indoor theatres. . . . Winners in the recent drawing contest conducted by the Amusement Employees Welfare Fund of St. Louis were Victoria Efthim, Harry Pliakos, John Joyce, Mrs. Ella Yeager, John Pirtle and Harry Hynes.



Members of the trade press interviewed George Marshall (left) and Tony Owen, to his right, prior to the team's start for South Africa where they plan to film "Duel In The Jungle," an adventure story, in Technicolor, wide screen, and possibly 3-D, as an independent venture. Marshall will direct and Owen produce. To right of Owen are Mel Konecuff, "The Exhibitor;" Jack Singer, "Film Daily," and Aaron Sloan, associate editor of THE INDEPENDENT.

SAN FRANCISCO

John Bach, formerly with Westland Theatres, has been appointed manager of Nasser Bros.' Alhambra Theatre. . . . Fox West Coast Theatres announced its children-under-12 policy under the heading "Good News To Mom and Dad" in newspaper ads. Children under 12 will be admitted free when accompanied by parents at the chain's Paramount, Fox Oakland, Grand Lake and Tower Theatres in Oakland. . . . T&D has opened its new San Pablo Auto Movies, San Pablo. . . . Another opening is Charles P. Leonard's new 350-car Mineralite Drive-In at Hawthorne, Nev. . . . John Forde, died of a heart attack in the booth of the Golden Gate Theatre. He was the father of John Forde, IATSE projectionists' local business manager.

Wood Soanes, drama editor of the Oakland Tribune, called on the chamber of commerce to join in Oakland's crusade to get pictures in that town before they "have been milked dry at the box offices of San Francisco." In his July 26 column, Soanes discussed the subject of clearances, stating his arguments in favor of Oakland exhibitors. . . . Norman Goodin sold the Chabot Theatre, Castro Valley, to Edwin B. Rivers. . . . George Archibald Film Buying and Booking Agency, in an expansion move, has closed the San Francisco office and established offices in Palo Alto. . . . Alice Crain, head booker at Motion Picture Service, has resigned to live in Long Beach. . . . Bill Greenbaum Film Buying and Booking Agency now is booking for the two houses of the Brown-Pacific-Maxon Co. on Guam. . . . Terry Cox resigned as press agent of Loew's Warfield.

FILMS TELEVISED JULY 11 to AUG. 7

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	*Cast*	*Original Release Date*
Border Outlaws	Spade Cooley	E.L. 11-2-50
Bucking The West	Tim McCoy	
The Bushwackers	John Ireland	Realart 1-8-52
Carnegie Hall	Ezio Pinza	UA 2-28-47
Casanova In Burlesque	Joe E. Brown	Rep. 1-31-44
Chandu The Magician	Bela Lugosi	Fox 9-6-32
The Cheaters	Billie Burke	Rep. 7-5-45
Coastal Command		RKO 7-21-43
Desert Justice	Jack Perrin	Atlantic Pic. 4-22-36
Fire Alarm	Noel Francis	
Forty Thousand Horsemen	Chips Rafferty	Goodwill Pic. 8-13-41
Full Speed Ahead	Richard Norris	
The Girl Who Dared	Lorna Gray	Rep. 12-5-44
The Great Train Robbery	Bob Steele	Rep. 5-14-41
Gunsmoke Ranch	Bob Livingston	
If This Be Sin	Myrna Loy	UA 7-5-50
The Lady & The Monster	Vera Ralston	Rep. 3-24-44
Landslide	Dinah Sheridan	
Limelight	Arthur Tracy	
Luckiest Guy In Town	Marjorie Reynolds	U 10-22-36
Lucky Jade	John Warrick	
Maytime In Mayfair	Anna Neagle	Realart Pic. 5-8-52
Murder At Rugby	Sir Cedric Hardwicke	
Murder At Windmill	Diana Decker	
Renfrew of the Royal Mounted	James Newill	Grand Nat. 7-1-38
Riding Double	Tim McCoy	
Shooting Men	Tim McCoy	
Stepping Into Society	Ruth Terry	Rep. 6-7-45
Sword of Honor	Sally Gray	
Those People Next Door	Jack Warner	
Trusted Outlaw	Bob Steele	Rep. 5-4-37
The Umbrella	Kay Hammond	
Vanishing Train	Frances L. Sullivan	
Varieties On Parade	Jack Coogan	Lippert Pic. 7-20-51
The Wall of Death	Maxwell Reed	
Whispering Footsteps	John Hubbard	Rep. 7-12-43

Hearst Dailies Lead Newspapers' Editorial Pleas For Tax Removal

Newspapers throughout the country have expressed their editorial opinions for and against the Mason bill, with chief support coming from the Hearst chain of papers. Metropolitan New York papers were generally favorable to the proposed legislation, with the exception of "The New York Times" and "Herald Tribune," both of which opposed the measure in their editorial columns.

Hearst's New York "Journal" carried a whole series of editorials on the tax question, urging Congress and the President to act on behalf of what the paper called the "sick movie industry."

The newspaper termed the President's hesitation in signing the bill a "deadly delay." It added: "we cannot believe that the President, used as he is to facing up to decisions far more onerous than this, will let it die in a pigeonhole."

Wants Realistic Treatment

More support came from the New York "Daily Mirror," which headed an editorial "Tax Relief Where Needed." The paper agreed that it would be desirable to give relief to many industries at once, but it argued "realistically, tax relief will have to come in stages." The editorial continued: "the first businesses to benefit reasonably should be those facing economic ruin."

Other Gotham papers urging the passage of the legislation included the New York "World Telegram & Sun," the New York "News" and the Brooklyn "Eagle." The "News" said it hoped the President would sign the bill because "the industry needs this helping hand," but it warned that if exhibitors "hog the whole saving, it seems a safe bet that they'll only shoo more fans away from box offices."

The "World Telegram and Sun" said it was confident that the President "will quickly approve the measure and thus give the motion picture industry well-merited relief from a burdensome and unfair tax." It concluded: "an eventual cut in ticket prices is just as sure as death and taxes—as soon as the industry can afford it."

However, all New York papers were not so favorable in their comments. "The Times" editorial, which blasted the measure, was read with serious concern by members of the industry. "The Times" deplored a possible change in announced government tax policy at the present time.

Other Help Needed

Also, it said that if tax levies were to be lifted, it did not think that the movie industry should be the only one to profit. Finally, the paper disagreed with the theory that the removal of the tax would solve the industry's problem, which it called "a weak reed to start with."

Continuing in the same vein, "The Times" called the passage of the bill by Congress "passing the buck" to the White House. It blamed Congress for letting it slip by on a voice vote, saying "it would be quite another thing to stand up and be counted on the issue."

Fairly close to Metropolitan New York, the Long Island "Press" added its support to the measure with an editorial that began: "a double feature at the movies would be the thrilling drama of seeing the 20 percent federal amusement tax chopped off." The paper rated it a "three-star hit show" and concluded: "the way to get rid of the movie tax is to get rid of it."

Editorial opinion in Washington was fairly split down the middle with the Washington "Times-Herald" urging enactment of the bill, while the "Evening Star" opposed the measure.

The "Evening Star" stated: "it is difficult to see how the President can accept this bill without contradicting both the Treasury Department's revenue estimates and his own past expression of current tax policy."

The "Times-Herald" argued: "no other industry burdened by a special excise tax can present a comparable case of hardship." It said that arguments against the measure "are as erratic as they are technical" and concluded "it's up to the President to get the show on the road."

Called Unfair Bill

New England papers came out on both sides of the fence, but perhaps the most influential editorial was the blast against the bill run by the Boston "Post." That paper argued that it was unfair to select the movie industry for special help and noted that it felt the legitimate theatre group should at least be included in the measure.

The Boston paper continued by saying that until the advent of television the motion picture industry was "the most stable business in America." It noted that Wall Street called the industry "depression proof."

The paper concluded that it was in favor of dropping amusement taxes, but it wanted all entertainment levies dropped rather than just those on motion pictures.

Negative arguments cited in the Boston "Post" and "The New York Times" were also caried, in one form or another, in the following papers: the Denver "Post," the Memphis "Commercial Appeal," the Richmond "Times Dispatch and News Leader" and the "Newsday," of Hempstead, L. I.

President Vetoes Tax Repeal Bill

(*Continued from page 7*)

Hammid, head of the amusement park group, pointed out that past efforts of the group in Congress "clearly indicate the urgent need of relief to our amusement parks from 20 per cent excise tax."

Hammid, in his telegram, called the tax "most burdensome and ruinous" since it imposes a levy on recreation that is both healthful and innocent in the field of amusement parks.

"However, we do not wish our great need to militate against providing this much needed relief to another segment of the amusement industry," Hammid telegraphed.

The Hammid telegram was viewed as highly significant by the COMPO tax committee since the amusement group had been prepared to make its own pitch for inclusion in the repeal bill while it was before Congress. Had such an amendment been introduced, it would have doomed the Mason bill to failure.

The amusement group, however, had withdrawn its proposed pitch at the last minute, following discussions with film industry representatives.

Popcorn Industry Helps

Support from the popcorn manufacturer also came in a telegram to the President. Blevins on behalf of his company, declared that "we and other popcorn processors throughout the U. S. with many millions of dollars invested in plant and special equipment are almost entirely dependent on the theatre industry for our livelihood."

His wire added that "it is imperative that the theatre industry be allowed to revive itself economically and expand without excessive tax penalties. Therefore, we join with the theatre industry in urging you to sign. . . ."

A veto was urged by the League of New York Theatres, organization of legitimate playhouses. The League's position, criticized heavily by film theatre forces, is that the repeal bill as it now stands is discriminatory.

Among the strongest exhortations in favor of passage was that from James C. Petrillo, head of the American Federation of Musicians.

EDITORIAL

The Senate Speaks

(*Continued from page 5*)

arbitration, constituted an imprudent sacrifice of the best interests of his members and all exhibitors."

The committee added that there was no doubt that the overwhelming majority of the nation's exhibitors would welcome the adoption of any arbitration plan as an important step forward.

The INDEPENDENT joins in the committee's hope that the spirit of responsibility and urgency which motivated arbitration negotiations last year, will again move the parties to go forward. Last year's draft impressed the committee as a sound starting point for the resumption of negotiations.

"The fact that the best minds of all the major segments of the industry could agree on such a document gives hope of eventual acceptance of such a plan," the committee concluded.

We certainly hope so!

Factual Features Plugged By New Indie Filmaker

One of the newer entries in the realm of independent film production is Charles "Cap" Palmer, who now heads his own production company. Palmer, who plans to make theatrical films with documentary backgrounds, is currently negotiating for a major release for his feature, "Man With A 1000 Hands," which he wrote and produced.

A documentary, 58 minutes in length, it deals with the Kitimat aluminum project in Northern British Columbia. Raymond Massey narrates. Palmer explains the theme of the film: "with his own two hands man can do so much, with a machine he has a thousand hands and he can build a better life. Documentaries are a new adventure for both the producer and the audience," Palmer, whose company is named Cap Palmer Productions, stated.

Palmer, who wrote "Lost Boundaries," spent 18 months on "Man." He believes that the entertainment and factual side of movies are getting closer together.

Film Score Praised

He describes "Man" as an emotional experience and relates that its score by William Lava is excellent. The picture graphically shows how man successfully struggles and changes the face of the earth.

He feels that 55-minute and 58-minute features are the answer to the double bill. They will help solve the shortage of film product. He pointed out that Walt Disney has shown that exhibitors can make money with documentaries.

Palmer feels that there will be more and more travelogues and fact films around in a short while. The best documentary film showing right now and attracting standing room is "Cinerama," he cited.

Palmer will make both theatrical and documentary films. His next will be "The Land Unknown," slated to start in October. He is sending two camera crews to Europe and South America to shoot scenes for a documentary, "We," which will be feature length and deals with the world-wide oil business. It should be ready for Jan. 15 release. After this, he plans three more films.

"Devil's" Quartet



On the set of RKO's "Devil's Canyon," the company's second 3-D film, to be made in Eastman color, are director Alfred Werker, stars Dale Robertson and Virginia Mayo and producer Edmund Grainger.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Four new properties have been scheduled for production under the recently signed Republic Pictures-Herbert Wilcox agreement. The first will be "Trouble in the Glen," by Maurice Walsh, author of "The Quiet Man," company president Herbert Yates announced. Frank Nugent, who scripted "The Quiet Man," will also script this film, which Wilcox will produce and direct with Margaret Lockwood set for one of the star roles. Production on the film will start in August. Yates also announced that scripts and production plans for "The Glorious Days" and Ivor Novello's "King's Rhapsody" and "Perchance To Dream," series of new style musical films planned by Wilcox, are being readied by writers Pamela Bower and Robert Newitt. First Republic-Wilcox production was "Laughing Anne," a Joseph Conrad story, starring Miss Lockwood, Wendell Corey, Forrest Tucker and Ronald Shiner in Technicolor. It will be released this autumn.

* * *

Alfred Hitchcock will direct "Rear Window" at Paramount. This is the picture which Leland Hayward and Josh Logan will produce independently in collaboration with Hitchcock and James Stewart, who will star. Paramount will provide financing and distribution for the film based on the Cornell Woolrich story of the same title. . . . At Allied Artists, it was announced that "Riot In Cell Block 11," to be produced by Walter Wanger, will be directed by Don Siegel and that "House By The Sea" will co-star Richard Conte and Wanda Hendrix and will be filmed in 3-D with William F. Broidy producing and Jerry Juran directing. . . . RKO will distribute the next picture to be made by Independent Artists Pictures, according to a deal closed by C. J. Tevlin, RKO vice-president in charge of operations, and Frederick Brisson, head of Independent Artists Pictures Inc.

* * *

"Richard The Lion-Hearted," which Columbia will make, will have a September starting date. It will have a top star in the title role and will be produced by Fred Kohlmar. Aeneas MacKenzie wrote the screen play. . . . Robert Cummings inked to play the third member of the love triangle in "Dial M For Murder." Ray Milland and Grace Kelly have already been cast as the other two members. The film will be lensed in three-dimensions, WarnerColor and WarnerPhonic sound, using Warner Brothers' all-media camera.

* * *

The formation of a new motion picture distribution company, Atlas Pictures, was announced by Harry Thomas and N. P. "Red" Jacobs, veteran distribution executives. Atlas announced that it has acquired the high budgeted "Man of Conflict," produced and directed by Hal R. Makelim and starring Edward Arnold, John Agar and Susan Morrow as its first release for national distribution. Officers of the new distribution set-up list Thomas as president, Sam Nathanson as vice-president, and Jacobs as secretary-treasurer. . . . June Allyson and Jeff Chandler will head the cast of Universal-International's "Foxfire," adapted from Anya Seton's novel of the same title which has just been purchased by U-I. The picture will be filmed in Technicolor and will be produced by Aaron Rosenberg.

* * *

"Sportsman's Holiday," wide-screen motion picture with stereophonic sound, will be in release in key cities in mid-August, Carl Dudley, president of Dudley Pictures Corp., which produced the film, declared last week before he left for Hawaii. The film lensed in the Dudley Vistarama process and Eastman color, is currently booked for simultaneous openings in Los Angeles, Chicago and New York the week of Aug. 17. The Dudley film has an aspect ratio of 1 to 2.66, similar to CinemaScope, in addition to a three-track stereophonic sound system. The picture was writen by Charles Tedford and scored by Howard Jackson. Ed Olsen photographed. Art Gilmore narrated and Dudley produced. Dudley's second film in the Vistarama process is "Hawaiian Holiday," which went before the wide screen cameras late last week on Oahu Island under the personal supervision of Dudley. It is also being lensed with Eastman color and stereophonic sound system.

* * *

"Karamoja!," a color film saga of a 17,000 mile African trek in search of a lost tribe, has been acquired by Matt Freed Productions for co-production by Freed and T. Frank Woods at Eagle-Lion Studios. The film was photographed by Dr. William B. Treutle and his wife, the former Eleanore C. Mitchell. . . . Phyllis Kirk has been signed by Herman Cohen, president of Abteon Pictures, to star in "River Beat," which is to be shot in London starting Aug. 27. This will be Miss Kirk's first picture since her leaving Warner Brothers where she was under contract. Donald Houston, who co-starred with Jean Simmons in "The Blue Lagoon," and is a fast rising star in Europe, has been signed to co-star. Guy Green has been set as the director. Exterior shooting will be done on the Thames River.

(*Continued on next page*)



Herbert J. Yates (left), president of Republic Pictures, and Bud Springsteen, director of Republic's "Geraldine," look on while John Carroll, the star, gets ready to cut his birthday cake on the set of the picture, "Geraldine."

Young Talent, Historical Subjects, Comedy Win Lewis Foster's Favor

By Richard Bernstein

"Wide screen and stereophonic sound are the promise of something exciting," said Director-Writer Lewis R. Foster during a luncheon interview at Paramount. "Movies are heading for a new technique. It will be closer to stage presentation and will have more realism; the drama will flow continuously," he ventured.

Foster has just finished work directing "Those Redheads From Seattle," for which he also wrote the screen play. He explained the film with: "it's more a musical comedy drama. The people are not typical of blood-and-thunder action yarns. They are a typical turn of the century family put against the rugged background of the Klondike. This is the first musical in 3-D, wide screen, stereophonic sound and Technicolor."

Introduces Teresa Brewer

The Pine and Thomas production also introduces Teresa Brewer, the young lady who was awarded a gold record for having recorded a song which sold over a million copies. Along with Miss Brewer in the film are the beauteous Rhonda Fleming, Gene Barry, the popular Bell Sisters, also noted recording stars, and Guy Mitchell, another recording star.

The director-writer thinks that Mitchell will become a big name in films, an opinion widely shared in Hollywood. Foster says of Mitchell: "he has sincerity and wholesomeness. He has the quality of honesty and simplicity. Audiences will look on him as 'a regular guy.'"

Foster, a man who knows all phases of movie-making, believes that a movie is a combination of elements, and when these elements all jell that makes the film a success.

Foster has a two-year contract with Pine and Thomas, with whom he has worked since 1947. He has worked on 22 of the "Dollar Bills" adventure dramas.

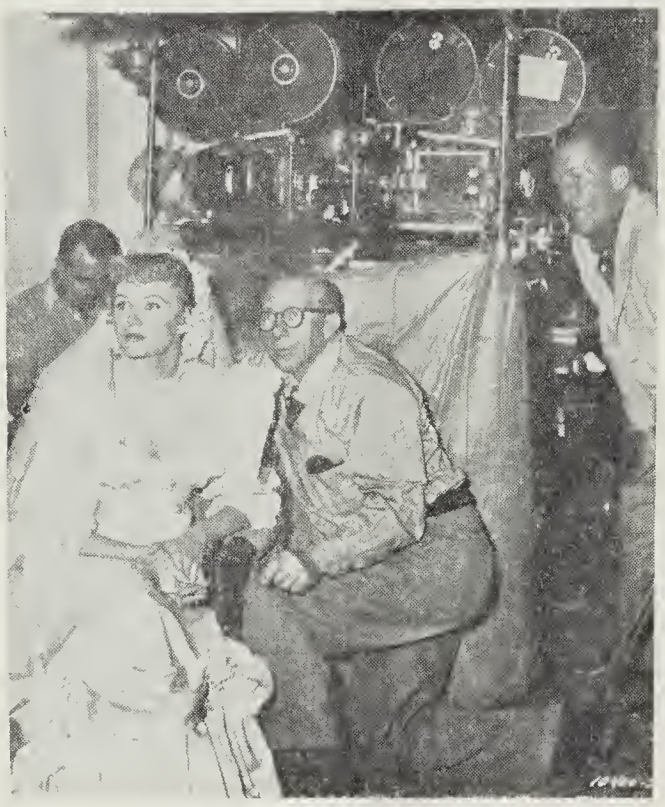
Likes Factual Films

He thinks that films should be factual. "Historically correct films educate as well as entertain," he said. "They also help visual education programs." In line with this statement, Foster is working on the script of "Sacajawea of the Shoshones," a story of the Lewis and Clark expedition, based on the novel by Della Gould Emmons. It is tentatively titled "Beyond The Blue Horizon."

The story will be told from the standpoint of the girl, who was an Indian counterpart of Florence Nightingale. She was the liberator of a whole nation of Indians.

In answer to the current question making the rounds: "Are stars important today?" Foster answered, "a good picture with a star name has a greater grossing potential than a film without a name. Good entertainment will make stars but stars alone will not make good entertainment without a good film."

In regard to the talent, Foster explained: "talent will find its own level." Director-writer Foster explained the advantage of his two-way capacity with, "the conception of the characters is the writer's and directing it you interpret what you intended."



On the set of Paramount's "Those Redheads From Seattle" are Lionel "Curly" Lindon, the first cinematographer to make 3-D pictures, star Rhonda Fleming and director Lewis R. Foster. In the background is the intricate 3-D camera.

"I have a comedy relief in every picture. It is a necessary part of each picture. I like to lighten the heavy moments with comedy," Foster stressed.

Foster left a poor-paying newspaper job in San Francisco and came to Hollywood, where he entered the film field as an extra. From here he went to work for Hal Roach Studio as a laborer, and next became a prop man, working on such hits as Harold Lloyd's "Safety Last."

Worked On Comedies

During the next six years he was a prop boy, assistant director, production assistant to F. Richard Jones, writer and director. He then wrote and directed dozens of comedies with Laurel and Hardy.

He also worked with Louise Fazenda, Alberta Vaughn, Karl Dane and George K. Arthur. When sound came in, he did the first talkies with Laurel and Hardy, hits like "Berth Marks" and "Sailor's Holiday."

He did second unit work on Paramount's "Lives of a Bengal Lancer" and "Eight Girls In A Boat." He stayed at Paramount writing scripts for a young producer named William Thomas.

He later went to Universal, where he wrote "Can't Help Singing" and "Hers to Hold" for Deanna Durbin.

Title Changes

Allied Artists: "**Mexican Manhunt**" is the new title for "Mexican Quest." (Stars George Brent; Lindsley Parsons produced). "**The Fighting Marshal**" is the new title for "Deputy Marshal." (Stars Wayne Morris and Virginia Grey; Vincent M. Fennelly produced).

HOLLYWOOD

(Continued from preceding page)

Herbert Klein has purchased the rights to Jack London's "Star Rover" and will produce and direct, shooting the film partly in Hollywood and partly on location in Europe. William Kozlenko will do the screen play from Klein's adaptation. Described as a "romance of reincarnation," the story covers three periods in time. Klein has left for Europe to complete production plans for Charles K. Feldman's "Son of Ruth," on which he is an associate. "Rover" will follow "Ruth" on Klein's schedule. His last picture as a director was Jack London's "The Fighter," for Alex Gottlieb.

* * *

M. L. Gunzburg, president of Natural Vision, announced the consummation of negotiations with Ivan Tors for the production of "Space Station, USA" in Natural Vision 3-D. Production goes Aug. 20 at Motion Picture Center. "Space Station, USA" is from an original story by Tors, screen play by Curt Siodmak. Four Natural Vision units have been at work recently on Edward Small's "Camel Corps" and Roadshow Productions' "Top Banana." . . . Jack L. Warner announced that negotiations have been completed with Edna Ferber, George Stevens and Henry Ginsberg for the production of Miss Ferber's best-selling novel, "Giant" for Warner Bros., to be made at the studio in the WarnerSuperScope process.

* * *

"Blow For A Landing," novel by Ben Lucien Burman, was bought by Universal-International, which will bring the Mississippi River story to the screen as a top production next year. Aaron Rosenberg has been assigned as producer. "Blow For A Landing" won the Southern Authors' prize as the most distinguished book of 1938 and its principal character, Willow Joe, has since been featured in Saturday Evening Post stories by Burman. U-I also at the same time bought a screen treatment by Peg Fenwick. . . . John Hodiak was signed by producer John Champion for the starring role in "Dragonfly Squadron," which goes before the camera next month for Allied Artists with Lesley Selander directing.

* * *

Hillary Brooke was set for the starring role in "Heat Wave," to be filmed in England by Exclusive Films Ltd., with Anthony Hinds as producer; Ken Hughes director and James Harvey, photographer. An American leading man to play opposite Miss Brooke is yet to be set. The cast will be otherwise British. . . . Edward Hope, who has been preparing the screen play of "The Long Grey Line" at Columbia, has been assigned by executive producer Jerry Wald to do a polish job on "The Pleasure Is All Mine."

* * *

Carl Dudley, Vistarama and Dudley Pictures Corp. president, announced completion of a deal with Warner Brothers Studios for the use of the Vistarama lenses. Warner Bros. are formulating production plans utilizing the Vistarama lenses with details to be announced in the near future. "Naturally we are pleased that Warner Brothers, pioneers in the field of sound and 3rd-dimensional pictures, have seen fit to use our lenses as they now enter the wide-screen field," said Dudley.

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Jan. 11th	5332	The Star of Texas	68	Wayne Morris, Rick Vallin
Jan. 18th	5222	Fangs of the Arctic	62	Kirby Grant
Jan. 25th	5308	Torpedo Alley	84	Mark Stevens, Dorothy Malone
Feb. 8th	5316	Tangier Incident	77	George Brent, Mari Aldon
Feb. 15th	5318	Jalopy	62	Leo Gorcey, Huntz Hall, Bernard Gorcey
Feb. 22nd	5302	Kansas Pacific (Cinecolor)	73	Sterling Hayden, Eve Miller
Mar. 8th	5326	White Lighting	61	Stanley Clements, Barbara Bestar
Mar. 22nd	5323	The Homesteaders	62	Wild Bill Elliott, Robert Lowrey, J. Seay
Mar. 29th	5303	Fort Vengeance (Cinecolor)	75	James Craig, Rita Moreno
Apr. 12th	5233	The Markman	61	Wayne Morris, Elena Verdugo
Apr. 19th	5329	Trail Blazers	64	Alan Hale, Jr.
Apr. 26th	5310	Cow Country	82	Edmond O'Brien, Helen Westcott
May 10th	5324	Rebel City	63	Wild Bill Elliott, Marjorie Lord
May 24th	5319	Loose In London	62	Leo Gorcey, Huntz Hall
May 31st	5311	Roar of the Crowd (Cinecolor)	71	Howard Duff, Helene Stanley
June 21st	5314	Safari Drums	....	Johnny Sheffield, Barbara Bestar
June 28th	5309	Son of Belle Star (Cinecolor)	70	Keith Larson, Peggie Castle
July 26th	3101	The Maze (3D, Natural Vision)	81	Richard Carlson, Veronica Hurst
Aug. 14th	5307	Affair in Monte Carlo (Technicolor)	75	Merle Oberon, Richard Todd

COLUMBIA

Dec.	505	Strange Fascination	80	Hugo Haas, Mona Barrie
Dec.	515	Eight Iron Men	80	Bonar Colleano, Arthur Franz
Dec.	513	Invasion U.S.A.	74	Gerald Mohr, Peggie Castle
Dec.	506	The Happy Time	94	Charles Boyer, Louis Jourdan, Marsha Hunt
Jan.	519	The Four Poster	103	Rex Harrison, Lilli Palmer
Jan.	516	The Pathfinder (Technicolor)	78	George Montgomery, Helena Carter
Feb.	511	Last of the Comanches (Technicolor)	85	Broderick Crawford, Barbara Hale
Feb.	517	Target Hong Kong	66	Richard Denning, Nancy Gates
Mar.	521	The Member of the Wedding	91	Ethel Waters, Julie Harris, Brandon DeWilde
Mar.	524	Prince of Pirates (Tech.)	80	John Derek, Barbara Rush
Mar.	534	All Ashore (Tech.)	80	Mickey Rooney, Peggy Ryan
Mar.	539	Savage Mutiny	73	Johnny Weismuller, Angela Stevens
Mar.	543	Five Angles on Murder	88	Jean Kent, Dick Bogarde
Apr.	541	The Glass Wall	80	Vittorio Gassman, Gloria Grahame
Apr.	537	Jack McCall, Desperado Tech.)	76	George Montgomery, Angela Stevens
Apr.	528	One Girl's Confession	74	Cleo Moore, Hugo Haas, Glenn Langan
Apr.	525	Problem Girls	70	Helen Walker, Ross Elliott, Susan Morrow
Apr.	547	Man in the Dark (3D)	70	Edmond O'Brien, Audrey Totter
May		Fort Ti (3D Technicolor)	78	George Montgomery, Joan Vohs
May	522	Ambush at Tomahawk Gap (Technicolor)	73	John Hodiak, John Derek
May	583	Serpent of the Nile (Technicolor)	81	Rhonda Fleming, William Lundigan
June	520	The Juggler	86	Kirk Douglas, Milly Vitale
June	544	Siren of Bagdad (Technicolor)	72	Paul Heinreid, Patricia Medina, Hans Conreid
June	529	The 49th Man	73	Richard Denning, Suzanne, Dalbert
July	553	Let's Do It Again	95	Jane Wyman, Ray Milland, Aldo Ray
July	535	The Last Posse	73	Broderick Crawford, John Derek, Wanda Hendrix
July	549	Flame of Calcutta	70	Denise Darcel, Patric Knowles
Aug.	.....	The 5000 Fingers of Dr. T. (Tech.)	88	Peter Lind Hayes, Mary Healy, Hans Conrad, Tommy Rettis
Aug.	.....	Cruisin' Down The River (Tech.)	81	Dick Haymes. Audrey Totter, Billy Daniels
Aug.	536	Mission Over Korea	86	John Hodiak, John Derek, Audrey Totter, Maureen O'Sullivan
Aug.	.....	Valley of the Headhunters	67	Johnny Weissmuller, Christine Larsen
Aug.	.....	The Stranger Wore A Gun (Tech.-3-D)	.....	Randolph Scott, Claire Trevor

Westerns

Jan.	571	Winning of the West	57	Gene Autry, Gail Davis, Smiley Burnette
Mar.	572	On Top of Old Smoky	59	Gene Autry, Gail Davis
May	574	Goldtown Ghost Riders	59	Gene Autry, Smiley Burnette
July	575	Pack Train	.....	Gene Autry, Smiley Burnette, Gail Davis

Release Date	Release No.	Production	Time (min.)	Cast

I. F. E.

American Dialogue

1952

	Les Miserables	110	Valentina Cortese, Gino Cervi
	Behind Closed Shutters	82	Eleanora Rossi-Drago, Massimo Girotti
	Bitter Rice	93	Silvana Mangano, Vittorio Gassman, Raf Vallone

1953

January	Anna	96	Silvana Mangano, Vittorio Gassman, Raf Vallone
May	O. K. Nero	88	Silvana Pampanini, Gino Cervi, Walter Chiari
May	The Secret Conclave	80	Henry Vidon
June	The Young Caruso	77	Gina Lollobrigida, Voice of Mario Del Monaco
June	Three Girls From Rome	85	Lucia Bose, Cosetta Greco, Liliana Bonfatti

Subtitled (English)—Italian Dialogue

1952

	Mill On The Po	96	Carla Del Poggio, Jacques Sernas
	Under The Olive Tree	104	Lucia Bose, Folco Lulli, Raf Vallone
	Miss Italia	90	Constance Dowling, Gina Lollobrigida, Richard Ney
	Path Of Hope	101	Raf Vallone, Elena Varzi

1953

January	The White Line	75	Gina Lollobrigida, Raf Vallone
January	Man With Grey Gloves	102	Mario Del Monaco, Annette Bach
May (Pre-release)	Little World of Don Camillo	96	Fernandel, Gino Cervi
May (Pre-release)	Bellissima	108	Anna Magnani, Walter Chiari

LIPPERT PRODUCTIONS

Jan. 16th	5206	I'll Get You	79	George Raft, Sally Gray
Feb. 13th	5207	The Tall Texan	84	Lloyd Bridges, Lee J. Cobb, Marie Windsor, Luther Adler
Mar. 13th	5220	A Day in the Country	15	3-Dimension Featurette
Mar. 20th	5214	Perils of the Jungle	63	Clyde Beatty
Mar. 27th	5224	White Goddess	73	Jon Hall
Apr. 10th	5211	Bad Blonde	80	Barbara Payton, Tony Wright
Apr. 17th	5213	Bachelor in Paris	83	Dennis Price, Anne Vernon, Mischa Auer
May 1st	5227	College Capers	15	3-Dimension Featurette
May 15th	5217	Twilight Women	89	Freda Jackson, Rene Ray, Lois Maxwell
May 22nd	5215	Ali Baba Nights (Re-Release)	76	Anna May Wong
May 29th	5218	The Slasher	75	James Kenney, Joan Collins
June 5th	5205	Johnny, the Giant Killer (Technicolor)	70	Animated Cartoon Feature
June 12th	5228	Ghost Ship	69	Hazel Court, Dermot Walsh
July 1st	5229	Eyes of the Jungle	79	Jon Hall
July 17th	5221	Great Jesse James Raid (Ansccolor)	.....	Willard Parker, Barbara Payton, Tom Neal, Wallace Ford

METRO-GOLDWYN-MAYER

1952-53

Dec.	311	Sky Full of Moon	73	Carleton Carpenter, Jan Sterling
	312	Million Dollar Mermaid (Technicolor)	110	Esther Williams, Victor Mature
Jan.	313	Above and Beyond	122	Robert Taylor, Eleanor Parker
	314	The Desperate Search	71	Howard Keel, Jane Greer
	315	The Bad and the Beautiful	118	Lana Turner, Kirk Douglas, Dick Powell
	316	The Clown	91	Red Skelton, Jane Greer
Feb.	307	Ivanhoe (Technicolor)	106	Robert Taylor, Elizabeth Taylor
	318	The Naked Spur (Technicolor)	94	James Stewart, Robert Ryan
	320	Rogue's March	83	Peter Lawford, Richard Greene
	317	Jeopardy	69	Barbara Stanwyck, Barry Sullivan
Mar.	323	I Love Melvin (Technicolor)	77	Donald O'Connor, Debbie Reynolds
	322	Confidentially Connie	71	Van Johnson, Janet Leigh
	321	Battle Circus	90	Humphrey Bogart, June Allyson
	328	The Girl Who Had Everything	69	Elizabeth Taylor, Fernando Lamas, William Powell
Apr.	324	Sombrero (Technicolor)	103	Ricardo Montalban, Pier Angeli
	325	Small Town Girl (Technicolor)	93	Jane Powell, Farley Granger
	329	Code Two	69	Sally Forrest, Ralph Meeker, Keenan Wynn
	326	Bright Road	69	Dorothy Dandridge, Robert Horton, Harry Belafonte
May	330	Cry of the Hunted	80	Vittorio Gassman, Polly Bergen
	327	Never Let Me Go	94	Clark Gable, Gene Tierney
	332	Fast Company	68	Howard Keel, Polly Bergen
	331	Remains To Be Seen	89	June Allyson, Van Johnson
	333	Young Bess (Tech.)	112	Jean Simmons, Stewart Granger, Deborah Kerr
June	334	A Slight Case of Larceny	71	Mickey Rooney, Eddie Bracken

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
	337	Arena—(Color-3D)	71	Gig Young, Polly Bergen
	336	Scandal at Scourie (Technicolor)	90	Greer Garson, Walter Pidgeon
	335	Dream Wife	99	Cary Grant, Deborah Kerr
	338	The Story of 3 Loves	122	All Star

PARAMOUNT

1952-53

December	5207	The Blazing Forest (Technicolor)	90	John Payne, Susan Morrow
December	5208	Cleopatra	104	Claudette Colbert, Henry Wilcoxon
January	5209	Road to Bali (Technicolor)	91	Bing Crosby, Bob Hope, Dorothy Lamour
January	5210	Thunder In The East	98	Alan Ladd, Deborah Kerr
January	5211	Tropic Zone (Technicolor)	94	Ronald Reagon, Rhonda Fleming
February	5212	The Stooge	100	Dean Martin, Jerry Lewis
March	5213	Come Back Little Sheba (Special pre-release engagements only)	99	Burt Lancaster, Shirley Booth
March	5214	The Stars Are Singing (Technicolor)	99	Anna Maria Alberghetti, Rosemary Clooney, Lauritz Melchior.
April	5215	The Girls of Pleasure Island (Technicolor)	95	Don Taylor, Leo Genn, Elsa Lanchester
April	5216	Off Limits	89	Bob Hope, Mickey Rooney, Marilyn Maxwell
May	5217	Pony Express (Technicolor)	101	Charlton Heston, Rhonda Fleming, Forrest Tucker, Jan Sterling
May	5129	The Greatest Show on Earth (Technicolor) (Academy Award Release)	153	Betty Hutton, Charlton Heston, Dorothy Lamour, James Stewart, Cornel Wilde, Gloria Grahame
May	5230	Sangaree (Technicolor) (3-D & Conventional)	94	Fernando Lamas, Arlene Dahl, Patricia Medina
June	5220	Jamaica Run (Technicolor)	92	Ray Milland, Arlene Dahl
June	5221	The Vanquished (Technicolor)	84	John Payne, Coleen Gray, Lyle Bettger, Jan Sterling, Willard Parker
June	5222	Scared Stiff	108	Dean Martin, Jerry Lewis, Lizabeth Scott, Carmen Miranda
July	5223	Houdini (Techuicolor)	106	Tony Curtis, Janet Leigh
July	5224	Stalag 17	120	William Holden, Don Taylor, Otto Preminger
Aug.	5225	Shane (Technicolor)	117	Alan Ladd, Jean Arthur, Van Heflin, Brandon de Wilde
Aug.	5227	Arrowhead (Technicolor)	105	Charlton Heston, Jack Palance, Mary Sinclair
Sept.	5301	Roman Holiday	119	Gregory Peck, Audrey Hepburn
Sept.	5302	The Caddy	95	Dean Martin, Jerry Lewis, Donna Reed
Oct.	5303	The War of the Worlds (Technicolor)	85	Gene Barry, Ann Robinson
Oct.	5304	Little Boy Lost	95	Bing Crosby, Nicole Maurey, Christian Fourcade, Claude Dauphin

RKO-RADIO

Dec.	306	Captive Women	64	Robert Clarke, Margaret Field
Dec.	307	The Pirate Blackbeard) (Technicolor)	98	Robert Newton, Linda Darnell
Dec.	351	Hans Christian Andersen (Technicolor)	112	Danny Kaye, Jeanmaire, Farley Grainger
Jan.	368	Androcles and the Lion	98	Jean Simmons, Victor Mature
Jan.	371	Never Wave at a Wac	87	Rosalind Russell, Paul Douglas
Jan.	313	No Time for Flowers	83	Viveca Lindfors, Paul Christian
Feb.	392	Peter Pan (Tech.)	76	Special Pre-release
Feb.	312	Angel Face	93	Jean Simmons, Robert Mitchum
Feb.	315	Sword of Venus	73	Robert Clarke, Catherine McLeod
Mar.	314	The Hitch-Hiker	71	Edmond O'Brien, Frank Lovejoy
Mar.	387	Fort Apache (Re-issue)	128	John Wayne, Shirley Temple
Mar.	388	Blood on the Moon (Re-issue)	88	Robert Mitchum, Barbara Bel Gedde
April	316	Count the Hours	74	Teresa Wright, MacDonald Carey
April	317	Port Sinister	65	James Warren, Lynne Roberts
May	318	Split Second	85	Stephen McNally, Jan Sterling
May	320	Sea Devils (Technicolor)	91	Yvonne DeCarlo, Rock Hudson
May	321	Below the Sahara (Technicolor)	65	Armand and Mickey Denis
May		Louisiana Territory (Color-3D)		Val Winter, Leo Zinser
June	323	Affair With a Stranger (Technicolor)	87 65	Jean Simmons, Victor Mature
June	324	Tarzan and the She-Devil	76	Lex Barker, Joyce MacKenzie
July		Arizona Outpost (Tech.) (3D, Natural Vision)		Dale Robertson, Virginia Mayo
July		Second Chance (3D, Technicolor)		Robert Mitchum, Linda Darnell
July		The Sea Around Us (Color)	61	Documentary

Release Date	Release No.	Production	Time (min.)	Cast

REALART

Dec.	——	Inside Job (Re-issue)	65	Alan Curtis, Ann Rutherford, Preston Foster
Dec.	——	Mug Town (Re-issue)	60	Dead End Kids, Little Tough Guys
Dec.	——	My Death Is A Mockery	67	Donald Huston, Katherine Byron
Dec.	——	Wide Boy	66	Susan Shaw, Sidney Tafler
Jan.	——	The Vanishing Body (formerly The Black Cat) (Reissue)	65	Boris Karloff, Bela Lugosi
Jan.	.....	Calling Mr. Death (Reissue)	63	Lon Chaney, J. Carrol Naish
Jan.	.....	Missing Head (formerly Strange Confession) (Reissue)	62	Lon Chaney, Brenda Joyce
Feb.	.....	Mr. Pip (Reissue)	101	Warren Hull, Phillips Holmes
Feb.	——	The House of the 7 Gables (Reissue)	97	George Sanders, Vincent Price, Margaret Lindsay
Feb.	.....	Johnny Comes Marching Home (Reissue)	74	Donald O'Connor, Allan Jones
Feb.	.....	Private Buckaroo (Reissue)	68	Harry James
Feb.	.....	Admiral Was A Lady	.....	Wanda Hendrix, Edmond O'Brien
Mar.	.....	Dark Streets of Cairo (Re-issue)	59	Sigrid Gurie, George Zucco
		Chinatown Squad (Re-issue)	66	Valarie Hobson, Lyle Talbot
		Salome, Where She Danced (Re-issue) (Technicolor)	97	Yvonne DeCarlo, Rod Cameron
		In Society (Re-issue)	83	Bud Abbott, Lou Costello
April	.....	Flying Saucer (Re-issue)	69	Mikel Conrad, Pat Garrison
		The Atomic Monster (Re-issue) (Formerly "The Man Made Monster")	65	Lon Chaney, Lionel Atwill
May	.....	Tiger Island (Re-issue)	72	Charles Bickford, Elizabeth Young
		Strange Conquest (Re-issue)	64	Jane Wyatt, Julie Bishop

REPUBLIC

Jan. 1st	5202	Ride The Man Down (Trucolor)	90	Brian Donlevy, Forrest Tucker, Rod Cameron, Ella Raines
Feb. 1st	5241	Marshal of Cedar Rock	54	Allan "Rocky" Lane, Eddy Waller, Phyllis Coates
Feb. 15th	5203	San Antone	90	Rod Cameron, Arleen Whelan, Forrest Tucker, Katy Jurado
Feb. 25th	5146	Old Overland Trail	60	Rex Allen, Roy Barcroft, Virginia Hall
Mar. 20th	5204	Woman They Almost Lynched	90	John Lund, Brian Donlevy, Audrey Totter, Joan Leslie
Mar. 30th	5205	The Lady Wants Mink (Trucolor)	92	Ruth Hussey, Dennis O'Keefe, Eve Arden
Apr. 5th	5206	A Perilous Journey	90	Vera Ralston, David Brian, Scott Brady
Apr. 28th	5207	Fair Wind To Java	92	Fred MacMurray, Vera Ralston, Robert Douglas, Victor McLaglen
May 2nd	5208	The Sun Shines Bright	90	Charles Winninger, Arleen Whelan, John Russell
May 8th	5231	Iron Mountain Trail	54	Rex Allen, Slim Pickens
May 15th	5242	Savage Frontier	54	Allan "Rocky" Lane, Eddy Waller, Bob Steele
June 12th	5209	City That Never Sleeps	90	Gig Young, Mala Powers, Edward Arnold, Marie Windsor
July 15th	5210	Sweethearts On Parade	90	Ray Middleton, Lucille Norman, Eileen Christy, Bill Shirley, Estelita
July 20th	5232	Down Laredo Way	.....	Rex Allen, Slim Pickens, Doris Drake
Aug. 8th	5243	Bandits Of The West	.....	Allan "Rocky" Lane, Eddy Waller, Cathy Downs
Aug. 15th	.....	Champ For A Day	.....	Alex Nicol, Audrey Totter, Charles Winninger, Hope Emerson

TWENTIETH CENTURY-FOX

1953

Jan.	301	My Cousin Rachel	98	Olivia De Havilland, Richard Burton, John Sutton
Jan.	302	The I Don't Care Girl (Technicolor)	78	Mitzi Gaynor, David Wayne, Oscar Levant, Dennis Day
Jan.	303	Ruby Gentry	82	Jennifer Jones, Charlton Heston
Jan.	304	Thief of Venice	91	Maria Montez, Faye Marlowe, Paul Christon
Jan.	348	The Gunfighter (Re-Release)	84	Gregory Peck, Helen Westcott
Jan.	349	Yellow Sky (Re-Release)	98	Gregory Peck, Anne Baxter, Richard Widmark
Feb.	305	Taxi	77	Dan Dailey, Constance Smith
Feb.	306	Niagara (Technicolor)	89	Marilyn Monroe, Joseph Cotten, Jean Peters

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
Feb.	308	Treasure of the Golden Condor (Technicolor)	93	Cornel Wilde, Constance Smith
Feb.	309	The Silver Whip	73	Dale Robertson, Rory Calhoun, Robert Wagner
Feb.	316	The Star	89	Bette Davis, Sterling Hayden
Mar.	305	Taxi	77	Dan Dailey, Constance Smith
		Down Among the Sheltering Palms (Technicolor)	87	Mitzi Gaynor, William Lundigan, Jane Greer, David Wayne
Mar.	313	Destination Gobi (Tech.)	89	Richard Widmark, Judy Dan
Mar.	350	Call of the Wild (Re-release)	81	Clark Gable, Loretta Young
Mar.	351	My Darling Clementine (Re-release)	97	Henry Fonda, Linda Darnell, Victor Mature, Walter Brennan
April	312	The President's Lady	96	Susan Hayward, Charlton Heston, Fay Bainter
April	311	Call Me Madam (Tech.)	114	Ethel Merman, Donald O'Connor
Apr.	310	Tonight We Sing (Tech.)	109	David Wayne, Ezio Pinza, Roberta Peters
May	318	Titanic	98	Clifton Webb, Barbara Stanwyck, Robert Wagner
May	315	Man On a Tightrope	105	Fredric March, Terry Moore, Gloria Grahame, Cameron Mitchell
May	314	Invaders From Mars (Cinecolor)	78	Helene Carter, Arthur Branz, Jimmy Hunt
May	319	The Desert Rats	88	Richard Burton, Robert Newton
May	352	Gentleman's Agreement (Re-release)	118	Gregory Peck, Dorothy McGuire, Celeste Holm
May	353	Snake Pit (Re-release)	108	Olivia deHavilland, Mark Stevens
June	320	The Girl Next Door (Tech.)	92	Dan Dailey, June Haver, Dennis Day
June	321	Powder River (Tech.)	78	Rory Calhoun, Corinne Calvet, Cameron Mitchell
June	322	Pickup On South Street	80	Richard Widmark, Jean Peters, Thelma Ritter
July		White Witch Doctor (Tech.)	96	Susan Hayward, Robert Mitchum
July		The Glory Brigade	82	Victor Mature
July		The Farmer Takes a Wife (Tech.)	81	Betty Grable, Dale Robertson ,Thelma Ritter, John Carroll
July		The Kid From Left Field	80	Dan Dailey, Anne Bancroft
July		Road House (re issue)	95	Richard Widmark, Ida Lupino, Cornel Wilde
July		Kiss of Death (re issue)	99	Richard Widmark, Victor Mature, Brian Donlevy
Aug.		Inferno (3-D and Technicolor)	83	Robert Ryan, Rhonda Fleming, William Lundigan
Aug.		Gentlemen Prefer Blondes (Technicolor)	91	Jane Russell, Marilyn Monroe, Charles Coburn
Aug.		Dangerous Crossing	75	Jeanne Crain, Michael Rennie
Aug.		C. S. Forester's Sailor of the King	83	Jeffrey Hunter, Michael Rennie, Wendy Hiller

UNITED ARTISTS

Jan. 16th	NO RELEASE NUMBERS	Kansas City Confidential	98	John Payne, Coleen Gray, Preston Foster
Jan. 23rd		Guerrilla Girl	81	Helmut Dantine, Marianna
Jan. 30th		Luxury Girls	96	Susan Stephen, Anna Maria Ferrer
Feb. 6th		Limelight	140	Charles Chaplin, Claire Bloom, Nigel Bruce
Feb. 18th		Magnetic Monster	75	Richard Carlson, Jean Byron
Feb. 27th		Bandits of Corsica	81	Richard Greene, Paula Raymond
Mar. 6th		Moulin Rouge (Technicolor)	118	Jose Ferrer, Zsa Zsa Gabor, Colette Marchand
Mar. 13th		Bwana Devil (3-D Color)	85	Robert Stack, Barbara Britton
Mar. 27th		Son of the Renegade	57	John Carpenter, Lori Irving
Apr. 15th		Love Happy (Re-release)	85	Marx Bros.
Apr. 15th		Africa Screams (Re-release)	79	Bud Abbott, Lou Costello, Hillary Brooke
Apr. 22th		The Assassin	90	Richard Todd, Eva Bartok
April 28th		"Mahatma Ghandi—Twentieth Century Prophet"	81	Documentary Narrated By Quentin Reynolds
May 8th		That Man From Tangier	88	Nils Asther, Nancy Coleman
May 15th		"Shoot First"	88	Joel McCrea, Evelyn Keyes
May 15th		"Phantom From Space"	72	Ted Cooper, Rudolph Anders, Noreen Nash
May 27th		Raiders of the Seven Seas	88	John Payne, Donna Reed
June 5th		Volcano	106	Anna Magnani, Geraldine Brooks
June 10th		The Twonky	72	Hans Conried, Gloria Blondell
June 12th		Genghis Khan	78	Elvira Reyes, Lou Salvador
June 19th		The Neanderthal Man	78	Robert Shane, Dorris Merrick
June 26th		The Marshal's Daughter	71	Laurie Anders, Ken Murray
July 10th		Return To Paradise	103	Gary Cooper, Roberta Haynes
July 15th		Fort Algiers	78	Yvonne de Carlo, Carlos Thompson
July 17th		The Moon Is Blue	99	William Holden, Maggie McNamara
July 22nd		My Heart Goes Crazy	78	Sid Fields, Greta Gynt
July 24th		Gun Belt	77	Geo. Montgomery, Tab Hunter, Helen Westcott
July 30th		No Escape	76	Lew Ayres, Sonny Tufts, Marjorie Steele
July 31st		Vice Squad	87	Edward G. Robinson, Paulette Goddard
Aug. 7th		Melba	113	Patrice Munsel, Robert Morley
Aug. 12th		Captain Scarlett	....	Richard Greene, Leonora Amar
Aug. 14th		I, the Jury	87	Biff Elliot, Peggy Castle
Aug. 21st		The Gay Adventure	82	Burgess Meredith, Paula Valenska
Aug. 28th		War Paint	89	Robert Stack, Joan Taylor

UNIVERSAL

1952-53

Jan.	306	The Lawless Breed (Technicolor)	83	Rock Hudson, Julia Adams, Mary Castle
Jan.	307	Meet Me at the Fair (Technicolor)	87	Dan Dailey, Diana Lynn, Hugh O'Brien
Jan.	309	The Redhead from Wyoming (Technicolor	80	Maureen O'Hara, Alex Nicol, Robert Strauss
Feb.	310	The Mississippi Gambler (Technicolor)	98	Tyrone Power, Piper Laurie, Julia Adams
Feb.	311	Girls in the Night	83	Patricia Hardy, Harvey Lembeck, Glenda Farrell
March	308	City Beneath the Sea (Technicolor)	87	Robert Ryan, Susan Ball, Anthony Quinn
March	312	Gunsmoke (Technicolor)	79	Audie Murphy, Susan Cabot, Paul Kelly
March	313	Seminole (Technicolor)	86	Rock Hudson, Barbara Hale, Anthony Quinn
Apr.	314	Ma and Pa Kettle on Vacation	75	Marjorie Main, Percy Kilbride
Apr.	315	Desert Legion (Technicolor)	86	Alan Ladd, Richard Conte, Arlene Dahl
Apr.	316	Abbott and Costello Go To Mars	77	Bud Abbott, Lou Costello, Mari Blanchard
May	317	The Lone Hand (Technicolor)	79½	Joel McCrea, Barbara Hale, Alex Nicol
May	318	Law and Order (Technicolor)	80	Ronald Reagan, Dorothy Malone, Preston Foster
May	319	It Happens Every Thursday	80	Loretta Young, John Forsythe
June	320	Column South (Technicolor)	84	Audie Murphy, Joan Evans , Robert Sterling, Ray Collins
June	321	Take Me To Town (Technicolor)	81	Ann Sheridan, Sterling Hayden
June	322	It Came From Outer Space (3D)	82	Richard Carlson, Barbara Rush
June	323	A Queen Is Crowned (Technicolor)	66	Narrated by Sir Laurence Olivier
July	325	All I Desire	79½	Barbara Stanwyck, Richard Carlson
July	324	Frances Covers the Big Town	86	Donald O'Connor, Nancy Guild
July	326	The Great Sioux Uprising	80	Jeff Chandler, Faith Domergue
Aug.	327	Thunder Bay	102	James Stewart, Joanne Dru, Gilbert Roland, Dan Duryea
Aug.	328	The Man From The Alamo	79	Glenn Ford, Julia Adams
Aug.	329	Abbott and Costello Meet Dr. Jekyll and Mr. Hyde	77	Bud Abbott, Lou Costello, Boris Karloff

WARNER BROS.-FIRST NATIONAL

1952-53

Jan. 3rd	209	April in Paris (Technicolor)	101	Doris Day, Ray Bolger
Jan. 17th	210	Stop, You're Killing Me (Warnercolor)	86	Broderick Crawford, Claire Trevor
Jan. 31st	211	The Man Behind the Gun (Technicolor)	82	Randolph Scott, Patrice Wymore
Feb. 14th	212	The Jazz Singer (Technicolor)	107	Danny Thomas, Peggy Lee
Feb. 28th	213	I Confess	95	Montgomery Clift, Anne Baxter
Mar. 14th	214	She's Back on Broadway (Warnercolor)	95	Virginia Mayo, Gene Nelson
Mar. 28th	215	The Blue Gardenia	90	Anne Baxter, Richard Conte
Apr. 4th	216	Trouble Along The Way	110	John Wayne, Donna Reed, Charles Coburn
Apr. 18th	217	The System	90	Frank Lovejoy, Joan Weldon
Apr. 25th	218	The House of Wax (Warnercolor-3D-Natural Vision	88	Vincent Price, Phyllis Kirk, Frank Lovejoy
May 2nd	219	By the Light of the Silvery Moon (Tech.)	102	Doris Day, Gordon MacRae
May 30th	220	The Desert Song (Technicolor)	110	Kathryn Grayson, Gordon MacRae
June 13th	221	The Beast From 20,000 Fathoms	80	Paul Christian, Paula Raymond
June 27th	222	South Sea Woman	99	Burt Lancaster, Virginia Mayo
July 11th	223	The Charge at Feather River	96	Guy Madison, Frank Lovejoy, Helen Westcott

THE AMERICAN PUBLIC CHOOSES



ASCAP MUSIC

More than 50 million people are reported to have heard Mary Martin and Ethel Merman sing a cavalcade of American songs on the great "Ford 50th Anniversary Show." Critics and public alike agreed that this act was the high spot of the show. Their medley of songs, all written by ASCAP members, were rated as an all-time Hit Parade.

As a result of many requests, ASCAP now is offering complimentary a listing of hit tunes which America has sung and played throughout the past 35 years and which are available under an ASCAP license. It is the Society's sincere hope that this booklet will serve as a ready reference source of program material for television and radio broadcasters, advertising agencies, theatre exhibitors, and all those engaged in entertaining the American public.

Although this listing contains only a very small portion of the Society's vast repertory, we believe that it should make it possible for those in the entertainment field to discover more ways in which their ASCAP license can help them to make greater profits.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

OMISSION PRICES RISE AS REPEAL DRIVE CONTINUES

RADE PRACTICES REPORT CHEDULED FOR ALLIED STUDY

EMASCOPE LENS PRICE CUT

NEW FOX SOUND HEAD DEMONSTRATED

ELEMETER FILM SHOWINGS BEGIN IN NOVEMBER

BROAD ADVANCES CONTEMPLATED FOR SW'S CINERAMA

ALLANTYNE "PACKAGE" HAILED BY ENGINEERS

REVIEWS
pages 28, 29

32, No. 3 AUGUST 22, 1953

ered as second class matter October 25, 1946, at the t Office at New York, N. Y., under the act of March 879. Published Biweekly by The ITOA Independent, 1515 Broadway, New York 36, New York. Sub-ption price $2.00 a Year, Single copy 10 cents.

WHAT PRICE REDUCTION!

NOW that the heat of the tax campaign has subsided following the Presidential veto, the industry is taking a brief respite before it once again picks up the cudgels for repeal.

The President has indicated that he favors partial relief and that he will recommend a reduction of all excise taxes generally in January. We don't believe that tax reduction will solve the industry's problems. We must continue the fight for tax repeal—and we believe that COMPO will continue the good fight it started by demanding complete elimination of this discriminatory tax. It's a big job and will require a great deal of effort. The industry is entitled to a 100 cent dollar.

Foes of tax repeal emphasized that it was unfair

(See Page 3)

"EVERYBODY'S GETTING ABOARD THE BAND WAGON!"



"SEE FOR YOURSELF!"

Below are the FIRST TWO of M-G-M's nationwide Trade Shows. Details next week. Watch for others. Enter the "Lucky Seven" Showmanship Contests. Ask for the Contest Booklet. Never before has any company ever had for consecutive release such a group of giant entertainments. **AND THEY'RE ALL IN COLOR:**

Mighty African Adventure!

"MOGAMBO" *(Tech.)*

Clark Gable, Ava Gardner

In most Exchange Centers Trade Show:

SEPT. 14th

Territorial Screenings to follow immediately thereafter

•

Action Tops!

"FORT BRAVO" *(Ansco)*

William Holden, Eleanor Parker, John Forsythe

•

Broadway Musical Smash!

"KISS ME KATE" *(Ansco)*

Kathryn Grayson, Howard Keel

•

Spectacle! Drama! Romance!

"ALL THE BROTHERS WERE VALIANT" *(Tech.)*

Robert Taylor, Stewart Granger, Ann Blyth

High, Wide, Handsome!

"TAKE THE HIGH GROUND!" *(Ansco)*

Richard Widmark, Karl Malden, Elaine Stewart

In most Exchange Centers Trade Show:

SEPT. 15th

Territorial Screenings to follow immediately thereafter

•

Big Holiday Musical!

"EASY TO LOVE" *(Tech.)*

Esther Williams, Van Johnson, Tony Martin

•

Dramatic Sensation!

"TORCH SONG" *(Tech.)*

Joan Crawford, Michael Wilding

•

Comedy of the Year!

"THE LONG, LONG TRAILER" *(Ansco)*

Lucille Ball, Desi Arnaz

August 22, 1953
Vol. 32 No. 3

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

to single out the movie industry for relief from the admissions tax. The Charlotte Observer, in an August 8th editorial, answered, "But wasn't it unfair to single out this industry in the first place for a discriminatory tax?" And that is our answer—the entire tax must go!

This brings us to another point. Representatives from all sections of the industry will participate in the COMPO meeting early next month. We have no doubt that both the outright and conditional approvals given to COMPO will be renewed, but COMPO needs more than lip service.

COMPO has shown that it is the most efficient means of co-ordinating an all-industry effort and we must give it the sinews with which to carry on the task. It will need finances to complete a job that many believed impossible of fulfillment. It is incumbent upon all exhibitor associations, once COMPO renews its plea for funds, to emphasize the importance of the COMPO effort—and it is the obligation of all exhibitors across the nation to participate. On the basis of what has taken place, we believe they all will.

Editorial Orchids

Last week, 20th-Fox unveiled its new four track-single film, magnetic sound head for use with CinemaScope in an impressive demonstration at the company's home office.

It leaves no question that stereophonic sound *on one film strip* will ultimately become standard for the industry eliminating the need for the magnetic reproducer and the handling and shipping of separate sound track, aside from the huge savings in raw stock.

Here then is another important technological development brought to quick fruition to heighten the entertainment value of the medium.

* * *

Technicolor, Inc., rates an editorial bow for its timely announcement of a voluntary price reduction at a time that the industry needs it most. It is estimated that the price cuts will represent a savings of $1,800,000 annually, an appreciable sum in a period of rising prices. Other industry suppliers and manufacturers might well consider this action and let it serve as a pattern for their own operations.

* * *

The time has come to stop singing industry swan songs. Just take a look at the outstanding success of Columbia's "From Here to Eternity," which set an *all-time world's record* for any straight motion picture house in its first week at New York's Capitol Theatre with a gross of $171,674.

We feel that all motion picture people can share in the gratification caused by the success of this fine film. It is truly an important industry event. It furnishes evidence that ours is an industry with its future before it. You'll forgive us if we repeat Nicholas M. Schenck's timeless remark, "There's nothing wrong with the motion picture business that good pictures won't cure."

* * *

Every once in a while the industry is blessed by the appearance of a performer who possesses that intangible something known as "star quality." Its essence is found more in personality rather than in acting ability, and it supplies the glamour which is our chief commodity. Unfortunately, the talented young people who flock to Hollywood only rarely possess this quality, but we feel certain that we witnessed it the day we saw Audrey Hepburn's performance in "Roman Holiday," her first film. Along with beauty and talent, Miss Hepburn has that spark which brings to mind all the other great names sprinkled with star dust which brought audiences to the theatres. The past year saw the phenomenal success of Marilyn Monroe, another performer who possesses an electricity that wows an audience. Our nominee for this year — Audrey Hepburn.

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Admission Prices Rise, Repeal Drive Goes On

A trend toward higher admission prices was in the making this week at numerous theatres throughout the nation as exhibition girded itself for continued operation under the burden of the 20 percent Federal box office tax.

Independents, circuits and exhibitor organizations alike came out for price increases now in order to make up for revenue that would have been gained had the Mason tax repeal bill been passed by President Eisenhower.

A study of alternative measures that can be taken to obtain removal of the 20 percent tax is now being made by Pat McGee and Col. H. A. Cole, co-chairmen of the COMPO tax committee, according to Robert W. Coyne, special counsel. Coyne said that these proposals would be placed before the COMPO board of directors when it meets in mid-September.

Requests Government Economy

Beardsley Ruml, author of the pay-as-you-go tax collection plan, asked that Government economy be substituted for theatre admission taxes, television and most other excise taxes.

Ruml told the House Ways and Means Committee, currently studying the entire Federal revenue structure, that in the excise field only the taxes on tobacco, alcoholic beverages and gasoline should be retained.

Coyne added that "no doubt some" of the proposals would be recommended for action by the board. Exact date of the session is to be set when Al Lichtman, Sam Pinanski and Trueman Rembusch, COMPO triumvirate meet "within the next couple of weeks" to decide on the final date.

The board's most important business will be to decide on a policy to continue the tax fight, Coyne asserted. He added that "there is every reason to believe that total tax relief is not out of sight."

The industry would probably not settle for the expected 10 percent relief, he noted. Also, he predicted that Congress "will be of the same mind" when it meets next year as it was when it overwhelmingly passed the Mason Bill this year.

Discussed In Newsreels

Cong. Daniel A. Reed (R., N. Y.) chairman of the House Ways and Means Committee, and Cong. Leo Allen (R., Ill.) chairman of the House Rules Committee will make brief newsreel appearances on the Tax Relief Campaign.

Reed will appear in all newsreels to be issued Aug. 20. Allen will appear in those issued Aug. 24. Saturation screenings of these newsreel issues are anticipated in New York and Washington on Reed; and Illinois and Washington on Allen.

In San Francisco, Rotus Harvey, president of Western Theatre Owners, wrote that "every theatre in the U. S. that is losing money should be closed now and kept closed until we get the tax removed." His comments were contained in his column of the "Exhibitors Digest," in which he added, "closed theatres will get the support of every community and 10,000 closed theatres might even convince our President."

Harvey recommended that when a theatre is closed, a telegram should be sent to the President stating the name of the theatre, the number of employes, annual payroll, amount of taxes paid to city, county and state and the amount of investment lost. "Desperate times call for drastic action," he declared.

A raise in admission prices to compensate for the revenue that would have been gained by passage of the Mason Bill was declared "good sense now" for members by Robert Wile, executive secretary of Independent Theatre Owners of Ohio, in an organization bulletin. Wile said that the price rise would show that exhibitors really need the extra money to combat mounting costs.

He advocated also that exhibitors run a trailer explaining to their customers the need for extra fees. The trailer would show that had the President signed the bill, the price rise would not have been needed.

Explanations Urged

Also, Wile urged exhibitors to explain that this was actually the first boost benefitting the theatres, the others having been necessitated by increased taxes.

Wile stated that first run theatres are going to raise their prices in many cities because it has been proven that the public will pay extra money to see good films.

He warned against the constant shifting of prices, but said that if exhibitors raised their rates and stuck to the new level, their "patrons will not resent it so much."

From the Delft and Affiliated Theatres of Wisconsin and Michigan came word that they were raising prices although they felt sorry that "it is necessary to place the burden of the admission tax upon the customer." However, they stated that it was impossible to "maintain the high standard of entertainment" and "at the same time, absorb the tax."

The chain noted that it would reduce its prices when the "government sees fit to eliminate a tax so drastic that it impairs our operation and success." In a letter sent to all theatre owners and circuits in its vicinity it urged them to write to the President expressing objections to his veto of the measure.

Later Reduction Promised

Further support for the move to increase prices came at a meeting of the board of directors of the Texas Drive-In Theatre Owners Association. Urging for the price advances was Preston Smith, president of the association and head of Smith Theatres.

Current admission prices for children came in for a blast from Leo F. Wolcott, chairman of the board of Allied Independent Theatre Owners of Iowa, Nebraska, South Dakota and Mid-Central.

Wolcott termed the prices "ridiculously low" and said he was raising them from 10 to 25 cents along with the raise in adult admissions from 45 to 50 cents.

Wolcott said that exhibitors have "baby-sat-'em-for-a-dime" long enough and he added that no complaints had been voiced when Werner Grossman of Nevada, Ia., raised his children's prices from 10 to 20 cents. Wolcott added that Grossman had said: "I could kick myself; I should have raised them to 25 cents."

The mid-western Allied board chairman also noted his endorsement of Texas

(*Continued on page* 12)

Trade Practices Report Scheduled For Allied Study

A National Allied report issued this week by Abram F. Myers, board chairman and general counsel, contained that organization's reaction to the recent Senate Small Business Committee report on industry trade practices touching on the subject of pre-releases, competitive bidding and arbitration.

The Committee's report will be studied in further detail at Allied's next board meeting, scheduled to take place Oct. 3-4, Myers added.

Leading Myers' statements was the theme that the industry must return to its primary job of selling entertainment to the public. The harmful impression that the industry is on "Skid Row" for keeps must be combatted by an optimism and a confidence in motion pictures "as the finest entertainment available," Myers said.

Wants Pre-Releases Stopped

Concerning pre-releases, Myers noted that whereas the Committee implied it felt pre-releases undesirable, Allied maintains they "transgress the injunctions in the Paramount Case" and that "they should prohibited."

Myers flayed the Committee for not going more deeply into the subject of price fixing, noting that it omitted mention of evidence advanced on the price fixing of "Peter Pan" and "Hans Christian Andersen." Allied agreed with the dismal picture painted by the Committee on the effect unreasonable clearances can have on subsequent run exhibitors, he pointed out.

As for competitive bidding, Myers stated that he felt the Committee was coming around to Allied's position on this subject. The Committee announced that the final factor is whether or not the bidding is compulsory, which is how Allied feels.

Myers said he liked the statement of Judge Barnes that "the Department has never been enthusiastic about competitive bidding" and that it has "opposed compulsory competitive bidding in the courts."

Arbitration Not Simple

Myers noted that the problem of arbitration is not, "not nearly as simple as the Committee assumes it tobe." Allied still disagrees with the Committee on the subject of rental allocations, which Allied thinks should be one of the major provisions of an arbitration system, he said.

The Committee does not think film rentals should be arbitrated, he noted.

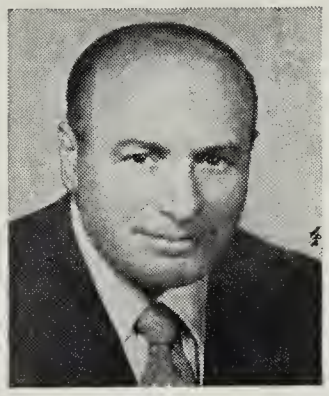
Allied announced its agreement with many of the statements of the Committee which took the anti-trust division of the Department of Justice to task for not looking into many exhibitor complaints.

Progress Of RKO Hailed

The entire organization of RKO Pictures, including studio, field and home office, is on a forward, progressive march, James R. Grainger, company president, told a sales convention in Chicago early this week. Later, he conducted a similar conclave in Denver, then went on to San Francisco to meet with the four RKO coast office heads of Los Angeles, San Francisco, Portland and Seattle. Subsequent stop will be the studio, for a 10-day conference with Howard Hughes and C. J. Tevlin, production chief.

Sales Force Initiates Lichtman Testimonial

A testimonial honoring Al Lichtman, director of distribution at 20th Century-Fox, has been initiated by the 1,300 field employees at the 38 branches of the organization. The divisional managers of the branches notified the home office that they have set aside Aug. 30 to Oct. 3 for celebration of an Al Lichtman Testimonial.



AL LICHTMAN

Plan was formulated by the divisional and assistant divisional managers at their meeting held in New York following the July sales conference.

Already lined up for the event are 12,312 theatres in U. S. and Canada. A prediction that an all-time company record would be set during the period was made by W. C. Gehring, executive assistant general sales manager; Edwin W. Aaron, western sales manager; and Arthur Silverstone, eastern and Canadian sales manager.

The sales people have called in local exhibitors to help them with the celebration, they announced.

When informed about the plan, Spyros P. Skouras, president of the company, expressed his approval in a telegram which called the idea "inspired." Sqouras said that Lichtman deserved tribute "not only because his is a name that is synonymous with progress in our industry, but also because in the future . . . his name will be associated with the historic success of CinemaScope."

Telemeter Film Showings Commence November 1 At Palm Springs, Calif.

Operation of the Telemeter pay-as-you-see television system will begin Nov. 1 in Palm Springs, Calif., according to an announcement of Paul McNamara, vice-president of International Telemeter Corp., which is half owned by Paramount. The company hopes to start things rolling with a simultaneous world premiere of a first run film in New York and Palm Springs, McNamara added.

One of two theatres operated by Earl C. Strebe in the California desert town will be used as place of transmission of the film directly into the homes of subscribers, according to present plans. There has been no decision as yet as to the amount of money which subscribers will have to deposit in the Telemeter coin box to witness the film.

Other plans on the Telemeter schedule include the telecasting of the Rams-Detroit professional football games.

Rent TV Sets For Fight

Following the announcement that Theatre Network Television would have exclusive rights to the telecasting of the Marciano-La-Starza championship fight has come word that a deal was concluded for TNT to lease big screen theatre TV equipment from RCA and General Precision Laboratories.

CinemaScope Lens Price Cut; New Sound Unit Demonstrated

CinemaScope developments, within the realms of finance, techniques and distribution, continued to hog headlines as 20th Century-Fox gave vent to a price-cutting announcement affecting the special projection lenses required for the process and demonstrated its revolutionary sound head which works in conjunction with four magnetic sound tracks printed on the same film as the image.

Disclosed additionally was an estimate that from 50 to 75 pictures in CinemaScope would be available for distribution on a world-wide basis next year.

That the new system will prove revolutionary in the field of production techniques was a revelation aired meanwhile by one of the persons "in the know" on the filming of "The Robe," 20th-Fox's first CinemaScope feature.

Price cutting on the lenses was disclosed by President Spyros P. Skouras at a conference with the trade press. New cost will be approximately $1,900 per pair for the long throw variety and approximately $1,800 per pair for the short throw type.

Estimate of the total pictures in CinemaScope to be released next year came also from Skouras. He said that U. S. companies, working in the process, will furnish approximately 50 pictures, with Fox releasing 20 of these.

Premiere Planned

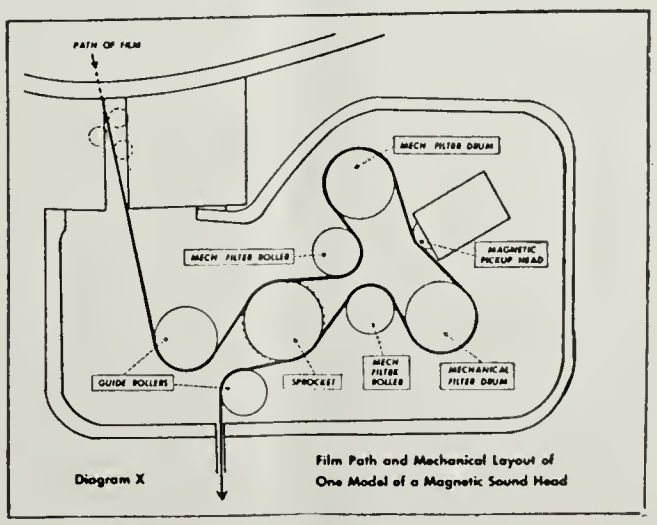
The demonstration of the new sound head system was made at the home office Little Theatre. The system constituted what Fox officials termed a revolution overshadowing the introduction of sound-on-film in 1927. The system will be publicly introduced at the Sept. 16 Roxy Theatre premiere of "The Robe."

Reductions in lens prices, Skouras pointed out, amount to $1,000 per pair. The previously quoted price was $2,875, regardless of size, per pair. The long throw lens measures about four inches in diameter. The diameter of the short throw lens is 2-7/8 inches.

Skouras said that price reductions were made possible by increased world-wide production facilities and the multi-million dollar commitments of the company to insure mass production.

Reductions will be retroactive for all orders already placed and lenses would be sent to theatres in conjunction with CinemaScope picture bookings, Skouras disclosed.

Although price of the Miracle Mirror Screen, recommended by Skouras as the best for CinemaScope, could not currently be lowered, a new and possibly lower-priced reflecting surface, under the name of Astro-lite Screen, is being perfected, the 20th-Fox prexy added.



Shown is one model of magnetic sound head developed for CinemaScope by 20th-Fox.

Equipment People See New Fox Sound Head

Various new CinemaScope advancements were exhibited in technical aspects to key personnel of National Theatre Supply, General Precision Laboratories and RCA-Victor during special "clinics" held respectively with these firms by 20th Century-Fox.

The equipment people were high in their praise for CinemaScope and its accompanying sound unit. Shown along with the latter was a new wide arc projector lamp designed to provide sufficient brilliance for wide-screen films.

Skouras said that about $10,000,000 has been committed to CinemaScope equipment by his company, with $7,500,000 going for lenses alone and $2,500,000 for conversion costs at the studio and in the laboratory.

Commitments to produce in the new process have come from every major production company excepting Paramount, Skouras revealed. These companies, he said, will pay $25,000 per picture to film in CinemaScope —less when using the process on an annual basis.

Foreign producers will pay about $6-7,000 per picture for use of the process when filming product for their respective domestic markets, he noted. But cost per producer, both foreign and domestic, is nominal when compared with the investment Fox placed in CinemaScope, Skouras maintained.

Skouras then reaffirmed the company policy of producing only in CinemaScope, noting that the sole "flat" pictures Fox will distribute will come from those independent producers with which the firm has prior commitments.

Release Schedule Outlined

The company president, reviewing the production scene regarding CinemaScope, noted that Fox will release one feature every four weeks in the new process beginning with "The Robe."

He said that M-G-M will release five in 1954; Walt Disney Productions one, and Columbia, Allied Artists and independents others. Warner Bros., with its similar WarnerSuperScope, will distribute from 10 to 15 pictures in that system next year, Skouras predicted.

On an international scale, Skouras revealed that deals have been made by Fox for the filming of five pictures in England and five in Mexico. "The Robe," he said, will be released next January on a world-wide basis.

The sound system demonstration, occurring two days after the Skouras conference, saw for the first time in the history of the motion picture the projection of an image in CinemaScope on a strip of film containing four sound tracks.

Thrown on the screen were scenes of the

(*Continued on page* 9)

A Clear Statement As To The Equipme
AND NEWS OF GREAT IMP

For the perfect projection of CINEMASCOPE *pictures, exhibitors will require the following equipment:*

THE CINEMASCOPE LENS

Because of the tremendous volume of orders which have been placed with Bausch & Lomb and leading lens manufacturers of Europe for the CinemaScope anamorphic lenses, making mass production possible, the manufacturers have been able to effect large savings in the cost of the lenses and, effective immediately, this saving is being passed on to the exhibitor. **The new prices are $1900 per pair for the large lenses (for use with long focal length lenses), and $1800 per pair for the smaller lenses (for use with short focal length lenses), retroactive to all orders already received.** The original price was $2875 per pair, regardless of size. By acquiring the CinemaScope lenses, you will be able to show any picture photographed in the anamorphic process and in the same aspect ratio.

THE CINEMASCOPE SCREENS

In order to clear up any confusion which may exist, we would like to spell out the facts about the screen required for the projection of CinemaScope pictures. CinemaScope is a quality product and it can be given full justice only through the highest quality equipment. The right screen is just as important to the proper exhibition of CinemaScope as the right lenses and the single-film magnetic stereophonic sound system.

We have found, by scientific test, that only the screens offered with the CinemaScope process, distributed by the dealer of your choice, can capture and reflect the true and full glory of the CinemaScope process.

This is true of the Miracle Mirror Screen, which is already in substantial supply and whose volume is being increased daily. The only other screen CinemaScope Products has contracted for is the Magniglow Astrolite Screen. The Radiant Manufacturing Corporation, of Chicago, is now completing plans for full-scale production of the Magniglow Astrolite Screen so that we will be able to meet the great demand for these superior screens. To date, these two screens are the only ones our engineers have found which will ensure the perfection necessary for the complete enjoyment of CinemaScope pictures.

These screens give 2-for-1 light without need for boosting amperage, an important economic factor.

They provide maximum utilization of the light reaching the screen from the projector.

They are precisely designed to reflect and distribute the light evenly over the large surface required for CinemaScope projection, thus making every seat a good seat because the picture is uniformly bright from any seat in the theatre, and the light does not fall off on either side of the screen.

They are the best by test all-purpose screens, and you can use them not only for CinemaScope but for standard 2-D, 3-D, and any other wide-screen projection systems.

equired For CINEMASCOPE Pictures
TANCE TO EVERY EXHIBITOR

THE CINEMASCOPE MAGNETIC SOUND SYSTEM

Every 20th Century-Fox CinemaScope picture will be produced for exhibition in the revolutionary new single-film stereophonic sound system. The new CinemaScope magnetic sound head will be in full production in September and ready for continuous delivery by all the leading sound manufacturers.

The sound heads for the CinemaScope process go by various names: some manufacturers call them the Button-On sound heads, some call them "The Penthouse"... but all of them give you four tracks, one of which is an overall track for auditorium effects, on a single strip of standard 35-millimeter film. They eliminate the "double system" of using motion picture and sound separately, do away with any separate sound reproducers, eliminate extra work and enforced intermissions, prevent errors in matching film and sound, and avoid the risk of going "out of sync."

Once the new sound head has been installed, your projector can be used just as you have always used it in the past, including standard 2-D films. When you order your sound heads you will receive from the equipment dealer of your choice a complete kit for the minor changes needed in sprockets, aperture plates and other minor parts required for conversion of your present standard projector.

Our first CinemaScope picture, "The Robe" in Color by Technicolor, will open at the Roxy Theatre, New York, on September 16th. During October, we expect to launch "The Robe" in most of the principal cities of the United States and Canada, and in all the capital cities of the world before the end of this year. This will be followed by "How To Marry A Millionaire," "Beneath The 12-Mile Reef," "Prince Valiant," "Hell And High Water," and "River Of No Return." There will also be many other wonderful CinemaScope pictures coming your way. M-G-M already has two big CinemaScope pictures in production — the first of which, "Knights of the Round Table," will be released in November, soon to be followed by "Rose Marie" and many others being readied for production. From Walt Disney there will be "Lady and the Tramp," "20,000 Leagues Under the Sea," and an unlimited number of short subjects; from United Artists, Errol Flynn in "The Story of William Tell" and W. R. Frank's "Sitting Bull"; from Allied Artists, "The Black Prince." Columbia will produce a number of top quality productions in CinemaScope.

If you intend to show these great attractions, please contact *the equipment dealer of your choice* immediately for the equipment herein described, if you have not already done so.

AL LICHTMAN, 20th Century-Fox

Financial Notes

RKO Pictures' Loss

Operations of RKO Pictures and subsidiary companies for the three months ended July 4 resulted in a net loss, after all charges, of $615,238.

For the six months ended July 4, 1953, operations resulted in a net loss, after all charges, of $3,490,737, which compares with a loss of $3,712,834 for the same period of 1952.

Paramount's Gain

Earnings for the first six months of 1953 by Paramount Pictures are estimated at $2,991,000 as against $2,785,000 for the corresponding 1952 period. According to the company, the 1953 period earnings represent $1.29 per share as against $1.19 per share for the 1952 period earnings.

For the second quarter, ended July 4, the company earned $1,617,000, or 70 cents per share, on the 2,325,465 shares outstanding. Profit for the similar 1952 quarter was $1,430,000, or 61 cents per share on the then 2,342,096 shares outstanding.

Paramount's net interest in the combined undistributed earnings of partially owned non-consolidated subsidiaries amounted to $96,000 in earnings for the second 1953 quarter as compared with $48,000 for the same 1952 period and $479,000 in net earnings for the first six months of 1953 as against $217,000 for the same 1952 period.

Voted meanwhile by the Paramount board was a quarterly 50 cents dividend per common stock share payable Sept. 25 to holders of record Sept. 11.

WB Earnings' Drop

A net profit of $796,000 was announced by Warner Bros. Pictures, Inc., and subsidiary companies for the first three months of operation ended May 30, 1953. This figure was reached after provision of $1,250,000 for Federal taxes and after provision of $50,000 for contingent liabilities, the company noted in its first financial report since the divorcement of theatre operations from production and distribution. Film rentals, sales, etc., accounted for an income of $17,071,000, the report continued. Net profit is equivalent to $.32 per share on the 2,474,247 shares of common stock outstanding or reserved for exchange on May 30.

National Theatres' Profit

Consolidated net income of National Theatres, Inc., and voting-controlled subsidiaries rose to a total of $1,873,521 for the first 39 weeks of the fiscal year ended June 27, 1953. This was an increase of $683,665 from the $1,189,856 net reported for the same period of last year, the company stated.

This year's net is equivalent to $.68 per share on the stock outstanding, while last year's figure equalled $.43 per share, the announcement stated. The 1953 earnings included $168,000 gained from disposition of real estate, President Charles P. Skouras noted in a report to stockholders.

For the 13 weeks ended June 27, 1953 consolidated net income was reported as $414,992 or $.15 per share. Skouras announced that theatre gross for that period was $14,702,228, which was an increase of $547,995 over the corresponding period of last year.

Broad Advances Contemplated For SW's Cinerama

Extensive development in Cinerama was being planned this week by the Stanley Warner Corp. as a result of approval given the company to produce and distribute pictures in that process. The okay, which also gave S-W permission to operate Cinerama theatres, was granted by Federal Circuit Judge A. N. Hand.

Meanwhile, S-W and subsidiary companies reported for the quarter ending May 30, 1953 a loss of $360,663, which included $258,850 from sales of capital assets. Operating expenses were made higher because expenditures of organizing the company and adapting houses for 3-D presentation were charged to this quarter.

Gross income was listed as $12,489,316, comprising admissions and miscellaneous theatre income of $11,550,099; rents from tenants, $780,113; interest and discount earned, $46,604, and dividends from affiliated companies, $112,500. It is difficult to compare these figures with previous quarters because many theatres now owned by S-W originally belonged to Warner Bros. before the February transfer.

Called "Greatest Development"

Judge Hand's action followed sanction by the Justice Department of the S-W pact to take over production and theatre interests of Cinerama Productions Corp. Terms of that transaction have, however, been limited by the D. of J.

According to these limitations, S-W agrees to install Cinerama in not more than 24 U. S. houses at any one time, with not more than one in a city, except for two each in New York, Chicago and Los Angeles.

No more than 15 pictures may be produced in the process through 1958; none of the 15 can be released after Dec. 31, 1960 under the S-W banner, and future acquisitions of theatres must be subject to Federal Court review, the limitations point out.

In a statement hailing Judge Hand's approval, S. H. Fabian, president of S-W and Fabian Theatres, said that the acquisition gives S-W "the opportunity for the greatest development in the history of the motion picture business."

Fabian, in his statement, pledged that the "advantages of Cinerama" would be maintained "by the staff of noted scientists and practical men of the theatre associated with it."

Staff, Fabian noted, includes Fred Waller, the inventor; Hazard Reeves, in charge of sound; Herbert Barnett, Society of Radio and Television Engineers prexy, and Lester Isaac, theatres supervisor.

Fabian disclosed that his firm is planning to add Cinerama theatres in Philadelphia and Washington.

Ballantyne "Package" Hailed By Engineers

OMAHA.—The two-day preview of the Ballantyne all-system theatre package was hailed as a success this week by some of the more than 100 sound engineers and Ballantyne dealers who witnessed the demonstrations. Featured in the exhibition was the "4-Runner," the new three or four track magnetic reproducer, designed to accommodate both present and future systems for the placement of magnetic sound on film.

The 4-Runner soundhead is removable from the magnetic reproducer rack, explained Edward J. Nelson, Ballantyne engineer. It will button on above the projector for CinemaScope reproduction, he stated, or will mount below the projector in the normal soundhead position for four-track magnetic sound.

Plays All Types

This will enable theatres equipped with the 4-Runner to pick up all sound tracks no matter where the producing companies finally decide to put them, he added.

Only extra equipment needed by an exhibitor to convert from three to four-track sound, Nelson advised, is one more soundhead, one pre-amplifier and four-track magnetic pick-ups. He added that these are relatively small items when compared with the cost of any other method of converting.

The convertible soundhead evoked most enthusiastic comment from those present at the presentation. The dealers and engineers saw also a demonstration of the company's new lenses, manufactured by the General Scientific Corp., and the new seamless screen, manufactured by a special non-oxidizing process.

MPAA Reaffirms Faith In Production Code; Johnston Calls Down-Beat Rumors "Nonsense"

A reaffirmation of faith in the Production Code, and a desire to maintain its dictum, was expressed by Eric Johnston, president of the MPAA, on behalf of that organization's board of directors, during a special conference with the trade press last week. Confab came on the heels of a board meeting at which recent rumors about a movement to weaken the Code were discussed. It was the opinion of board members, Johnston reported, that such rumors amounted to "pure and utter nonsense."

During the confab, Johnston confirmed stories that he has opened discussions with United Artists aimed at bringing that company back into the MPAA.

Johnston told the trade press that a suggestion originating at the board meeting to tag certain pictures as suitable only for adults was rejected. When and where such a tag had been given, results at the box office were generally weaker for the picture, Johnston said. He added that it was also extremely difficult to properly police the exhibition of tagged films.

The Code's strength received bolstering from Geoffrey Shurlock, PCA acting director, who said that a recent polling of six of eight studio heads showed that all wanted the Code maintained. Johnston, who said that "anything can be made under the Code," maintained that rather than its being concerned with "styles or with the changing customs of people," it established broad general principles of morality and good taste.

Lens Prices Cut On CinemaScope; Sound Unit Aired

(*Continued from page* 5)

Coronation parade, in color. A most striking effect was obtained from the sound amplification, which brought music and sound into register from various parts of the screen and/or auditorium in synchronization with the position of each image on the screen.

According to a Fox announcement, the system obviates the need for a separate sound reproducer required until now for the projection of stereophonic sound. Exhibitors, it was pointed out, will continue to be able to use standard projection equipment with the process.

Only simple, practical and economical changes involved in the new system are necessary, it was added. One change involves a slight reduction in the width of the teeth of the intermittent and other sprockets, together with a correction of center-line spacing of the teeth of these sprockets.

Another change has to do with the addition of a simple multiple film-driven sound head which is installed between the upper magazine and the regular projection head, the announcement noted.

The new sprockets will carry all types of films as will the standard projector in which it is housed, it was explained. To run the new sound film, which is recorded via a magnetic process, only the threading of it through a new "penthouse" sound head is required.

All Heads Similar

Currently producing the sound head is General Precision Laboratories, a National Theatre Supply affiliate; RCA and Westrex. Other manufacturers are expected to join the list. All finished sound heads will, however, operate in basically the same manner.

Price for the system was quoted at $2,500 when purchased from RCA for situations already equipped with stereophonic sound. According to Earl I. Sponable, 20th-Fox research director, the system will "become standard . . . as time goes on."

Prediction that CinemaScope will prove revolutionary in the field of production technique was delivered earlier by Henry Koster, director of "The Robe."

He said that CinemaScope would contribute "much larger entertainment value" to the motion picture. He called the process the greatest development since the introduction of sound and wondered why the wide, curved screen of the new system was not the original screen size used when the medium began.

Koster said that he shot "The Robe" both in CinemaScope and "flat" 35mm. versions. Latter print, he emphasized, will be released in 16mm. size only on non-profit arrangements to churches and schools, etc.

22 British Films To TV

Exclusive television distribution rights to 22 British feature films, with an additional four expected to be added to the list, have been obtained by the National Broadcasting Co. The features, which have never been shown on TV in this country, will be distributed to stations on a syndicated basis. Half were produced since 1950, including "No Orchids For Miss Blandish."

NEW APPOINTMENTS

Malcolm Kingsberg, formerly president of RKO Theatres, Inc., joined Loew's, Inc., in an executive capacity. Exact nature of the capacity in which Kingsberg will serve at Loew's was not disclosed as yet, but it is known that he began his duties early last week. Kingsberg comes to Loew's from RKO Theatres, which he headed from 1946 to 1950. Although he resigned from that organization three years ago, he continued to serve the chain in a consultant capacity. In earlier years, Kingsberg was associated with Goldman Sachs & Co. and with M. J. Meehan & Co. In 1934, he was the representative of Meehan for the Keith-Albee Corp. His formal education was concluded at Harvard University.



MALCOLM KINGSBERG

HARRY GOLDMAN, formerly United Artists Chicago branch manager, was promoted to central district manager, replacing Moe Dudelson, resigned. Goldman's vacated post has been assigned to SID ROSE, Chicago sales manager. Goldman will be in charge of UA offices in Cleveland, Cincinnati, Detroit and Indianapolis, with headquarters in Chicago. The Buffalo branch, which used to belong to the central district, was transferred to the eastern district.

PAUL PETERSEN, for the past four years drive-in-theatre supervisor for Walter Reade Theatres, was given the new position of assistant general manager of the circuit. Petersen will work directly with and under Nick Schermerhorn, circuit general manager, in direction of all field activities of the circuit, as well as continue supervision of the organization's six drive-in theatres.

BOB MURPHY, for many years Paramount's Vancouver branch manager, was made Montreal branch manager. He replaces Tom Dowbiggin who, due to ill health, is entering semi-retirement but will nevertheless continue as Montreal branch consultant sales manager.

BOB LIGHTSTONE was named Paramount's Vancouver branch manager, in a promotion from Winnipeg branch salesman. New Winnipeg salesman is NORM SIMPSON, former booker.

Skouras In WINS Deal

An agreement has been reached for the Crosley Broadcasting Co. to sell WINS, a New York radio station, to the Gotham Broadcasting Co., new firm which includes among its leaders Charles P. Skouras, president of National Theatres.

Three executives named to important posts with the Pola-Lite Co. include MATTHEW FOX, veteran motion picture official, selected as chairman of the board; S. G. FASSOULIS, head of a world-wide export-import business, appointed president and chief executive officer, and AL O'KEEFE, former national sales executive for Universal Pictures, signed as vice-president in charge of sales.

F. ELLIOT WITT was appointed controller for Warner Bros.' Burbank studio, with CY WILDER remaining on as assistant treasurer.

ARTHUR DOYLE was designated Universal-International Films, Inc., eastern and far eastern supervisor, replacing Herbert L. Tonks, resigned. Doyle moves over from managing director for the company in Japan, a post consequently occupied by WALLACE ORR, former Singapore manager, who will act also as assistant to Doyle.

STANLEY ASHER was appointed assistant to Ralph Serpe, Italian Films Export head of the radio, television and short subject department. Asher, formerly Ansell Theatres general manager and vice-prexy, will handle short subjects exploitation and merchandising.

No Objections Spells FCC OK For Color TV Setup

WASHINGTON.—FCC has declared that it would approve the compatible color television system developed by the National Television System Committee without holding any formal hearings if no objections were filed with the Commission before Sept. 8. This approval would probably result in early operation of the NTSC system, with the National Broadcasting Co. having already announced that it would use the new system as soon as it was approved.

Other companies which have petitioned for the approval of the color video system include RCA, Philco, General Electric, Sylvania and Motorola. No opposition is expected to be filed. CBS, which already has FCC sanction on its incompatible color video system, has been granted authorization to use the NTSC system to telecast non-commercial shows.

Technicolor Reduces Release Prints Fees

The American motion picture industry will save approximately $1,800,000 annually as a result of a price reduction which has been announced for Technicolor by Dr. Herbert T. Kalmus, prexy and general manager.

The reduction amounts to 35 cents per foot on all 35mm. dye transfer release prints made by the company and delivered from its Hollywood plant. It makes the base price on 35mm. release prints 4.98 cents per foot, as against the previous rate of 5.33 per foot.

Price cut, retroactive to Aug. 1, 1953, will apply to release prints delivered on and after that date.

IN HONOR OF OUR BELOVED
FOUNDER'S GOLDEN JUBILEE,
YOU ARE INVITED TO...

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1903 1953



ADOLPH ZUKOR
GOLDEN JUBILEE SALUTE

AUG. 30 Paramount Pictures **DEC. 5**

FOR PARAMOUNT WEEK SEPT. 6-12

World Premiere Engagement
Radio City Music Hall

GREGORY PECK
AUDREY HEPBURN
in
William Wyler's
ROMAN HOLIDAY

SOON

Timeliest drama of our time.
Filmed on the spot in Korea.

HAL WALLIS'
CEASE FIRE
IN 3-D
Stereophonic Sound

THOSE REDHEADS FROM SEATTLE IN 3-D
Color by TECHNICOLOR
Starring
Rhonda Fleming • Gene Barry
Agnes Moorehead • Teresa Brewer
Guy Mitchell • The Bell Sisters
Stereophonic Sound

GINGER ROGERS
WILLIAM HOLDEN
PAUL DOUGLAS
in
FOREVER FEMALE
with JAMES GLEASON
and Introducing
PAT CROWLEY

All In Addition To Current Hits Like: SANGAI

ate with Paramount's greatest entration of big profit attractions

SEPTEMBER

Trade-shows clocked more aughs than any picture hey've made.

DEAN MARTIN and JERRY LEWIS
in
THE CADDY
Co-starring **DONNA REED**

OCTOBER

Now the sensation of New York at Broadway's Mayfair.

THE WAR OF THE WORLDS
Color by TECHNICOLOR
For Panoramic Screens
Stereophonic Sound

OCTOBER

"Greatest of the great new pix, and one of all-time greats."
—*Hollywood Reporter*

BING CROSBY
CLAUDE DAUPHIN
in
A Perlberg-Seaton Production
LITTLE BOY LOST

BOB HOPE
TONY MARTIN
ARLENE DAHL
ROSEMARY CLOONEY
in
HERE COME THE GIRLS
Color by TECHNICOLOR

JOAN FONTAINE
JACK PALANCE
CORINNE CALVET
in
FLIGHT TO TANGIER IN 3-D
Color by TECHNICOLOR
Stereophonic Sound



America's favorite cartoon character—in the biggest novelty short entertainment in years! Another proof that there is no substitute for

Paramount Shorts

CUDINI · SHANE · STALAG 17 and ARROWHEAD

Washington Closeups

Dividends Decline

Publicly declared dividends paid out by film companies in July totaled $1,267,000, compared to $2,202,000 in July, 1952, according to the Commerce Department. Total dividends for the first seven months of 1953 were $10,375,000, compared to $15,551,000 in the same period last year.

The July drop was caused by the fact that Warner Bros. Pictures has been paying its dividends a month later this year. American Broadcasting-Paramount Theatres paid $1,129,000 this July, compared to a United Paramount Theatres payment of $825,000 in July, 1952.

District Theatres publicly declared $38,000 this July, and $39,000 last. Republic Pictures declared $100,000 in July of both years. Warners paid $1,238,000 in July, 1952, but is not expected to pay the corresponding dividend until this August.

Bill Approval Asked

Authors League of America and the Associated Actors and Artists of America joined with other professional groups this week to ask Congressional approval of a bill allowing self-employed and professional people to set up tax-deductible retirement plans similar to employe-benefit programs now given special tax status under the Internal Revenue Code. Bill would cover all self-employed persons, including exhibitors. However, no exhibitor associations testified before the House Ways and Means Committee, which is currently studying the so-called Jenkins-Keough bills.

Case Involves Sundays

In a case appealing conviction on charges of showing films on Sunday between the prohibited hours of 6:30 P.M. and 9:30 P.M. in Charlotte, N.C., the Supreme Court was told that such prohibition represents a breaking down of the constitutional separation of church and state. Case was filed by Charles B. McGee, operator of the North 29 Drive-In, who was convicted on those charges. McGee charged the law discriminatory since it allows his competition outside the city limits and a television station within the city limits to operate during the prohibited hours.

Dismissal Move Hit

The Supreme Court has been asked to block a move by the state of Ohio to dismiss the appeal brought by Superior Films in a legal battle that began with censorship of the film "M." The releasing company charged that the Ohio censorship statute gives the Ohio board of censors broad and ill-defined powers which could lead to restricting "freedom of speech or of the press which renders the statute void."

Video's Cost Considered

The use of "satellite" television stations, costing as little as $15,000 to build and operated on as little as 50 watts of power, will solve the problem of bringing TV to small communities, Congress was told by Rep. Alvin R. Bush (R., Pa.).

TV Petition Filed

A petition has been filed with the FCC by a group of four grantees of construction permits for UHF television stations in New Jersey, Pennsylvania and Connecticut, which asked the Commission to come to a decision about authorization of subscription television. The petitioners said they were faced with "serious economic problems" because of competition from VHF stations, and that the public would pay for subscription TV.

Among the signers of the paper were the Home News Publishing Co., New Brunswick, N. J.; the Pennsylvania Broadcasting Co., Corp., Stamford, Conn., and the Connecticut Philadelphia; Stamford—Norwalk Television Radio Foundation, Inc., New Haven.

TOA Meet Nets Record Reservations

CHICAGO. — Theatre equipment manufacturers and dealers have already reserved more than 125 exhibit booths for the trade show to be held at the annual convention of Theatre Owners of America and Theatre Equipment Supply and Manufacturers Association here Nov. 1-5, according to a TESMA report. It is claimed that this is the largest number of reservations made this far in advance. This year's show will feature demonstrations and explanations of many of the new industry techniques.

TOA's first training film for theatre employes will be previewed for the nation's theatre operators at the convention. The picture, titled "Courtesy is Contagious," runs about 12 minutes and shows the importance of courtesy in dealings between theatre patrons and cashiers, doormen, ushers and other employes.

Film was produced by Video Pictures, Inc., and underwritten by Filmack Trailer Co., Chicago, through Irving Mack, president. It will be distributed to theatres in both 16mm. and 35mm. prints.

Admission Prices Rise As COMPO Spurs On Campaign To Repeal Tax

(*Continued from page* 4)

COMPO's proposal to raise the admission price of each theatre in the state by an amount equivalent to the 20 percent tax.

Cleveland exhibitors also seemed to favor a general rise in admission prices, but they were slightly hesitant about going ahead with the idea. Leo Jones, Upper Sandusky exhibitor, expressed interest in the Texas plan as did Nat Welkin, Salem theatre owner. However, it was felt exhibitors are afraid of generating ill will among their patrons.

The Associated Circuit announced via a spokesman that it had no intention of raising its prices. Instead, it said it was going out to get more patrons to pay established prices.

More Theatres Close

Meanwhile, two more Cleveland theatres have closed, making 28 the number of Greater Cleveland houses now dark. The two recent closings are the 900-seat Mt. Pleasant and the 750-seat New Victory. Another closing is Shea's State Theatre, in Ashtabula, which had been operating only week-ends till now.

A new rush to raise prices in Chicago is not expected, but it was noted that there has been a gradual tendency to raise prices in this city for the past year. Admission fees in that city are now considered higher than in almost any other city except New York. Most first run houses charge $1.25 for outstanding films and 98 cents for regular product.

Other "A" houses in the area, according to reports, raised prices to an 80 or 85 cent top before the repeal bill was killed. Balaban and Katz charges 85 cents in its "A" theatres for some time now. Another Chicago tendency is to charge the same price day and night, it was learned.

In his discussion of why he thought the President did veto the measure, Allied's Abram Myers listed the newspaper campaign as an important factor. He claimed that it was the editorial policy of the influential metropolitan dailies "that did the damage." The Hearst and McCormick papers were chief among those who supported the measure, he said, but other papers were loud in their criticisms of the bill, urging the President to veto it.

The press, the public and the Administration did not accept the basic tenet of COMPO's Tax Committee, which was that the bill would not result in any loss of revenue. Myers added that Congress did not even accept this argument, and that both the press and the President spoke of a loss of $100 million in revenue if repeal was enacted.

He noted also that the press played up the theme that the industry was on its death bed because of television and that repeal would not save it but only prolong "its agony." The answer to this misconception was found in the reel run for the -House Ways and Means committee, Myers explained, but he noted that it did not register with the press.

Bill Called Waste

The latter argued that the effect of the Mason Bill would be "merely to pour tax revenue down the drain," he stated.

Concerning possiblities for repeal next year, Myers noted that the President used the word "reduction" rather than "repeal." Myers predicted that the Administration would push for a general lowering of war rates on certain commodities and services, and that the motion picture tax would be reduced to 10 percent.

The industry could get this reduction without having "to raise a finger," Myers announced. However, he added, "to secure total elimination in a mad scramble with all other excise burdened industries will take a heap of doing."

Before President Eisenhower finally did announce his veto of the measure, National Allied had set him a day letter listing reasons for signing of the bill. Myers reported the letter as arguing that "disaster areas are not necessarily geographical."

Specs, Screens Snag 3-D Airers

The two most important difficulties encountered in the showing of 3-D films in drive-in theatres are screen and viewer problems, according to a report made by Jack Braunagel, chairman of the drive-in committee of Theatre Owners of America. Chief screen problem is to apply the silver paint to a perfectly smooth surface without seams, he said.

If the screen does have seams, they are outlined by the metallic paint along with every other surface blemish, Braunagel reported. He added also that many paints can not stand inclement weather and have a tendency to darken or cloud up after a while.

He revealed that glasses are a big problem, "especially with children." The young folks lose them, break them or smear them up before the show and then ask for replacements. This costs the exhibitor a great deal of money because to charge for replacements would bring much ill will.

Supplementary Report Submitted

A supplementary report was submitted to TOA by Al Floersheimer, advertising director of Walter Reade Theatres. He also claimed that the chief "requisite for 3-D projection in a drive-in theatre is a good screen." He advised the sanding down of the screen and the calking of seams to make it as smooth as possible.

For the painting of screens, Floersheimer advised the use of a regular primer for the first coat and then the spraying of an aluminized paint for the second. He cautioned that the second coat should be sprayed and not brushed. Some screens may need a third coat, he warned, to get rid of all previous marks and streaks.

The aluminized surface will serve adequately for the showing of 2-D films as well as 3-D ones, Floersheimer advised. As for projection equipment, he noted that normal equipment will be serviceable if the screen is in good shape.

Three Rank Pix For "U"

Universal announced this week the signing of an agreement to release three new J. Arthur Rank pictures in the U. S.: "The Titfield Thunderbolt" and "Genevieve," both Technicolor, and the latter a comedy, plus "Desperate Moment," chase melodrama.



Presiding at an important CinemaScope clinic for representatives of General Precision and National Theatre Supply at the home offices of 20th-Fox were (l to r): Hermann Place, pres. of GP and NTS; Earl I. Sponable, Fox research director, and Al Lichtman, Fox distribution chief.

NBC Plans Blanket TV, Radio Drive For "Robe" Via Pact With 20th-Fox

As a result of an agreement signed between 20th Century-Fox and the National Broadcasting Co., opening of the first CinemaScope production, "The Robe," will be heralded by what the film company called an "unprecedented promotional tie-up between television, radio and motion pictures." Full coverage of the film's opening at the Roxy Theatre, N. Y., will be given by WNBT, local flagship of NBC.

The plan is scheduled to run from Aug. 31, at which time the WNBT electric sign at 42nd St. and 7th Ave. will devote its message in 12-foot letters to the film, through Oct. 10. This will run well past the film's opening date, Sept. 16. First special TV program is scheduled for Sept. 8.

Other Shows Planned

Other shows are planned to detail the workings of CinemaScope, and there is some talk of the NBC Symphony Orchestra premiering the score of the film on Sunday, Sept. 13. Meanwhile, daily trailers consisting of star endorsement of the film will run Sept. 9-22.

Premiere footage shot will be used on other WNBT shows for several days following film's opening. NBC personnel involved in the deal include Steve Allen, Morey Amsterdam, Herb Sheldon, Josephine McCarthy, Jinx Falkenberg, Dave Garroway and Kathi Norris. 20th-Fox is furnishing actual props and costumes used in making the film for exhibit on the TV shows.

EXHI-BITS

Oversees 'Scope Abroad

One of Altec's headquarter supervisory technicians, Fred Pfeiff, has been chosen to supervise upcoming CinemaScope demonstrations abroad for 20 Century-Fox. Pfeiff left this week for Stockholm, after which he will oversee the unveiling of the new process at the International Film Festival in Venice. He was chosen for the assignment by E. O. Wilschke, Altec operating manager.

$2,000,000 Action Filed

BOSTON.—A $2,000,000 anti-trust suit, asking for treble damages, has been filed in Federal Court by the Annamaco Theatre, Inc., owner of the Adams Theatre, Dorchester, operated by Albert B. Lourie. The complaint charges conspiracy for a number of years by a system of runs and clearances and also by means of price fixing in the Dorchester and Boston areas on behalf of the eight majors plus Republic, Monogram, Loew's Boston Theatres, Keith's Massachusetts Theatres, RKO Keith Theatres, New England Theatres, American Theatres Corp., Pilgrim Theatre Corp. and Morton Theatre Corp.

Popeye Goes 3-D

First 3-D cartoon featuring Popeye will be "Popeye—The Ace of Space," it was announced by Oscar A. Morgan, Paramount short subjects sales manager. Special prerelease bookings of the 3-D Technicolor short are planned for Labor Day week, with the picture due to go into general release Sept. 15.

Directory Introduced

DALLAS.—The "Morning News" has attempted to increase theatre business by inaugurating a cross directory of films playing in all houses, including drive-ins. The "News" is absorbing all costs of the directory, which is estimated at a rate of $80 a day. Listed alphabetically in the criss-cross directory are pictures and theatres in the area.

Local Tax Repealed

CLEVELAND.—Repeal of a local three percent admission tax has been announced for the town of Lakewood, a suburb of Cleveland with a population of 70,000. Mayor Amos I. Kauffman signed the ordinance Aug. 1, at which time it became a law.

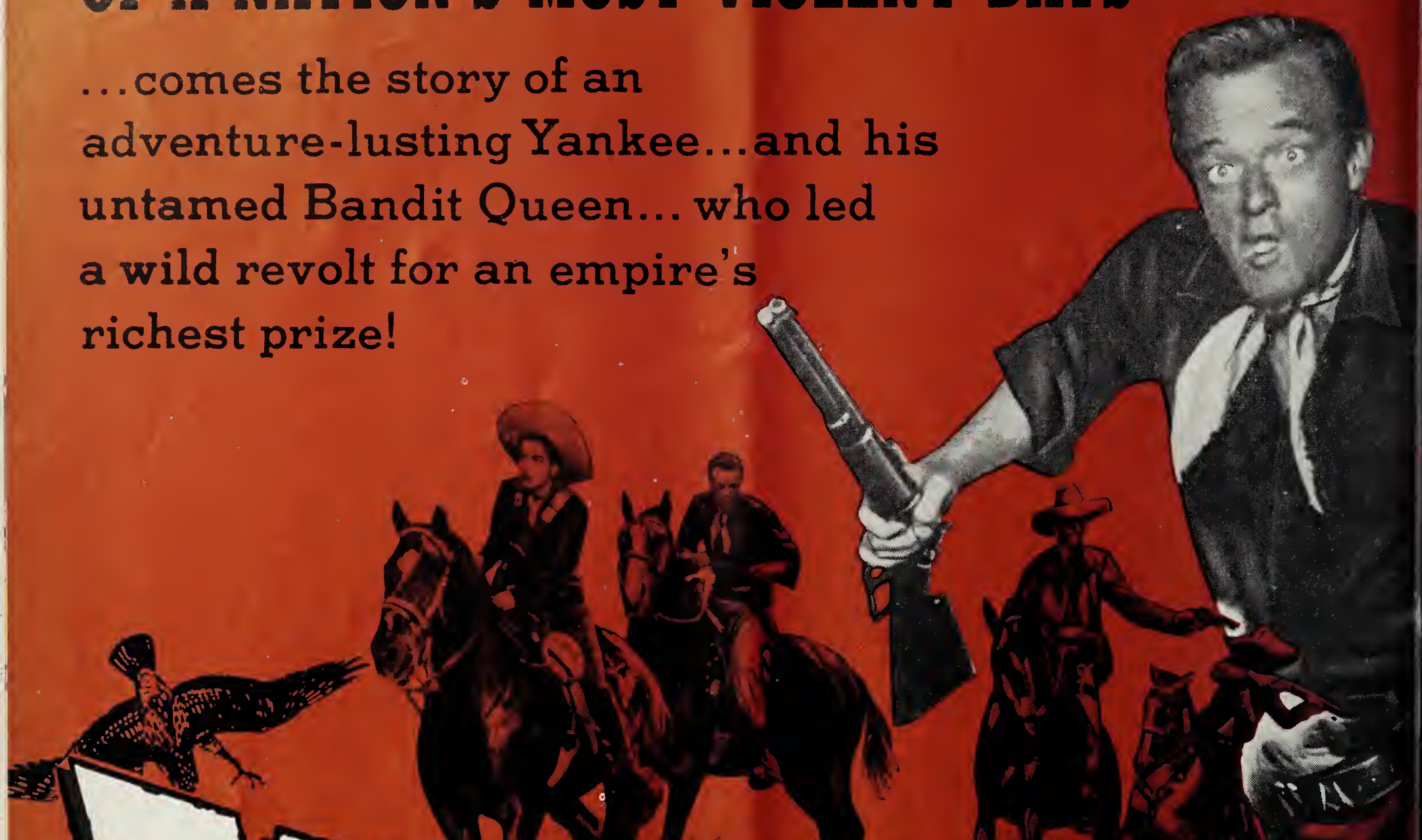
FILMS TELEVISED AUGUST 8 to 21

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
As You Were	Arthur Tracy	Lippert Pic. 8-5-51
Billy The Kid In Texas	Bob Steele	PRC 8-1-40
Enemy of Women	Donald Woods	
First Night	Jack Livesay	
In Old Indiana	Jean Parker	
Landing At Daybreak	Anita Louise	
Pastor Hall	Nova Pilbeam	UA 8-1-40
Rhythm Hits The Ice	Ellen Drew	
Rocketship XM	Lloyd Bridges	Lippert Pic. 5-16-50
Square Dance Jubilee	Spade Cooley	Lippert Pic. 11-18-49
The Strange Woman	Hedy Lamarr	UA 11-1-46
Thumbs Up	Brenda Joyce	Rep. 6-16-43
Ticket Of Leave	John Clements	
Under A Cloud	Edward Rigby	
Wednesday's Luck	Susan Bligh	
The Young Recruit	James Dunn	

OUT OF THE THUNDER AND PLUNDER OF A NATION'S MOST VIOLENT DAYS

...comes the story of an adventure-lusting Yankee...and his untamed Bandit Queen... who led a wild revolt for an empire's richest prize!



WINGS OF



Starring **VAN HEFLIN**

with **GEORGE DOLENZ**

DIRECTED BY BUDD BOETTICHER • SCREENPLAY BY JAMES E. MOS

U-I Delivers the Product

A NEW KIND OF

3-DIMENSION

EXCITEMENT thrills the screen!





COLOR BY

Technicolor

and SUITABLE FOR WIDE SCREEN!



THE HAWK

• JULIA ADAMS

ANTONIO MORENO • NOAH BEERY

PRODUCED BY AARON ROSENBERG • A Universal-International Picture



and Introducing

ABBE LANE

with the BUILT-IN Profit!

Universal-International

Meat Firm, Car Company Propel "Is Love" Drive

Distribution of Warner Bros.' "So This Is Love," will be teed-off with a coast-to-coast tie-up between the picture company and Armour and Co., for its Pantry-Shelf meal division.

Promotion, which was set by Mort Blumenstock, Warner vice-president in charge of advertising and publicity, and Bob Eagan, merchandising director of Foote, Cone and Belding, is tied to a nation-wide contest to select a new name for Joan Weldon, Warner Bros. contract player featured in the cast.

A second contest will be open to all theatre managers in the U. S. playing the picture up to Oct. 31, 1953. Cash prizes will be awarded to the managers conceiving the best three lobby displays on the contest.

To herald the "Give Joan Weldon A New Name" Contest, Armour and Co. will place full-color ads in magazines with a total circulation of over 31,000,000. Ads are scheduled to break during August, September and October.

Hollywood Trip Given

One thousand eighty-one prizes worth $32,500 will be awarded the winners in the contest. First prize will be a Packard Caribbean car plus a two-week trip to Hollywood, for two; or $7,500 in cash.

Five second prizes will consist of all expense paid 10-day trips to Hollywood for two, or $1,500 in cash. There will be 75 third place prizes of $100 bills and 1,000 fourth prizes of $10 bills.

Armour has also prepared 75,000 copies of each of the following for distribution among its dealers: full-color die-cut display cards; soft sheets; pricing cards; shelf talkers, plus 10,000,000 entry blanks.

A special 60-second contest trailer has been made available free, at all Warner Bros. exchanges. Armour's 2,500 salesmen and its 300 special salesmen will be available to co-operate with theatres.

Packard Aids Campaign

Packard Motor Co. and its dealers will set up special window displays and make contest entry blanks available in their show rooms. Also, wherever possible, the Packard dealer will make available to the theatre a Caribbean car for lobby or out-front display.

TWA, which will fly the contest winners to Hollywood, will set up special displays and make entry blanks available at their ticket offices over the country.

Armour has prepared and distributed special kits outlining the details of the campaign to the advertising and publicity managers of the large theatre chains and to independent theatres.

Armour is also running a special contest for its dealers, with $10,400 in cash prizes plus bonuses for winning store displays. Company is also holding a special sales contest for the Armour sales force.

Boxer Plugs 'Louis Story'

United Artists' "The Joe Louis Story" is being boosted on TV and radio via personal appearances of Coley Wallace, boxer who plays the title role and has now resumed his ring career. His air wave stints precede his bouts.

Myriad Tie-Ups Hypo Mickey's 25th Birthday Package Program



With the release of "Mickey's Birthday Party," a 47-minute re-issue of five Mickey Mouse cartoons and one Goofy short, RKO Pictures celebrates the 25th anniversary of the Walt Disney character.

Celebration of Mickey Mouse's 25th anniversary now underway includes a huge promotion based on the theme of Mickey Mouse Birthday Party in the Woman's Home Companion and a tie-up with 5,000 Independent Grocer's Alliance stores all over the country.

Included among other tie-ups are the following: a special 10-cent Mickey Mouse Birthday Cake to be placed on the market by the National Biscuit Co.; one million copies of a special Mickey Mouse Birthday comic to be published this fall by Dell Comics Publications; a Mickey Mouse 25th Birthday Party Album to be issued by RCA Victor Records; a two-record album with 24-page book insert with four-color art entitled "Mickey's Birthday" to be issued by Capital Records, and a single story-telling record featuring Mickey to be issued by Coral Records.

Also, two single story-telling records featuring Mickey and Donald Duck to be issued by Mercury Records; a Big Golden Book titled "Mickey's Birthday Party" to be published by Simon and Schuster; a Little Golden Record entitled "Happy Birthday to Mickey Mouse," plus a Big Golden Record bearing the same title, also to be published by Simon and Schuster, and an assortment of books and games in honor of Mickey's 25th anniversary to be published by Whitman Publishing Co.

The grocery chain will sponsor the placement of 1,987 half and full-page ads in newspapers all over the country with a total circulation of 16,000,000, according to a report from RKO Pictures.

The ads will feature a caricature of Mickey and salute his anniversary. The I.G.A. stores will also use display material in their stores and mail 1,000,000 circulars.

The Woman's Home Companion will give the story a two-page spread plus banners, cards and signs. In honor of the anniversary, RKO will re-issue five Mickey Mouse cartoons and a "Goofy" cartoon, which may be played separately or as a package.

Italian Starlets' U. S. Tour Aids "Three Girls"

IFE Releasing Corp. has arranged to bring over from Rome three beautiful starlets and a collection of original Fontana gowns for a nation-wide tour in conjunction with the September and October pre-release bookings of "Three Girls From Rome." Action of the American-language film revolves around the workrooms and salon of the House of Fontana, top Rome couturier establishment.

Plan is to stage gala fashion shows after Labor Day in each city under sponsorship of top local department store or society-charity organization with the "three girls" making personal appearances on television, visiting newspaper offices, nightclubs, etc.

Girls and gowns will be in New York Sept. 4 for a week's TV, magazine, and newspaper campaign culminating in a ballyhooed fashion presentation and store-wide promotion at a leading Manhattan shop.

The "three girls" will then tour the country with one to two-day stops in major cities.

Toy Soldier Kit Promotes "Worlds"

A "War of the Worlds" exploitation tie-up between Paramount Pictures and Archer Plastics, Inc., has been made in accordance with a plan to supply theatres, department stores, toy stores, drug chain outlets, etc., in 340 cities with 25,000 sets a week of manufactured plastic toy Martian soldiers and "The War of the Worlds" fighting paraphernalia.

The set is boxed in a multi-colored corrugated package which is so arranged that a pop-up display shows an action scene from the picture. The box itself can be cut out to set up as a four-foot long "The War of the Worlds" scene showing the height of the catastrophic invasion of the Earth by Martian armies and "flying things."

REGIONEWS

ALBANY

The 450-car Spa Drive-In was opened in Greenfield Center, on the Saratoga-Corinth Road, by Jerome Fuller, former partner in the Dix Drive-In, Glens Falls. Ernie Whitman, who was a partner in the shuttered Starlit Drive-In, Pottersville, joined Fuller's staff as projectionist. . . . A drive-in is under construction between Adams and Henderson Harbor, in the northern part of this exchange district. . . . The Strand, Albany, installed a 42′ curved Magic Mirror screen. Schine's Rialto, Glens Falls, and Kallet's Uptown, Utica, are among other theatres adding wide screens. . . . Stanley-Warner mgrs. from Albany, Troy and Utica attended the annual zone meeting in New Haven on Aug. 20, at which circuit head S. H. Fabian, v.p. Samuel Rosen, gen. mgr. Harry Kalmine and New Haven zone mgr. Harry Feinstein were slated as speakers. . . . The local Variety Club aided in a Chamber of Commerce "Booster Night" for the Albany Eastern League Club. Eugene Teper, member of Tent 9, who served as co-chairman, and Harold Gabrilove contributed prizes.

ATLANTA

At the recent monthly meeting of MPTOO of Georgia, all members of the 60 theatres represented voted to continue the tax fight. Alfred Starr, pres. of TOA, who delivered a talk on the tax situation, was on hand expressly to invite the membership to the National Convention in Chicago, Nov. 1-5. . . . Awards in the 13th anniversary celebration of Carl Floyd Theatres were made at a banquet held in Tampa, Fla., for all mgrs. Ernie Reid of the Starlite Drive-In, Wauchula, won $100 for outstanding exploitation and general good management, and Marcy Melandrearas, mgr. of the Hardee, Wauchula, won $50 in the popcorn sales effort. Among the numerous special awards were quarterly bonuses. . . . During a two-day celebration of the third anniversary of the Auto Sho Drive-In at Mobile, Ala., "lucky saucers" were sailed from the top of the concession stand, some containing $10 and 20 bills.

Gerald Little, co-owner of the Alberta Theatre, Tuscaloosa, Ala., issued an open letter to the public to explain why the projectionists local was picketing the house. . . . Wilby-Kincey's Tennessee Theatre, Knoxville, has a new 150-ton air conditioner. . . . Ed Burchfield opened his new Burchfield Drive-In at Oak Ridge, Tenn. to accommodate 425 cars. . . . Jackie Turnipseed was upped to the booking dept. at Kay Exchanges. . . . Ted Arias is new mgr. of the Ribault Drive-In, Jacksonville, Fla., for owner Carl Carter. . . . Work was started on reconstruction of the Ace Theatre in Belle Glades, Fla., which was destroyed by fire sometime ago. . . . Carl "Pete" Albright resigned as mgr. of the Vance Theatre, Chipley, Fla., to go with the Davis Theatre in Dothan, Ala. . . . N. B. Fair is planning a new theatre in Somerville, Tenn. to replace the one destroyed by fire early in the summer.

St. Petersburg, Fla. city council is increasing the city's occupational license tax and cost of ozoner licenses will be upped from $100 to $200. . . . Jack Flowers opened the 17 Drive-In at Aliceville, Ala. . . . Southeastern Equip. Co. furnished the RCA equipment at the Bel-Aire Drive-In, Nashville, Tenn. This is a 700-car deluxer owned by "Chick" Kuertz and Charles Hendritz. Southeastern also equipped the new 450-car Druid Hills Drive-In at Marysville, Tenn., owned by J. C. Gillespie. . . . Charlie Durmeyer, Southern Automatic Candy Co., installed ice cream and buttered popcorn at Loew's Grand, Atlanta. . . . J. J. James, formerly at the Ritz in Tallahassee, was appointed mgr. of the Grand Theatre, Winter Haven, Fla., replacing Joe Palinkas. . . . City Commission of Birmingham, Ala. has named a board of 19 to handle movie censorship there.

Frank Lowry was added to the booking dept. at Columbia; Foster Hotard from New Orleans joined Paramount's booking staff. . . . C. J. Brown transferred from the Martin Theatre, Calhoun, Ga., to the Grand, Fitzgerald, to succeed George Slaughter, resigned. . . . A new drive-n is under construction on Hyway 19 between Vernon and Sulligent, Ala. for Richards Theatres of Fayette, Ala., who are offering a $25 bond for a suitable name. . . . The Capital Theatre, Clearwater, Fla., installed 3-D equipment. Ernest Davis and Baker Newton will soon open their new 500-car drive-in at Vidalia, Ga. It will have seating space for 40 persons. . . . Florida Theatre in St. Pete, is installing stereophonic sound and wide screen at a cost round $30,000. . . . Malcolm H. McCoy and Joe Sherrer opened the Palm Drive-In at Pensacola, Fla. for 400 cars.



Those grins are the reflection of the record-breaking opening day enjoyed by Columbia's "From Here to Eternity" at New York's Capitol Theatre. L to R: Louis Weinberg, Columbia sales exec; Joseph Vogel, Loew's exec; Buddy Adler, producer of the film, and Eugene Picker, Loew's exec.

BOSTON

Norman Glassman has given up operation of the Lafayette Theatre, Haverhill, which will be sold and converted into a store. He has decided to raise admissions at his second-run Rialto, Lowell, from 35¢ to 40¢ top. . . . Sam Richmond, who has been in the theatre business for the past 23 years, was named managing director of the Beacon Hill Theatre by owner Benjamin Sack, replacing Tom Dowd who resigned. . . . Leon J. Levenson, 47, head of the concessions dept. of American Theas., passed away. Friends were asked to send memorial remembrances to the Dr. Walter S. Levenson Endowment Fund at Beth Israel Hospital. . . . Emil Perodeau, former asst. at the Saxon, Fitchburg, was appointed asst. to city mgr. Frank Boyle at the newly acquired Fitchburg Theatre, with usher Con Rody replacing him at the Saxon.

The Jimmy Fund for 1953 was enriched by nearly $150,000 at the welcome home $100-a-plate dinner for Ted Williams which was sponsored by the Variety Club of New England, the Boston Red Sox and the motion picture industry. Climax of the occasion came when Edward "Teddy" Kennedy, of the Ambassador Kennedy family presented a donation of $50,000 from the Joseph P. Kennedy, Jr. Foundation.

Warner branch mgr. Ralph Iannuzzi is busy with plans for the new sales drive bearing his name, to run Aug. 31 thru Dec. 26. He is the proud owner of an Omega wrist watch, given to him by the company when his branch won the national Norman Ayres Cleanup Week contest. . . . Capitol Theatre, Quincy, once operated by B&Q but closed for the past three years, has been sold for conversion into stores. The property was owned by Max Levenson of Levenson Circuit and Morris Sharaf. . . . The Astor, Boston, put in all new wide-angle equipment, including the Miracle Screen which can take the CinemaScope process, stereophonic sound, and new lamps and lenses in the booth. After a two-day shuttering for installations, theatre reopened with "Return to Paradise" on Aug. 21. . . . Richard Sukel is the new mgr. at the Adams Theatre, Adams, Mass.

BUFFALO

Management of the independent Mercury Theatre, where "Lili" is setting new records, is playing host to 300 area orphans at a special birthday party. Free refreshments and favors will be supplied by local firms. . . . A non-partisan show business committee

(*Continued on page 20*)

CAPITOL, N.Y., SETS ALL
STRAIGHT MOVIE HOUS



TIME WEEKLY HIGH FOR ANYWHERE IN WORLD!



starring

BURT LANCASTER · MONTGOMERY CLIFT

DEBORAH KERR · FRANK SINATRA · DONNA REED

Screen Play by DANIEL TARADASH · Based upon a novel by JAMES JONES · Produced by BUDDY ADLER · Directed by FRED ZINNEMANN

FROM COLUMBIA!

BUFFALO (cont'd.)

has been formed for "Elmer Lux for Mayor," with Jack Mundstuk, M-G-M branch mgr. as gen. chairman. A get-together party will be held at the Variety Club on Aug. 24. Lux, gen. mgr. of Elmart Theatres, is running for the nomination on the Democratic ticket. The Women's Auxiliary of Variety will also form committees. . . . William Colson has been appointed mgr. of the Niagara Theatre, succeeding John Zimmerman who resigned because of ill health. . . . WBES and WBUF, new area UHF-TV stations are expected to be on the air by Sept. 1. . . . Despite protests by the Catholic Diocese, "The Moon is Blue" opened at Basil's Lafayette here on Aug. 19. . . . Joseph Kane, former mgr. at the Allendale, is now asst. mgr. at the Mercury Theatre. . . . Phil Todaro, head of Todd Distributing Corp., has moved to the Film Center Bldg. at 505 Pearl St.

CHARLOTTE

Stellings-Gossett Theatres, Inc., formed here to take over operation of eight theatres in N. C., purchased leases from H. B. Meiselman on the Center, Charlotte; Strand, Waynesville; Strand, Rockingham; Framming Drive-In, Laurinburg; Raleigh D-I, Fayetteville; Manor, Wilmington, and Park, Kinston. The Manor Theatre, Charlotte, operated by Ernest Stellings, pres. of the new company, also becomes part of the circuit. . . . A. D. Berry was named mgr. of the Andrews Theatre, Bishopville, S. C. when H. C. Hitchock transferred to Greer, S. C. to manage the Greer Theatre for Stewart & Everett Theas. . . . Kermit Ward installed 3-D equipment in the Sumter, Sumter, S. C.

The new $80,000 Fox Drive-In, 400-car project at Seneca, S. C., was opened by Harry Osteen and associates. Osteen owns three theatres in Anderson, S. C. . . . Eddie Marks was appointed mgr. of the Center Theatre, Charlotte. . . . Publix - Bamford, Asheville, N. C., purchased a 13-acre site on Patton Ave., where they will erect a new outdoor theatre at cost of $100,000. . . . Butner Drive-In at Creedmore, N. C. closed because of poor business. . . . R. L. Smith of the Princess, Benson, N. C., is recuperating at home folowing surgery. . . . Despite TV, E. B. Tipton reports that his Gastonia, N. C. theatres are doing well. The Carolina and Palace have reopened and his only closed house, the State, may reopen this fall.

CHICAGO

Attorneys Seymour Simon and Frank Stewart settled an equity suit of the Family Drive-In Theatre, Clinton, Ill., out of court. The ozoner will now be permitted to bid for first runs against other theatres in the territory. . . . The JLS McVickers loop theatre is adopting a first run policy, opening with Columbia's "Let's Do It Again." New admission prices are 65 cents at matinees and ninety cents at night. . . . Another loop theatre to adopt a first run policy is the former Telenews, which has changed its name to the Loop End. It will begin its new policy with Disney's "The Sword and the Rose." . . . Edward Marwick was named assistant manager at the BK Uptown Theatre.

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United Artists delegates meet at the Savoy Hotel in London before attending a performance of "Melba" at the Odeon, Leicester Square. Front row (l to r): Charles Smadja, continental mgr.; Leon Favre, mgr. for Switzerland; Max E. Youngstein, v.p.; Robert S. Benjamin, board chairman; Robert Haggiag, mng. dir. of DEAR/Film, UA, Italy; Arnold M. Picker, v.p. in charge of foreign distribution.

Stanley Kolbert, formerly assistant to Arthur Schoenstadt, circuit theatre owner, is now operating the StarLite Drive-In on Chicago's south side. . . . New relief manager for the Stanley Warner circuit is John J. Field, who will headquarter in Chicago. . . . Charles Fitch has been appointed manager of Chicago's Chelten Theatre. . . . Ralph E. Graham's Bijon Theatre, Clayton, Ill., will re-open Sept. 4 for the fall season. . . . Shirley Peltz has been named booker for Republic. . . . New unit of the Alliance Circuit, the Miami Outdoor Theatre was opened in Peru, Indiana. The ozoner accommodates 550 cars. Manager of the situation is Robert Spannbauer.

The City Council has postponed for two weeks consideration of the new electrical code which would require the services of a union movie operator to show 16mm. films for business and other similar uses. . . . Joseph M. Lyon, veteran theatre owner of Chicago, died at the age of 70. . . The operators union is negotiating for a new contract, effective Sept. 1, as the present five year contract expires at the end of August. Union officials are negotiating with each circuit separately this year, but details of the proposed contract have not yet been made known. . . . Purchase by WGN of 20 Zane Gray films has been confirmed by Elizabeth Bain of the studio's TV film department. The features, starring Randolph Scott, Gary Cooper and John Wayne, will get their initial showings in September. . . . Douglas Helegson succeeds Rollin Stonebrook, resigned, as managing director of Chicago's Palace Theatre. The house is now showing "This Is Cinerama."

The Attorney General has declared that Job Nights, used to stimulate attendance at theatres in DeWitt County, Ill., are lotteries and therefore illegal. . . . Final total on the amount of money collected for the Korean relief drive in Chicago is expected to exceed $10,000. The drive was somewhat hindered by a shortage of volunteer collectors. . . . With "The Robe" set to open the loop's State Lake Theatre and Columbia seeking an extended Loop run for, "From Here To Eternity," it is expected some of the best loop houses will be tied up for some time, thus making it difficult for some of the smaller companies to get loop bookings for their films. Even smaller houses, such as the Monroe, are now operating on a first-run policy with several weeks booking already set. . . . Walter Colmes, formerly president of Brittanica Films, now heads the newly formed Emerson Film Corp.

Essaness' Woods Theatre is getting a large screen as well as an RCA 3-D installatin. The circuit is installing 3-D in its southside Michigan also. . . . Ralph Grubbs purchased 3-D equipment for his Tone Theatre, St. Anne, Ill. . . . Gus and Irene Gorgan sold their Times Theatre, Wankegan, to Henry Ryhan and Louis Ambrogio, who operate the Waukegan Drive-In. . . . Ladies of the Variety Club auxiliary will hold a special preview of an important film at the Carnegie Theatre on Sept. 29 to raise funds for an electro phono cardigraph for the LaRadbida Sanitarium. . . . Teitel Film Co. has booked "One Summer of Happiness" into 15 ozoners of Alliance Circuit. . . . Charles Dyer, owner of the Lyric, Earlville, is building a 500-car ozoner at Belvidere, Ill. . . . Lubliner's Clark Theatre in the loop has advanced evening admissions to 70¢. Policy is subsequent runs. . . . The Drake Hotel, where so many industry get-togethers take place, is being air conditioned throughout.

CINCINNATI

John Hewitt, exhibitor of Bethel, O., leased the Happy Hour Theatre from Jerome Jackson, Jr. and reopened it. . . . Stasia Halkias, who operates the Liberty Theatre in Whitesville, W. Va., has acquired control of the Boone Theatre there from the Jur Circuit. . . . H. B. Snook and T. M. Fisher of Mid-West Theatre Supply, and E. N. Howe, Ft. Wayne, Ind. salesman for the company attended a meeting in N. Y. for RCA dealers which was called to discuss 3-D, CinemaScope, etc. . . . Wm. G. Mansell, who is the new Warner dist. mgr. with headquarters in Philadelphia, visited the local exchange to confer with mgr. Jim Abrose. . . . The annual summer picnic of U-I was held at the home of Vance Schwartz, operator of the Hyde Park and other art theatres in this area. . . . Edward F. Blum, a co-owner in the Main Theatre, Mt. Healthy, O., died after an illness of two months. His brothers Albert and Joseph also have an interest in the theatre.

Jay Goldberg of Realart completed negotiations with Jack Broder for distribution rights on the 3-D film "Hannah Lee," in Pathe color. Realart has a new gratis animated cartoon in Technicolor called "Gentle Touch," which runs 12 minutes. . . . Ben Bein of National Screen, who recently underwent an operation for gallstones, is now convalescing at home. . . . In the recent July elections, young Don Keesling of the Bramwell Circuit, Bramwell, W. Va., was chosen Mayor of the town. . . . Betty Marie Behlen, daughter of Ky. circuiteer Charles H. Behlen, became engaged to Sam Pryor Brother, Jr. of Lexington.

DALLAS

The entire building housing the State Theatre in Houston will be turned into a "theatre lounge," according to Robert Z. Glass, owner of several independent theatres.

DALLAS (cont'd.)

Glass plans to outdo the Theatre Lounge, Dallas, with a bigger stage for burlesque and a bigger lounge for serving beer and mixers. . . . River Oaks Theatre, Houston, set a new record with its wide-screen presentation of "Lili," which was extended to six weeks. . . . Three drive-ins and at least seven nabes in Houston are now 3-D equipped. The ozoners are the South Main, Market Street and King Center. . . . Trail Drive-In installed a wide screen. . . . Newest ozoner in the San Antonio area is the Palo Alto, which opened Aug. 8. . . . The Alamo and Mission drive-ins, San Antonio, are featuring 3-D presentations.

DENVER

With the promotion of Ray Davis from northern dist. mgr. to the post of Denver city dist. mgr., several other changes were made in the Fox-Intermountain setup. Davis will retain supervision of houses in Boulder, Longmont and Ft. Collins, Colo. Tom Brennan was made northern dist. mgr.; Russell Berry, city mgr. at Cheyenne; James Auten, city mgr. at Rock Springs; A. Bamossy, city mgr. at North Platte, Neb., to succeed A. C. Stalcup when he retires Sept. 1; James Sutton, city mgr. at Rawlins, and Robert Demshki, city mgr. at Longmont, Colo. . . . E. J. Schulte, 67, prominent Wyoming exhibitor, died in Chicago following an operation.

Changes in Wolfberg Denver theatres included moving of A. D. Traxler to the Valley Drive-In as mgr., succeeding Stanley Bradford, who moves to the West. Jennings Hooks was upped to mgr. of the Paramount with Louis Silva as asst. Policy at the Valley and North drive-ins was changed to subsequent run, with prices dropped from 85¢ to 65¢. . . . What are said to be the largest screens in the world, 67x100', are being erected at the new 1280-car drive-in at Centennial Race Track, after which it will be named. Tom Bailey, Lippert franchise owner, who will operate the ozoner, hopes to have it ready this fall. . . . Joe Kaitz, asst. booker at Metro, moved to Warner's in a similar capacity. . . . Dick Ivy, who recently sold the Intermountain Film Exchange to Robert Patrick, is now booking and buying for the Tex Know theatres.

DES MOINES

The Strand in Des Moines, owned by Tri-States, will be closed soon and lease taken over by a men's clothing firm. . . . Russ Fraser, former ad-pub dir. of Tri-States, has been named mgr. of KRNT Theatre in Des Moines. . . . Chester Pruyne of Ankeny has leased the Sun Theatre in Woodward from Fred Bullen. . . . Harry Pace is celebrating his 35th year as an exhibitor in Sumner. . . . Ruth and Denny Cote, owners of the theatre at Waukon, are gradually turning over their business to their sons, Paul and Eaton. Ruth and Denny have been in the theatre business since 1911. . . . Ivan Fuldauer, midwest press rep. for M-G-M, will marry a Metro employee, Zeldene Seidenfeld, this fall. . . . Bob Hutte, Lyric Theatre mgr. at Osceola, escaped serious injury when his car went into a ditch to avoid hitting another car. Hutte was on his way home from a booking trip to Des Moines.

Mel Jones purchased the Nation Theatre building in Lost Nation from Clyde Nelson and will remodel it into a department store. . . . Contracts have been let for installation of a new wide screen at the Exira Theatre in Exira, Ia. Work is to be completed about the first of Sept. . . . Another theatre installing similar equipment is the Circle in Nebada, owned by W. P. Grossman. . . . A new drive-in will be constructed at the southest city limits of Albia by the McClain Theatre Co., operators of the King Theatre there. . . . Earl Kerr, owner of theatres in Knoxville, Ia., has opened a new drive-in in Bethany, Mo. . . . The Strand in Iowa City is closed for alterations and will reopen the first week in Sept.

DETROIT

A strong promotional campaign by Dillon M. Krepps, managing director of the United Artists Theatre, boosted grosses to over three times normal for the opening of "Gentlemen Prefer Blondes." . . . Harry T. Smith, who recently reopened the west side Alden, has closed it again. . . . Michigan Cinerama Corp. is being established here, with headquarters in the Dime Bank Bldg. . . . Alex Schreiber, head of Associated Theatres, who now makes his home in Calif., returned to Detroit for a few weeks to attend to his theatre properties here. . . . Cohen Circuit's Hollywood, 3500-seater, was picked for the trade screening of circuiteer Jack Broder's first 3-D production, "Hannah Lee."

Louis Stathos is taking over as operator of Mike Chargot's Esquire during the absence of Edward Robinson. . . . Assisting at the Ferndale in suburban Ferndale is veteran Tom Ealand's son, Herbert. . . . Robert Bryson returned to the film business after some years in the optical field as booker for Universal following Jack Hebert's move to Paramount. . . Joseph Stoia, owner of the Circle in Dearborn, is adding to his building site and will have a new bank and business machine firm as neighbors. . . . First to install 3-D in Gladwin County is James Methner, owner of the Gem in Beaverton.

Wm. Schulte, head of Schulte Circuit, has been discharged from Providence Hospital after more surgery resulting from an accident three years ago. . . . Richard Funk, former mgr. of Great Lakes Theatre, is leaving the industry to enter the Deremo & Son real estate and insurance business. . . . Also leaving, to go back into police work, is Hal Ward, whose managerial duties at the Radio City are being handled by Jake Sullivan. . . . Circuit owner David Korman, recuperated from his accident, reports that Joe Green, who moved to Ohio, has been replaced by Morris Tittle as mgr. of the Greenwood.

INDIANAPOLIS

Allied Theatre Owners of Ind. report 20 Indianapolis neighborhood houses have closed since Jan. 1952. . . . Loew's and the Indiana are shifting back to Thursday openings after givingFridays a try. . . . Edwin R. Bigley, new UA branch mgr., sold "Shoot First" and "The Neanderthal Man" first-run to four local drive-ins. . . . Mars Hill Theatre, operated by George Andriakos, has been reopened. . . . Foster Gauker, local exchange mgr. for M-G-M, will attend the branch managers' convention in Hollywood, Calif. Aug. 28. . . . Dorothy Robinson, Paramount booker, is out of the hospital following surgery.

Peter DeFazio has been added to Paramount's sales organization. He was formerly branch mgr. at Warner's in Washington, D. C. . . . Mike Murphy of the Victory Theatre, Huntingburg, is reported to have suffered a third heart attack. . . . Clyde Brant of the Virginia, Terre Haute, left for northern Wisconsin on account of poor health. . . . The Elnora Theatre, Elnora, operated

(*Continued on page 24*)

Watch These Dates!

Sept. 28-30: Dallas — Texas COMPO Conference and International Drive-In Theatre Owners Assn. annual meeting — Adolphus and Baker Hotels.

Oct. 3-7: Boston—National Allied Convention—Hotel Sheraton Plaza.

Oct. 5-6: Kansas City — Kansas-Missouri Theatre Assn. convention — President Hotel.

Oct. 23-24: Washington, D. C. — Variety Clubs International mid-winter meeting.

Oct. 31-Nov. 4: Chicago — TOA-TESMA-TEDA joint trade show—Conrad Hilton Hotel.

Nov. 1-5: Chicago — Theatre Owners of America national convention and trade show — Conrad Hilton Hotel.

Nov. 12: New York—Motion Picture Pioneers dinner.

Nov. 15-17: Jacksonville — Motion Picture Exhibitors of Florida annual convention —Roosevelt Hotel.

Nov. 22-24: Charlotte—Theatre Owners of North and South Carolina convention.

Dec. 14-15: St. Louis—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois annual convention —Sheraton Hotel.



Some 250 industryites feted Phil Hodes, RKO's New York district manager, upon his retirement after 30 years with the company. L to R: Sam Rinzler of Randforce Circuit, Hodes, and Edmund Grainger, president of RKO.

ANOTHER 3-D C
BIG NAME CA

HOWARD HUGHES
presents

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. . . fighting li
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Color by
TECHNICOLOR

starring

VIRGINIA MAYO · DALE ROBERTSO
STEPHEN McNALLY · ARTHUR HUNNICUT

An **EDMUND GRAINGER** Production

Photographed in NATURAL VISION 3-D · Screenplay by FREDERICK HAZLITT BRENNAN · Directed by ALFRED WERKER · Produced by EDMUND GRAINGER

RKO

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VIL'S CANYON

...WITH A GREAT CAST OF PLAYERS, AND IN COLOR BY TECHNICOLOR, THIS SENSATIONAL RKO 3-D FILM IS BEING BOOKED BY BIG KEY THEATRES ALL OVER THE NATION. BACKED BY THE HIGHEST EXHIBITOR PRAISE, 'DEVIL'S CANYON' IS CERTAIN TO ESTABLISH THE SAME SPECTACULAR GROSSES AS 'SECOND CHANCE', THAT NO. 1 BOX OFFICE ATTRACTION.

Here are just a few of the situations where 'DEVIL'S CANYON' will open soon:

CITY	THEATRE
NEW YORK	Criterion
SAN FRANCISCO	Golden Gate
LOS ANGELES	Pantages & Hillstreet
ST. PAUL	Orpheum
CLEVELAND	Palace
PHILADELPHIA	Stanley
AUSTIN, Tex.	State
PITTSBURGH	Stanley
OMAHA	Brandeis
DALLAS	Majestic
CINCINNATI	Albee
MILWAUKEE	Warner
INDIANAPOLIS	Indiana
CEDAR RAPIDS	Iowa

CITY	THEATRE
DUBUQUE	Orpheum
NEW ORLEANS	Orpheum
WASHINGTON	Keith
BUFFALO	Century
CHAMPAIGN, Ill.	Orpheum
GRAND RAPIDS	Keith
BIRMINGHAM	Melba
COLUMBUS	Palace
PROVIDENCE	Albee
JACKSONVILLE	St. Johns
KANSAS CITY	Missouri
MINNEAPOLIS	Orpheum
SYRACUSE	Keith
EL PASO	Plaza

CITY	THEATRE
SAN ANTONIO	Majestic
FT. WORTH	Majestic
AMARILLO, Tex.	State
FRESNO, Cal.	Warner
DENVER	Orpheum
DES MOINES	Orpheum
ROCHESTER	Palace
WATERLOO	Orpheum
ATLANTA	Paramount
DAYTON	Keith
OKLAHOMA CITY	Center
MONTREAL	Prince
BOSTON	Keith
LOWELL, Mass.	Keith

INDIANAPOLIS (cont'd.)

by E. Ricketts and his wife, will reopen Sept. 1 with two changes a week. . . . Tom Dillon, former booker at Columbia, is now with Republic.

KANSAS CITY

Maurice Druker, former mgr. of Loew's State in Providence, R. I., has succeeded the late Howard C. Burkhardt as mgr. of the Midland here. . . . Lakeside Drive-In, the city's first outdoor 3-D in full color, opened recently. Located at the entrance to Wyandotte County Park and Lake, the ozoner has a natural amphitheatre. . . . In conversion of the Fiesta Theatre to a dining and dance spot, Geo. Tidona, owner, kept the screen and projection booth for use of organizations holding business and sales meetings. . . . The K. C. review board banned "The Moon is Blue" after the producer failed to make deletions suggested by Mrs. Lora B. Williams, city reviewer. Film has been booked for a Sept. 16 opening at the Tower in Springfield, Mo. and the Glenn in Joplin. . . . Stanley Durwood of Durwood Theatres announced plans for a 500-car ozoner to be built just outside the city limits of Jefferson City, Mo.

Geo. Moore has a new tower that will withstand 100-mile winds on the Ski-Vue at Plainville, Kan. . . . The Strand at Ellington, Mo., which was damaged by fire in June, has been reopened by Harold Larkin and associates. . . . The Eddie Golden Agency has moved from Film Row in K. C. to 427 W. 60th Terr. . . . Fox Midwest's Isis has a new marquee with more neon lighting, a remodeled lobby and a new concession booth with modern equipment. . . . The Paramount opened Aug. 6 with a new 38-ft. screen. . . . Cozy at Lockwood, Mo. has a new aluminum paneled ceiling under the marquee, new carpeting and 3-D equipment. Fred Wilcox is mgr. . . . Hugh Gardner, owner of the Orpheum and Bandbox and the Edgewood Drive-In at Neosho, Mo., passed away.

MIAMI

Bob Batten succeeded Carl Jamroga as mgr. at the Beach. . . . W. Palm Beach's Florida Theatre is ready with stereophonic sound and wide screen. . . . Tom Capuzzi new mgr. at the Sherman. . . . Normandy at Miami Beach opened with 3-D and big business. . . . Roosevelt and Embassy started with 3-D Aug. 13; ditto for the Royal on the 26th. . . . 50,000 student identification cards are being processed at Wometco for Miami's student rates. . . . Wometco had a theatre collection and raised more than $16,000 for the Variety Children's Hospital. Col. Mitchel Wolfson made the presentation on TV to chief barker Eddie Melniker of Tent No. 1033. . . . Dana Bradforth, mgr. of the Rosetta at Little River, real proud of his house —once considered a nabe, now the downtown theatre. . . . Claughton's Joe Beeman now at Veteran's Hospital. . . . Joe Perez, mgr. of the Circle, says that since 3-D was installed, business is great.



Stars of U-I's "Thunder Bay" acted as ticket sellers in connection with the Los Angeles opening of the film at the Palace, Ritz, and Vogue theatres. Joanne Dru and Dan Duryea are seen here at the Vogue with (l to r) Spyros Cardas, district mgr. for Fox West Coast Theatres; Joe Kronick, mgr. of the Vogue; and Perry Pasmezoglu, publicist for the theatre.

MILWAUKEE

After two screenings, the Milwaukee Motion Picture Commission is still maintaining its ban on "The Moon Is Blue" unless deletions are made in the dialogue. While the group has no legal right to ban films, it's word is virtually law. "For Adults Only" was also voted out. . . . The Fox-Strand will show "Martin Luther" beginning Oct. 15. Film will be expoited through church bulletins, posters, speakers and other forms of advertising according to announcement by Rev. E. G. Tieman, pastor of Trinity Lutheran Church here. . . . Don Palm, formerly asst. mgr. at the downtown Towne, is now managing the Tower Theatre here. . . . Jerry Youniss is the new mgr. at John Freuler's Century Theatre. . . . The Greendale Theatre was recently taken over by Frank E. Schreihart from Gene and Jerry Goderski. . . . Jack Lorentz and J. Kemptgen, co-chairmen of the Special Shows committee for the Showman's Guild, are setting plans in motion for the first fund raising drive, to be held in the near future.

MINNEAPOLIS

A 25x50' Miracle Mirror CinemaScope screen has been installed in the RKO Orpheum along with stereophonic sound equipment. . . . Sheldon Kliman, mgr. of the Riviera at Hastings, Minn., was married to Gertrude Goltzman of Minneapolis. . . . Tom Hetherington sold his Gopher at Wheaton, Minn. to James Goggin, former mgr. of the Park and Royal at Park Rapids, Minn. . . . Harold Lundquist was named asst. to div. mgr. M. A. Levy at 20th-Fox. He formerly was a Fox salesman in northern Minn. . . . All 70 drive-ins in the territory will take up collections for the Variety heart hospital on the University of Minn. campus for one week beginning Aug. 23. Art Anderson, Warner dist. mgr., is chairman of the hospital committee.

Kenneth Thompson bought the State at Belgrade, Minn. from Grant Hatling, who also sold his theatre at New London recently. . . . The nabe Arion was reopened by Sheldon and Charles Rubenstein and Abe Kaplan after a refurbishing which cost more than $15,000. Until closed in April, it had been operated for 20 years by Minn. Amuse. Co. The 900-seater is now operating under a policy of "hand-picked" double features. . . . Name of The Timberlane was selected in a contest for the new deluxe drive-in which opened recently at Bemidji, Minn. Owners are Wilfred Libel and Otto Burggraf. . . . Construction has begun on a new theatre for Bob Chase at Carson, N. D. . . . K. C. Brandjagen increased prices at his State Theatre, Hatton, N. D. to 14¢ for kids and 45¢ for adults.

H. A. Hanson, who owns the Roxy at Mitchell, S. D., bonght the Pam Theatre, Alpena from Ed Tucker. . . . Mpls. city council licenses committee reprimanded Sam Berger, operator of the Grand, for showing "Your Parisian Burlesque," which the police morals squad called indecent. Berger previously was fined $100 for showing the film. . . . Admissions taxes collected in Minnesota declined from $644,000 in July 1952 to $597,000 last month. . . . Stiff sentences are being imposed on persons who steal loud speakers from local drive-ins, in a campaign to stop the thefts.



Former heavyweight champ Joe Louis, on a cross-country tour to plug the forthcoming "Joe Louis Story," visited the United Artists exchange in Washingon, D. C. Shown (l to r): Joseph Walsh, exhibitors' service; John Brown, salesman; Louis; Edward Fontaine, salesman; Arthur Levy, branch manager; Edward Martin, exhibitors' service; and exhibitor William Friedman.

NEW HAVEN

Pike Drive-In, Newington, is receiving free half-hour programs via Radio Station WKNB, New Britain. "Pike Platter Party" is being broadcast from the concession building Tues. thru Fri. nights by Tex Pavel, with theatre mgr. Paul Amadeo inviting patrons to take part. . . . A panoramic, full-stage screen has been installed at Loew's Poli, Bridgeport, and immediate installations are planned in the circuit's other key theatres. . . . Irving Hillman, mgr. of the Sherman, New Haven, was winner of S-W's third quarter showmanship award. Runners-

(*Continued on page* 26)



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READERS WAITING

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MICKEY SPILLANE

violence blasts the screen!

Another BIG ONE thru UA

FLASH!
World Premiere,
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SHATTERED EVERY 3-D
ENING DAY FIGURE! SECOND
Y GREATER THAN THE FIRST!

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introducing

F ELLIOT as MIKE HAMMER with PRESTON FOSTER · PEGGIE CASTLE
MARGARET SHERIDAN · ALAN REED

Written for the Screen and Directed by HARRY ESSEX · A Victor Saville Production

NEW HAVEN (cont'd.)

up in this area are Dennis Rich, Cameo, Bristol, and Joseph C. Miklos, Embassy, New Britain. . . . Phil Oliver, veteran Bridgeport theatre mgr. who recently underwent a leg amputation, is recovering from a stroke. . . . Variety Tent No. 31, with Sam Waserman heading a committee, is sponsoring a semi-professional boxing program at West Haven Municipal Stadium on Aug. 24 for benefit of the Evening Register's Fresh Air Fund.

RKO branch mgr. Barney Pitkin launched an experiment in the New Haven metropolitan area, which may be adopted in other key Conn. cities, by booking "Never Wave at a WAC" first run into five theatres and one drive-in. . . . A large delegation of industryites attended the recent opening of the new $100,000 Manchester Drive-In at Bolton Notch, Conn. Associated in the 350-car venture are Bernie Menschell, John and Mrs. Frances Calvocoressci. . . . Louis D. Murphy, 76, first exhibitor in Thomaston, Conn., died recently. . . . Perakos Theatre Associates started construction of an ozoner on New Britain Ave., Plainville, for completion next spring. . . . Frank Dizkot resigned as asst. mgr. of the Crown, Hartford, to join Shulman Theas. as mgr. of the Rivoli, Hartford. . . . A public hearing on the drive-in theatre application of Waterbury exhibitor Fred Quatrano has been set for Sept. 21 at State Police Headquarters, Hartford. Project is planned for the Litchfield Road in Watertown, Conn.

NEW ORLEANS

The Panorama Theatre, formerly known as the Strand, was opened by its new owners, Willis and Joy Houck, after complete modernization and installation of the latest equipment available for showing of films in the new mediums. The Houcks are also adding wide-screen facilities in their theatres at Rayville, Rayne and St. Martinville. . . . Dominick Genelli took over the Peacock Theatre here from Mike Piscottia. . . . The Town Theatre at Pelahatchie, Miss. was opened by B. J. Lowery. It seats 300. . . . Ralph Reid closed the Bayou Theatre at Bayou Sorrel, La. . . . The State in McComb, Miss. was temporarily closed by J. E. Alford for remodeling and repairs. . . . Hodges report 3-D sales in all areas, including the Rex at Meridian, Miss. and Waterall at Prichard, Ala.

In Baton Rouge, La., Marilyn Monroe's famed calendar ended a one-night giveaway abruptly when, upon complaint of the Louisiana Morals and Civic Foundation, the district attorney issued a warrant charging Florida Drive-In mgr. Walter Guarino with obscenity. The ozoner was issuing free copies, one to a car. Matter will be decided in court in Oct. . . . Sammy Wright and Frank Laiche, Jr. have taken over the Algiers Drive-In from Syd Otis. . . . Permanent closing is announced for the Beach Theatre, Fairhope, Ala. . . . The Rex at Prichard, Ala. changed hands from P. S. Broadus to J. W. McCrow. . . . A contest is now under way in 138 Mississippi theatres to select three young ladies to take leading parts with Hollywood stars in the Panorama Picture Corp.'s film, "Jessie James Women," which starts rolling at Silver City, Miss. next month. Lloyd Royal is pres. of Panorama.

NEW YORK

Wm. L. Taub, pres. and managing dir. of the completely modernized Hispano Theatre on 116th St., announces its premiere opening on Sept. 4 and the inauguration of a film-stage show policy on Sept. 11. Taub journeyed to Mexico City and Madrid in search of talent for the theatre's stage shows as well as for guest spots on radio, TV and other theatrical engagements, also to Beverly Hills to look over the 3-D situation on Spanish features. . . . The American Dubbing Co., organized by Peter Riethof, began operations here. Riethof was responsible for the dubbing into English of "Anna" and "The Iron Cross," and is currently at work on "Heidi," made in Switzerland. . . . Winners of the fifth week of Century Theatres' drive in the B'klyn div. were: 1st, Avalon Theatre, mgr. Edgar Bernhardt; 2nd, Albemarle, mgr. Morris Libman; 3rd, Marine, mgr. Robt. Albino. In the L. I. dist.: 1st, Prospect, mgr. Melvin Aronson; 2nd, Shore, Richard Tretler; 3rd, Queens, mgr. Bernard Seiden.

Giant wide screens, capable of showing films in any of the new projection methods, are now installed in many RKO theatres. Among the N. Y. houses so equipped are the Palace, Coliseum, 86th St., Fordham, Chester, Franklin, Proctor's New Rochelle, Keith's White Plains, Albee, Kenmore, Madison and Dyker. . . .New wage scales, giving immediate hikes of from $3 to $5 per week and providing for further increases after Sept. 1 of next year, have been negotiated for cashiers of RKO Theatres in N. Y. by IATSE Local B-52. . . . Construction of TV Station WRTV, the Walter Reade Theatre of the Air, on Channel 58, is under way at the Eatontown Drive-In, Eatontown, N. J. . . . "Little Boy Lost" premiers at the Rivoli following run of "The Sword and the Rose." Opening night proceeds will be turned over to the Memorial Press Center Fund.

Spyros S. Skouras III, an eight pound boy, made his debut last week. Father is the Skouras Theas. Corp. prexy and son of 20th-Fox's Spyros P. Skouras. . . . Strand Theatre in Brooklyn was sold by Fabian Ents. to Goldman and Sanders, operators of a circuit of Spanish-language theatres in the metropolitan area. The Strand will be the largest theatre in the U. S. devoted exclusively to first-run Spanish features and will include stage attractions from Mexico, Argentina and Spain.



David Weinstock, president of Raybond Theatres, greets some guests in the lobby of the Normandie Theatre at the gala New York opening of Warner's Technicolor musical "So This Is Love," starring Kathryn Grayson. L to R: Arnold Reuben, restaurateur; his daughter Patti; Weinstock; and Walter Abel, featured in the film.

OMAHA

All records have been broken at the Omaha and Chief theatres with showing of "The Moon is Blue." . . . The new Center St. Drive-In has added a merry-go-round with free rides for the kids. . . . Owner of the theatre in Charter Oak, Ia., has closed the house for good. . . . The West Dodge Drive-In is now equipped for 3-D and is renting viewers for 10¢. . . . Golden Spike Drive-In, managed by Ted Rice, was congratulated through the Omaha World-Herald by local business firms on its first anniversary. Special programs were arranged with treats and surprises each night for a week. . . . All ozoners around Omaha and Council Bluffs are advertising midnite "spook" shows.

The Airport Drive-In, now being completed, is installing a curved, wide-angle screen, suitable for all types of new film processes. O. C. Johnson is the mgr. . . . Edward J. Nelson and Ilo M. Brown, Ballantyne Engineers and co-developers of the new convertible 4-runner soundhead, announced its preview here and clarified some details of the new stereophonic sound equipment. . . . The Chief Theatre, So. Omaha, ran a bathing beauty contest on the stage, sponsored by local businessmen and emceed by Tom Carey of Station KMTV. . . . Wm. Miskell of Tri-States Theas. reports that the company is considering the sale of 2,776-seat Paramount. Veto by the President of bill to remove the 20% tax may have unhinged the theatre's last toehold.

PHILADELPHIA

Over at Trans-Lux, mgr. Charlie Judge has already used four prints of "Moulin Rouge," now ending its 24th week. . . . The Tower Theatre, Upper Darby link in the Paramount chain, is experimenting with handing out permanent-frame polaroid glasses to patrons for keeps instead of the paper jobs heretofore in use. . . . A new drive-in is slated to open in Quakertown. . . . Jay Emanuel, circuit operator and publisher of The Exhibitor, has a good claim to the title of "Mr. Antibiotic" for the number of wonder drugs administered to save his life from an extremely rare blood stream infection. . . . Robert Diem, asst. mgr. of Loew's Aldine, Wilmington, succeeds Larry Levy as mgr. at Loew's Reading theatre. . . . Henry Rubin, Paramount salesman in the Philadelphia territory, died here at the age 58. He had been with the company for more than 25 years.

Leonard Lassman has taken over the old Orient Theatre on Woodland Ave. and will turn it into a farmer's market. . . . The Cadet Theatre at 2nd and Ontario has been

PHILADELPHIA (cont'd.)

sold by Warner Theas. to Viking Yarn Mills. . . . The Lindley Theatre, which was closed, is now operating weekends, showing Spanish language films. . . . Lewen Pizor closed the Chelten Theatre temporarily. . . . Armed with a green light from the Dept. of Justice to assure operation of Cinerama theatres and to produce films in the medium, Stanley-Warner is setting plans to display the process in its houses in Philadelphia, Washington and Pittsburgh. . . . When Paramount previews its new film, "The Caddy," here, it will also conduct a golf tournament for members of the Philadelphia Country Club, sports writers and caddies. . . . Dave Law, who recently left Warner's here to join Republic as a booker, is going back to Warner's as office mgr.

PORTLAND-SEATTLE

Hall Baetz, named gen. mgr. for Sterling Theas., Seattle, was given a cocktail party at the Olympic Hotel. . . . Northwest Releasing Corp. concluded arrangements to represent Filmakers Releasing Org. . . . Sterling opened its new drive-in near Port Angeles, Wash. with elaborate ceremonies. . . . Western Amuse. Co. opened new ozoners at Coos Bay and Lebanon, Ore. . . . Evergreen's Oriental Theatre, Portland, installing wide screen for early showing of "Gentlemen Prefer Blondes." . . . The old screen at the Post St. Theatre, Spokane, was replaced with a Raytone wide-vision screen. J. J. Rosenfield, mgr. and owner of Favorite Theatres in Spokane advises that CinemaScope will be installed later. . . . Clark & Roberts' Molalla Theatre, Molalla, is first in Ore. to present pictures on a curved wide sereen with stereophonic sound. Installation was made by B. F. Shearer. . . . The 506-car Ellen Drive-In, Ellensburg, Mash., opened with C. E. Farrell as operator. New venture is associated with Mid-State Amuse. Corp.

PROVIDENCE

Larry Levy eame on from Reading to take over management of Loew's State here following transfer of Mauriee Druker to Kansas City. . . . The RKO Albee brought back "Mighty Joe Young" on its giant screen. . . . Cranston Auto Theatre, offering "Sangaree" in 3-D, upped prices to 75¢ with tax and glasses included. . . . Eddie Zaek and his Hayloft Jamboree, featured on TV and reeords, appeared in person at Route 44 Drive-In as an added attraction with no advance in admissions. . . . Pike Drive-In is offering extra cartoons and lollypops every Friday evening for the kiddies.

"Mr. Zero" of Hollywood Candy Co. recently made a personal appearance at the Rustic Drive-In, where he entertained the children and distributed free gifts and candy. . . . Harold Lancaster, Pawtucket Strand mgr., is laying plans for participation of his Blackstone Valley Committee in the "Jimmy Fund" drive. . . . In conjunction with forthcoming showing of "The Band Wagon" at Loew's State, a tieup was arranged with radio station WICE for cash prizes, record albums and records for identification of songs played on a special program.

ST. LOUIS

Patent for a new type of drive-in theatre, which provided a separate sereen for each of the 42 cars that witnessed its premiere in Urbana, Mo., is owned by Tom Smith, inventor and builder. It's all done with reflectors and lenses. Setup, in the shape of a wheel, is a closely guarded secret. . . . At Springfield, Ill., Attorney General Lathan Castle has issued an opinion to State's Attorney Harry Stevens of DeWitt County to the effect that the State regards a Clinton, Ill. theatre's "job nights" as just a disguise for "bank night" lotteries and therefore illegal. . . . Articles of Incorporation were issued to Samuel Komm Theatres, Inc. to own and operate the new drive-in three miles north of Granite City. Carol Realty & Investment Co. was incorporated as owners of the property occupied by the drive-in.

The new Mark Theatre, Oran, Mo., opened on July 25 by owner Bernard Tenkhoff, seats 400 and replaces the old Majestic Theatre which was destroyed by fire in 1952. . . . Complete equipment for the 300-car Fairview Drive-In at Newton, Ill., which had its grand opening Aug. 11, was furnished by National Theatre Supply of St. L. . . . Frisina's Little Dixie Drive-In at Mexico, Mo. has added more equipment to its popular children's playgrounds. . . . Midwest's Airway Drive-In, Overland, Mo., was the first in St. L. County to present a 3-D program. . . . Charles Mound, 46, owner of the 368-seat Park Theatre, Valley Park, Mo., passed away after an illness of nine months. . . . Charles H. Warner, pioneer exhibitor of the St. L. area and eredited with introducing the air-dome idea to the film industry here, died at the age of 86.

At St. Genevieve, Mo., the Orris Theatre put up an elaborate neon sign in the shape of an obtuse triangle which extends out over the sidewalk to the eurb line. . . . Mr. and Mrs. Bill Fitchpatrick have assumed their duties as mgrs. of the Corral Drive-In and Ozark Theatre, Eldon, Mo., for Tom Edwards, sueeeeding Bill Smith, who resigned to take his family to Calif. . . . KSM-TV, channel 36, charged that WTVI-TV, Belleville, Ill., was violating the Federal Trades Commission Act by calling itself a St. Louis station and saying it was already on the air. . . . Bob Johnson, mgr. of the Strand and Uptown theatres, Fairfield, Ill., announced that installation of CinemaScope equipment in the Strand should be completed by Sept. 1. . . . 3-D installations were completed at the Rodgers Theatre, Anna, Ill. . . . Andy Dietz, gen. mgr. of Dietz Ents. and Cooperative Theas., continues to slowly improve at St. John's Hospital following a second major operation. . . . The interesting and huge old Coliseum on Jefferson Ave. is now being razed.

Edward B. Arthur, Fanchon Marco gen. mgr., reported that the circuit's plans were to pass on to its patrons half the savings if tax repeal had been approved by the President. . . . Ray Parker, Mayor of Brentwood, Mo., his brother, Norman, and others associated with them in operation of Parker's Skyline Drive-In, have obtained a building permit for construction of a 700-car ozoner just south of St. L. City Workhouse. . . . The 400-car Air Park Drive-In at Highland, Ill. has been sold by Joseph Schremp and Orville Winet to Adolph List, operator of a garage at Carlyle, Ill. . . . C. D. Simmons was on the Row booking pictures for his new 300-car drive-in at Newton, Ill., which opened Aug. 11. . . . The G. C. Kirn Advertising Sign Co. appointed Phillip C. Hammond as gen. sales mgr. of Its Electrical Sign Division. . . . Harry Hopkins, northern Ill. salesman for M-G-M, is filling in as office mgr. following resignation of Robert Woodley.



Although the position behind the camera of noted cinematographer James Wong Howe is a familiar one, he's actually directing, not photographing a scene from Alfred Palca's "Go, Man, Go!," forthcoming film biography of the Harlem Globe Trotters. The picture, which stars Dane Clark, marks Howe's debut as a director.

SAN FRANCISCO

George Archibald of the Archibald Booking and Buying Agency, has taken over management of the Palo Alto Drive-In, Palo Alto, and the Studio Drive-In, San Mateo. . . . Lou Singer, Fox West Coast mgr. of El Capitan, transferred to the Fox, Redwood City. Robert Marsalles, formerly at FWC's Crest, Vallejo, replaces Singer at the El Capitan. . . . The dispute over the lease on the Vacaville, Vacaville, is settled with the naming of R. E. Degener, owner of the Winters, Winters, to take over. . . . James Stephens, formerly with Sunny Mount Thas., acquired the Dixon, Dixon, from A. R. Peck. . . . Walter Chenoweth who left San Francisco Theas. to manage the Carthay Circle, L. A., has returned to this city as treas. of the Curran.

Henry Nasser, inactive with Nasser Bros. for the past few months, has taken over the helm, relieving Richard Nasser of that responsibility. . . . At Warner's, head shipper Edward Averell was promoted to booker and replaced by second shipper Richard McCarver. . . . Charles Pineus, dist. mgr. of Blumenfeld Theas. in Stockton, came up with a good idea for theatres and mothers on special shopping days. For "Dollar Day" shoppers last week, he ran the following ad: "Mothers! Park your childden at the Esquire or Sierra Theatre while you go $$$day shopping Monday!" . . . Graham Kislingbury, industry chairman of United Crusade Drive, appointed mgr. Frank Harris of United Artists Theatre chairman of film exchanges; Jack Marpole, National Screen mgr., organization chairman, and Harry Becktell of B. F. Shearer, chairman of film equipment houses.

Staff Reviews

"Devil's Canyon"

(RKO) 3-D Technicolor 92 Min.

Cast: Virginia Mayo, Dale Robertson, Stephen McNally, Arthur Hunnicutt, Robert Keith, Jay C. Flippen, George J. Lewis, Whit Bissell, Morris Ankrum, James Bell, William Phillips, Earl Holliman, Irving Bacon.

Credits: Produced by Edmund Grainger; Directed by Alfred Werker; Screen play by Frederick Hazlitt Brennan; Story by Bennett R. Cohen and Norton S. Parker.

This tale of prison violence, lensed in stereo 3-D and Technicolor, parlays a somber script into a suspenseful film that should play to good box office, especially with action fans. Set in the early days of the Arizona Territorial Prison, film details a savage love triangle involving convicts Virginia Mayo, Dale Robertson and Stephen McNally. Production employs almost none of the familiar 3-D gimmicks, but makes its dramatic points by showing scene after scene of prison brutality. Only one bit of humor, supplied by Arthur Hunnicutt, relieves the tension. Story builds to an exciting climax, backed by the shouting of 500 desperately crazed convicts via stereophonic sound. The cast conducts itself ably, and the prison scenes come through well in the extra dimension and color.

STORY: Dale Robertson kills Stephen McNally's brother in self-defense but gets sent to prison for it. Already in the prison is McNally, who is out for revenge, and they are soon joined by Virginia Mayo, McNally's convict girl. When Virginia and McNally plan a prison break, Virginia tries to persuade Robertson to join them. However, he will have none of it. McNally plants some weapons in Robertson's cell and then has one of his stoolies tell the warden about it. Robertson is put into solitary confinement, and the rest of the prisoners are kept locked in their cells with no food till more information about the proposed break is given. When the break takes place, McNally takes over the prison. He is about to kill Robertson, but Virginia helps him escape. Robertson gets to the Gatling gun, kills McNally and stops the mass break-out. The warden promises Virginia and Robertson pardons, and they end up in each other's arms.

●

"The Diamond Queen"

(Warner Bros.) SuperCinecolor 80 Min.

Cast: Fernando Lamas, Arlene Dahl, Gilbert Roland, Sheldon Leonard, Jay Novello, Michael Ansara, Richard Hale, Sujata and Asoka.

Credits: Produced by Frank Melford; Directed by John Brahm; Written by Otto Englander.

"The Diamond Queen," fortified with some fairly good star name assets, shapes up as a fast-paced costume melodrama that has a little of everything including intrigue, swordplay, romance and action. Plot skips and jumps all over the place, beginning in 18th Century Paris, moving on to the Far Eastern jungles, and to India, then back once more to Paris. Pacing and events should satisfy the action fans plus those who eat up light escapist fare. Story holds attention and the acting is satisfactory.

STORY: In 18th Century Paris, Fernando Lamas, son of a diamond cutter, is forced to travel to India for a diamond for the King needed to replace the one his father accidentally destroyed. He meets Arlene Dahl, an Eastern queen, en route, and after surviving an encounter with savages, is taken by her to Sheldon Leonard, the Great Mogul, who has a substitute diamond. But Arlene wants the jewel for the eye of a temple idol that will make rain fall on her parched land. Lamas vainly offers to trade Leonard French hand grenades for the jewel. But Leonard uses trickery and dies in an attempt to get the stone. Lamas and Arlene take the stone; rain falls on her land, and she agrees to return to France with Lamas. They clinch.

●

"The Stand At Apache River"

(Univ.-Int'l.) Technicolor 77 Min.

Cast: Stephen McNally, Julia Adams, Hugh Marlowe, Jack Kelly, Hugh O'Brian, Russell Johnson, Edgar Barrier, Jaclynne Greene, Forrest Lewis.

Credits: Produced by William Alland; Directed by Lee Sholem; Story and screen play by Arthur Ross; Based on the novel, "Apache Landing," by Robert J. Hogan.

Suspense, intrigue and a plot that deals with human emotion are mixed with action in this outdoor melodrama about Indian-white hostilities. All the above ingredients, plus adequate performances and suitable direction and production, make the film highly suitable as program fare. Plot has to do with a small band of Apaches that departs from the reservation in search of peace and livable land.

STORY: Aboard a stage arriving at a western station where Sheriff Stephen McNally is visiting is Col. Hugh Marlowe, who hates Indians, and Julia Adams, his fiancee. Soon a band of Apaches, headed by Edgar Barrier, appears, but Marlowe, rather than listen to their pleas for better land, orders them back to the reservation. They demand Marlowe's presence as hostage, fearing attacks by soldiers. He turns them down and they lay siege to the station. Nearly all Indians are killed and the whites are greatly decimated, with Marlowe as a fatality. Julia and McNally meanwhile realize love for each other.

●

"3 Girls From Rome"

(IFE) 85 Min.

Cast: Lucia Bose, Cosetta Greco, Liliana Bonfatti, Eduardo De Filippo, Ave Ninchi, Leda Gloria, Renato Salvatori, Marcello Mastroianni, Mario Silvani.

Credits: An Astorial Film Production; Director of Production, George G. Agliani; Directed by Luciano Emmer; Story and screen play by Sergio Amidei; Songs by Mario Ruccione.

This leisurely told Italian tale of romance, fitted out with an expert dubbing job, should register with art house audiences and find a fairly good reception also among general audiences. Latter should especially like the sentimentality and romantic aspects of the feature, which describes with charm three modern day love stories set in Rome. Another definite asset to the film is the beauty of the three girls who play the title roles, although Lucia Bose is the only one whose name will have meaning to American audiences; and only art house patrons at that. The script manages to make credible the intermingling of the love affairs of the three young seamstresses, but it remains somewhat episodic.

STORY: Lucia Bose, Cosetta Greco and Liliana Bonfatti are three Italian seamstresses. Lucia is in love with a rough, uneducated boy, but they cannot get married till they find an apartment. Cosetta is in love with another young man, but he is playing around with his boss's daughter. Liliana flirts with a jockey, but she insists that she will marry only a tall man. When Lucia is chosen to be a model, her boy friend objects, thus causing them to split. The second affair breaks up when Cosetta learns about her beau's unfaithfulness. And Liliana almost loses her jockey. However, all the romantic entanglements are finally solved, and the film ends happily for all.

"Mister Scoutmaster"

(20th-Fox) 87 Min.

Cast: Clifton Webb, Edmund Gwenn, George Winslow, Frances Dee, Veda Ann Borg, Orley Lindgren.

Credits: Produced by Leonard Goldstein; Directed by Henry Levin; Screen play by Leonard Praskins and Barney Slater; Based on a book by Rice E. Cochran.

Family-type audiences should provide chief support for this pleasant comedy in which Clifton Webb repeats his familiar characterization of the irate intellectual who learns humility and understanding from his dealings with children. In this case it is a group of Boy Scouts that teaches him the lesson, and this should result in some tie-ups with Scout groups where played. A sneak preview audience at the Roxy Theatre, N. Y. C., found numerous laugh situations in the script and responded nicely to film's homespun positive philosophy. It also approved of George Winslow, the sympathetic little orphan boy who does most of the teaching.

STORY: Clifton Webb is a TV personality in trouble because his show appeals to intellectuals but doesn't sell his sponsor's product, cereal, to the kiddies. In an attempt to learn more about children, he becomes a scoutmaster. As such, he has much trouble and the boys don't like him. Meanwhile, George Winslow, an orphan Cub Scout, attaches himself to Webb and his wife, Frances Dee. Frances likes the little boy, but Webb can't stand him till he learns to appreciate Winslow's true feeling for him. When Webb gets lost in the woods, Winslow finds him and wins a Scout medal. He also wins a new pair of parents in Webb and Frances.

●

"The Golden Blade"

(Univ.-Int'l.) Technicolor 81 Min.

Cast: Rock Hudson, Piper Laurie, Gene Evans, Kathleen Hughes, George Macready, Stevan Geray.

Credits: Produced by Richard Wilson; Co-producer, Leonard Goldstein; Directed by Nathan Juran; Story and screen play by John Rich.

This romantic costume piece, about a dashing son of the desert, a magic sword and a princess of Bagdad, shapes up as suitable program escapist fare. The story is subordinated to the attempts at comedy and episodes of harem intrigue. Photographed in Technicolor, and boasting the names of Rock Hudson and Piper Laurie, the picture has an added advantage in that nothing is taken too seriously by the cast. As a result, both action fans and those who like to chuckle at exaggerated derring-do will find the film diverting. Such was the reaction of a sneak preview audience at the RKO 23rd St. Theatre, N.Y.C.

STORY: Rock Hudson, son of the desert, comes to Bagdad to avenge his father's death. There he meets Piper Laurie, a princess who disguises herself as a commoner, and comes into possession of a magic sword that renders him invincible in battle. But Gene Evans, son of Bagdad's vicious minister, takes Piper and Hudson's sword in a plot to take over the city. Hudson, angry over the theft and in love with Piper, steals the latter away. Evans vainly gives chase. Hudson then retrieves his sword, and this act brings on the doom of Evans and his men. Hudson and Piper clinch.

●

"Bandits Of The West"

(Republic) 54 Min.

Cast: Allan "Rocky" Lane, Black Jack, Eddy Waller, Cathy Downs, Roy Barcroft, Trevor Bardette.

Credits: Associate producer, Rudy Ralston; Directed by Harry Keller; Written by Gerald Geraghty.

"Bandits of the West" is the best western that Allan "Rocky" Lane has made, and that

is saying a lot—for the western action star has kept the standard of his films extremely high in the oater class. Lane has everything with him this trip. He is in his usual top form, the story gives him an opportunity to use his physical and acting talents, and, above all, the story holds interest throughout.

STORY: Allan "Rocky" Lane, town marshal, learns of a move afoot to obstruct the promotion of natural gas in the town. Roy Barcroft, ranch boss for Trevor Bardette, who has just gained his release from prison, is the ringleader of the outfit that is fighting the gas company, headed by Cathy Downs. Barcroft tampers the gas line and kills an old man, but Bardette is blamed. Barcroft, knowing that Lane is checking on him, consults with Robert Bice, to kill Lane and Bardette. However, Lane learns that Barcroft framed Bardette for the murder of Cathy's father, which they performed. All ends well with Barcroft getting his in an explosion. Cathy and Ray Montgomery look like they are going to team up and Lane goes off.

"The Great Jesse James Raid"

(Lippert) AnscoColor 73 Min.

Cast: Willard Parker, Barbara Payton, Tom Neal, Wallace Ford, James Anderson, Jim Bannon.

Credits: A Robert L. Lippert, Jr., Production; Directed by Reginald LeBorg; Screen play by Richard Landau.

This western will get its best response as a programmer in the general market. The AnscoColor is a great asset and the scenery is pictorially beautiful in some sequences. However, "The Great Jesse James Raid" suffers from slow story development and an overload of dialogue. There are scenes which are highly moving and dramatic. Although Jesse James, as portrayed in this feature, is not the same robust, hard-hitting character, that movie-goers have known him in other features, there is plenty of exploitation value in the excellent title.

STORY: Jim Bannon comes to get Willard Parker out of retirement, where he is living as Tom Howard. Bannon has a plan to steal $300,000 from a Colorado mine. Parker agrees to pull the job and gathers his men. When they are pulling the job, it dawns on all that Bannon is going to pull a double-cross. Bannon kills his partner when it looks as if he will inform the rest that Bannon wants all the money for himself. The robbery ends in a fiasco with Parker and Bannon riding off in opposite directions, Bannon having an evil gleam in his eye as he sees a poster that offers a large reward for Parker dead or alive.

3-D HIGHLIGHTS

Cambridge, Mass.—RCA Victor has been appointed distributor of Polaroid glasses for 3-D movies, according to a joint announcement by Jackson Turner, 3-D glasses sales manager for the Polaroid Corp., and J. F. O'Brien, manager of theatre equipment sales for RCA Victor. Stock of 3-D glasses will be maintained at RCA Theatre Supply dealers throughout the nation, thus allowing for an adequate supply of glasses "within 24-hour truck shipment of every exhibitor in the country," Turner said. He added that shipment of regular orders will be handled from Polaroid's plants. Also announced was start of a stepped-up mechandising and advertising campaign to promote 3-D movies.

* * *

The Pola-Lite Co. has announced the signing of a long-term agreement with National Film Service, Inc. to sell and distribute through NFS's 33 exchanges its line of 3-D viewers. Production capacity on these is expected to reach seven million glasses per week when the fifth plant is opened in Brooklyn. Other plants are located in Long Island (two), Leominister, Mass., and Toronto, Canada. The report stated that the company is putting out a new type of all-plastic 3-D glass.

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The U. S. Public Health Service is studying the question of re-using polarized glasses for the showing of 3-D films to determine whether or not this might lead to infections if the viewers are not properly sterilized. The department stressed, however, that regulation of re-use is completely up to local officials.

* * *

Suggestion that main titles and credits on 3-D films be made in 2-D has come from Milton Gunzberg, president of Natural Vision Corp. Gunzberg argued that if that were done, "projectionists would find their job less arduous and producers would be assured their pictures would stand a better chance of being projected correctly." He made his appeal to the Motion Picture Research Council, the Society of Motion Picture and Television Engineers, and all film-title companies.

* * *

Directorial assignment on the film version of "Oklahoma," to be lensed in the Todd-AO wide-angle process, has been handed to Fred Zinnemann, responsible for the direction of "High Noon" and "From Here to Eternity." Zinnemann, working with his cameraman, Harry Stradling, shot the series of tests that convinced the Rodgers and Hammerstein team to produce.

* * *

By Sept. 30 more than 600 theatres will be supplied with stereophonic sound equipment from Motiograph, Altec and other companies, according to an estimate by the Motiograph Co. That company plans to deliver 100 sets of stereo sound systems with one or two separate magnetic reproducers within the next few weeks. Film companies planning to release pictures with the new sound are Warner Bros., which has nine ready; Paramount, with 12; Universal, with seven; and Columbia, with an undisclosed number.

"Down Laredo Way"

(Republic) 54 Min.

Cast: Rex Allen, Slim Pickens, Dona Drake, Marjorie Lord, Roy Barcroft, Judy Nugent Percy Helton, Clayton Moore, Zon Murray.
Credits: Associate producer, Rudy Ralston; Directed by William Witney; Screen play by Gerald Geraghty.

"Down Lardeo Way" is a notch below the average set by Rex Allen in his previous westerns. Allen handles his chores ably, but the oater is slow-paced and the story line, about a search for stolen gems, could only be of interest to juveniles. Adults would consider it weak. Film is also lacking in the basic ingredients of a popular western: gunplay, chases and lots of action. Allen deserves much better than this.

STORY: Rex Allen tries to help Judy Nugent, whose acrobat father is killed in a fall while doing his act with his partner, Marjorie Lord, whom he wished to marry. Percy Helton poses as a judge, but is really a confidence man in league with Marjorie in diamond smuggling. He makes himself Judy's guardian in an effort to find the diamonds Marjorie has smuggled. Judy runs away and is picked up by gypsy Dona Drake. Later, she and Dona are taken over by Marjorie and the judge. Just as Helton and Marjorie are going to dispose of Dona and Judy, Rex saves them and settles the score.

VISTARAMA

"WE ARE PROUD THAT WARNER BROS., PIONEERS IN MOTION PICTURE PRODUCTION AND DEVELOPMENT FOR OVER THREE DECADES, HAVE CHOSEN VISTARAMA LENSES TO MAKE WARNERSUPERSCOPE A REALITY."-Carl Dudley, Pres.

Vistarama is now available to the industry on a practical basis

Public Desires "Different" Pix: Abner Greshler

Abner Greshler, head of Abner Greshler Productions, believes that the public wants something different and if they can get something different entertainment-wise they will happily flock to see it.

To back up this statement, Greshler points to "Hundred Hour Hunt," which he is distributing under his own banner. It stars Anthony Steel and Freddy Mills, was directed by Lewis Gilbert, and deals with a hunt to find blood donors to help save the life of a little girl.

Greshler has just completed "Yesterday and Today," a case history of the motion pictures from their beginning until today. It is narrated by George Jessel, who also appears in it singing two songs. The producer emphasized that he has footage in this feature which has never been seen before.

He is so happy with the completed "Yesterday and Today," that he is already at work on another feature titled "Past Performances," which will have a similiar format. Greshler believes that "Today" marks the first time that a narrator appears in the film he is narrating.

Greshler has also acquired some features made in England, which he plans to release in the U. S. under his banner.

Title Changes

20th Century-Fox: "**Demetrius and the Gladiators**" is the new title for "The Gladiators." (Stars Victor Mature; Frank Ross produced).

Allied Artists: "**Private Eyes**" is the new title set for "Bowery Bloodhounds." (Stars Leo Gorcey; Ben Schwalb produced).

Bernard B. B. Ray: "**Movie Stunt Man**" is the new title for "Hollywood Stunt Man." (Stars William Henry; Ray produced).

HOLLYWOOD-ON-THE-WIRE

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RICHARD BERNSTEIN, *Editor*

Corinne Calvet was signed by Universal-International to star with James Stewart and Ruth Roman in the studio's Technicolor production, "The Far Country." Miss Calvet will portray a French girl in the far North who falls in love with Stewart and eventually wins him away from Miss Roman. The film marks Miss Calvet's first picture as a free lance star after completing her contract with Hal Wallis. Picture will be lensed on location in Jasper National Park, Canada, with Aaron Rosenberg producing and Anthony Mann directing.

* * *

Five films, four of them in Technicolor, will complete Sam Katzman's 1953 schedule at Columbia. "Battle of Rogue River," starring George Montgomery and directed by William Castle is shooting now, while "The Kiss and the Sword" starts Sept. 15; "Pirates of Triopoli," Nov. 10; "The Miami Story," Dec. 1, and a black-and-white feature starring Johnny Weissmuler, "Jungle Man-Eaters," Dec. 15. . . . Ken Gamet was signed by Republic to work on the screen play of "Brother Van," a story of an itinerant Methodist preacher.

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Spencer Tracy will be starred by M-G-M in "Bad Day at Honda," suspense story of a stranger's arrival in a drowsy southwestern town and his dramatic effect on its fear ridden citizens. Dore Schary, M-G-M studio head, purchased the story expressly for Tracy, with Sam Zimbalist to produce and George Sidney directing. "Honda" was written in script form by Don McGuire from a short story by Howard Breslin. . . . The King Brothers will do "The Boy and the Bull" as their next production to follow "The Carnival Story," which RKO will release. "Story" was lensed in Munich, Germany, with Anne Baxter and Steve Cochran in the English-language version and Eva Bartok and Curd Jurgens in a German-language version. "Bull" will be shot in Spain in early November. It is planned to shoot the feature in German, Spanish and English.

* * *

Robert L. Jacks has been set to produce "Man In The Attic" and "Gorilla At Large" for Leonard Goldstein's Panoramic Productions. These are two of the first four films scheduled by the company. The other two are "Three Young Texans" and "Gatling Gun," both of which will be produced by Goldstein. . . . "Cheyenne Territory" will be the next Wayne Morris starrer at Allied Artists. The picture, which will roll in Oct. will be produced by Vincent M. Fennelly with Bill Raynor scripting. . . . Wayne-Fellows signed Doe Avedon to a term contract. She will have a leading role in the company's next production, "The High and The Mighty."

* * *

Pat Crowley, one of Paramount's newer young stars, had her contract extended another year by the studio. . . . John Payne will star in U-I's "Fort Laramie," which the studio will make in Technicolor. Ted Richmond will produce and Jesse Hibbs will direct. Another U-I item is that Tony Curtis will star in "Johnny Dark," which William Alland will produce. George Sherman will direct.

* * *

David O. Selznick revealed that while contracts have not been finalized he has agreed to basic terms with John Van Druten and Irene Mayer Selznick for acquisition to the film rights of "Bell, Book and Candle." The New York hit starred Lilli Palmer and Rex Harrison and national companies have included such stars as Rosalind Russell and Joan Bennett. Selznick stated that the picture will be one of the new group of co-productions he is setting up abroad. Other Selznick co-production have included "Terminal Station" starring Jennifer Jones and Montgomery Clift, co-produced by the Selznick Studio and Vittorio de Sica in Italy and planned for fall release. Miss Jones will probably co-star in "Candle." Film will be made in London and Rome next year. Selznick stated that he will have two other story acquisitions to announce within a week and that he will shortly disclose his full program encompassing his own productions as well as films to be co-produced.

* * *

Following a test directed by George Sidney, Edmund Purdom, youthful British actor, was assigned the title role opposite Jane Powell in M-G-M's "The Student Prince." The production, which utilizes the Mario Lanza recordings, will follow the pattern established by the film, "The Jolson Story." Signed under contract to M-G-M, he made a brief appearance in "Julius Caesar." "The Student Prince" will be produced by Joe Pasternak. . . . Clifton Parker, British composer, has been signed by Warwick Productions to write the background score for the Alan Ladd starrer for Columbia, "Hell Below Zero," with recording to be done by Muir Mathieson, conducting the Royal Philharmonic Orchestra. Parker recently wrote the scores for the Disney productions, "Robin Hood" and "The Sword and the Rose." "Zero" was directed by Mark Robson and produced by Irving Allen and A. R. Broccoli in Technicolor.

(*Continued on next page*)



Meeting at the Warner Bros. studios are (l. to r.): Jack L. Warner, Edna Ferber, George Stevens and Henry Ginsberg to discuss plans for filming of Miss Ferber's novel, "Giant," in WarnerSuperScope.

Return To Glamour Advocated For Industry: Robert Sparks

By Richard Bernstein

"Hollywood is making product to satisfy all fields, wide screen, 3-D and standard," Producer Robert Sparks explained in his RKO Radio office. Sparks, one of the most able producers in Hollywood, had this to say about the stereo craze: "out of 3-D will come some system that will have to be standardized."

The producer of "Son of Sinbad," RKO's Technicolor epic made in 3-D, Sparks explained that "Sinbad" is the recreation of the adventures that might have occurred to the son of Sinbad. The adventures take place in Bagdad and Persia, where those of his father left off. The son of Sinbad, who is also named Sinbad, is a combination sailor and horseman as portrayed by Dale Robertson.

Musical Sequences Featured

"This is a land version of Sinbad, so to speak," Sparks explained, "Robertson is an excellent horseman. The film has four musical sequences featuring Nejlates Ates, Lili St. Cyr, Kalantan and Sally Forrest."

The producer, who believes that movie audiences are interested in glamour, stated: "the primary interest was to bring as many beautiful girls as we could muster into the film. To get 127 of these girls, I had to personally interview 700, many of whom were beauty contest winners."

Sparks believes that these 127 beauties are the largest group of lovelies to appear in one picture in many years.

"With 'Son of Sinbad,' we started off to make an excellent film and stress beauty in girls, sets and costumes. The film has its share of romance, too. The extra dimension besides 3-D in the picture is beauty," the producer said.

Vincent Price and Marie Blanchard are also in "Son of Sinbad;" Price playing Robertson's friend, Omar, and Miss Blanchard playing Aristides, the Greek scholar's daughter. Another novel factor is the presence of the 40 Thieves in the film and what makes this really novel is that in "Son of Sinbad," the 40 thieves are all lovely girls. There were two months of preproduction and rehearsal on the film and about seven weeks shooting.

Fans Want Beauty

Producer Sparks believes that the movie business should return to glamour. He stated that the fans want the ultimate in beauty. "We create glamorous stories for the public," he explained, "when you give the public something humdrum they aren't interested."

He also pointed out that a producer has to devote himself more than ever today to his work. He has to be careful of choice of story. Today, there is more pre-production planning, due to the fact that motion picture making is a more studied operation. This will be responsible for better films coming out of Hollywood, the producer predicted.

Sparks' next film will be a large scale western with three starring roles.

In regard to the double feature question, Sparks said: "the exhibitor will have to provide the solution for double features or single features. Hollywood will follow him and provide the product."



ROBERT SPARKS

Robert Sparks attended Cincinnati Law School. When he graduated he worked as a law clerk; later became a newspaper reporter. From there, he went into the Little Theatre movement and managed the Boston Stock Company. After three seasons, he moved to Skowhegan, Me., where he originatd the Lakewood Players, with whom he remained five seasons.

Then he went to Philadelphia, where he organized the Philadelphia Theatre Association. He produced "Lysistrata," and directed and produced "Never No More" and "Monkey." Movies began to tempt him and he joined Paramount in May, 1932.

In 1933, he wrote his first film continuity, "Cradle Song," with Frank Partos. In 1934, he joined United Artists as general dramatic director. In 1935, he became test director at 20th Century-Fox; the same year he collaborated on the screen play of "The Lady Consents" for RKO Radio.

Made Story Editor

This led to a post as story editor at RKO and later at Columbia. As an associate producer, his first picture was "Blondie," which starred Penny Singleton and Arthur Lake. Sparks later married Miss Singleton.

He then functioned as producer on a score of "Blondie" films as well as producing "Beware of Spooks," "You Won't Talk," "Go West, Young Lady," "Shut My Big Mouth," "The Daring Young Man," among others. He entered the Marine Corps in 1942 and was given his honorable discharge in 1945 with the rank of Colonel.

Once discharged, he went to Universal, then joined RKO as an executive producer. He has been responsible for such hits under the RKO Radio banner as "Honeymoon," starring Shirley Temple, Guy Madison and Franchot Tone; "Out of the Past," starring Jane Greer, Robert Mitchum and Kirk Douglas; "Station West," starring Dick Powell and Miss Greer; "His Kind of Woman" and "The Las Vegas Story."

HOLLYWOOD

(Continued from preceding page)

One of Hollywood's top young character actors, Harry Lauter, joins the cast of Universal-International's "Yankee Pasha," which stars Jeff Chandler. . . . James Mason was signed for the male lead in WB's "A Star Is Born," which will co-star Judy Garland. Film, which starts Sept. 8, will be produced by Sid Luft and directed by George Cukor. . . . Herbert Strock will direct "Space Station, U.S.A.," which will be produced by Ivan Tors under his Ivan Tors Productions banner for United Artists release. The film will be shot in Eastman Color and in Natural Vision and will roll Sept. 9. . . . The next Mickey Spillane film, "The Long Wait" will roll under the Parklane Pictures banner Sept. 8. It will be shot in 3-D and in color with Victor Saville as executive producer and Lesser Samuels as producer. Film is to be made for UA release.

* * *

Albert Zugsmith's American Pictures will start "The Great Green Og," Sept. 20 with Alfred E. Green directing. Cast thus far are Robert Hutton and Gerald Mohr. . . . Wayne-Fellows' "The High and The Mighty" will be directed by William A. Wellman and will start Sept. 1. . . . Roy Rogers, Dale Evans and their troupe completed a five-day nine-show engagement at the Civic Auditorium in Honululu to a record gross of $46,875. . . . "Helen of Troy" will be the first Warner Brothers production to be filmed in the newly perfected and recently announced WarnerSuperScope wide screen process, Jack L. Warner announced last week.

* * *

Paramount Pictures will distribute the newest Martin and Lewis starrer, "Money From Home," in 3-D and Technicolor, following the completion of negotations with Hal Wallis and Joseph Hazen, who produced the picture without release plans. Wallis, Hazen and Paramount have also entered upon negotiations for a joint venture in the production of a photoplay based upon Vina Delmar's novel, "About Mrs. Leslie," which will star the Academy Award winner, Shirley Booth, whose contract Wallis and Hazen hold. If negotiations are successful the joint venture will utilize Paramount Studio facilities, and the picture will be distributed by Paramount. It is contemplated that production on the joint venture would commence in October.

* * *

Jean Pierre Aumont was signed by producer-director Sacha Guitry for a starring role in "Versailles," which goes before the cameras the middle of this month. Gary Cooper and Claudette Colbert are reportedly set for the other starring roles in the film, to be made in both English and French-language versions. . . . Robert Aldrich has been signed by Harold Hecht and Burt Lancaster to direct "Bronco Apache," which will star Lancaster, for UA release. "Apache" is from the novel by Paul Wellman with screen play by James Webb. It will be filmed partly in Hollywood and partly on location in Arizona.

* * *

Joan Weldon, Warner Bros. contract actress, has been assigned the lead role opposite Guy Madison in the studio's "Rear Guard." David Butler directs the film.

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

1952-53

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	5413	Stop, Look, And Listen	2	Dec. 11	15½
"	5414	Spies & Guys	2	April 9	16½
"	5415	He Popped His Pistol	2	May 14	16
"	5416	Loves A Poppin.	2	June 11	16
Stooges	5403	Cuckoo On A Choo Choo	2	Dec. 4	15½
"	5404	Up In Daisy's Penthouse	2	Feb. 5	16½
"	5405	Booty and the Beast	2	Mar. 5	16
"	5406	Losse Loot	2	April 2	16
"	5407	Tricky Dicks	2	May 7	16
Color Favorites (Tech.) (Re-Issues)	5603	Tall Bridge Troubles	1	Nov. 6	7
"	5604	The Cuckoo 1. Q.	1	Nov. 27	7
"	5605	Cinderella Goes To A Party	1	Dec. 1	7
"	5606	Plenty Below Zero	1	Jan. 8	7½
"	5607	Tito's Guitar	1	Feb. 5	7
"	5608	Professor Small And Mr. Tall	1	Feb. 26	7½
"	5609	The Make Believe Revue	1	Mar. 12	10
"	5610	King Midas Junior	1	April 9	7
"	5611	A Helping Paw	1	May 7	7
"	5612	The Mad Hatter	1	May 28	7
"	5613	Mother Hen's Holiday	1	June 18	7
"	5614	The Dream Kids	1	July 9	7½
"	5615	The Rocky Road To Ruin	1	Aug. 6	8½
Comedy Favorites (Re-Issues)	5433	His Wedding Scare	2	Dec. 18	16½
"	5434	One Too Many	2	Jan. 15	20
"	5435	Yumpin' Yiminy	2	Mar. 19	17
"	5436	Hot Water	2	July 16	18½
Assorted-2-Reel Favorites	5422	Dance Dance Dance	2	Nov. 13	18½
"	5423	Kiss And Wake Up	2	Jan. 3	18
"	5424	Gum Shoes	2	Feb. 19	21
"	5425	Woo, Woo!	2	Mar. 12	16
"	5426	Calling All Fibbers	2	April 16	16½
World of Sports	5803	Rassler Mat Adors	1	Nov. 20	10
"	5804	Water Rodeo	1	Dec. 25	9½
"	5805	Trick Shot Artists	1	Feb. 26	10
"	5806	Legion At Bat	1	Mar. 26	10
"	5807	World's Championship Rodeo	1	May 21	10
"	5809	Dude Ranch Sports	1	July 23	.....
Screen Snapshots	5853	Fun In The Sun	1	Nov. 13	10
"	5854	Young Hollywood	1	Dec. 18	10½
"	5855	Spike Jones In Hollywood	1	Jan. 24	10
"	5856	Mickey Rooney—Then and Now	1	Mar. 19	9½
"	5857	Ha! Ha! From Hollywood	1	April 23	9
"	5858	Hollywood's Great Comedians	1	May 14	9½
"	5859	Hollywood's Pair of Jacks	1	June 18	10½
"	5860	Out West in Hollywood	1	July 23	.....
Mr. Magoo (Tech.)	5702	Captains Outrageous	1	Dec. 25	7
"	5703	Safety Spin	1	May 21	7
"	5704	Magoo's Masterpiece	1	July 31	.....
Jolly Frolics	5502	Madeline	1	Nov. 27	7
"	5503	Little Boy With a Big Horn	1	Mar. 26	7
"	5504	The Emperor's New Clothes	1	April 30	7
"	5505	Christopher Crumpet	1	June 25	7
Animal Cavalcade	5652	Jungle Monarchs	1	Jan. 29	9
"	5653	Greyhound Capers	1	July 30	.....
"	5654	The Three Big Bears	1	Aug. 27	.....
Thrills of Music	5952	Ray McKinley & Orchestra	1	Nov. 20	9½
"	5953	Ray Anthony & Orchestra	1	Dec. 25	10½
"	5954	Buddy Morrow & Orch.	1	Feb. 12	9½
"	5955	Les Elgart & Orch.	1	April 30	10
"	5956	Shorty Sherock & Orch.	1	June 4	8½
Candid Microphone	5552	No. 2	1	Jan. 22	11
"	5553	No. 3	1	Feb. 19	10½
"	5554	No. 4	1	April 30	10½
"	5555	No. 5	1	June 11	10
Topnotchers	5901	Beyond the Frontier	1	June 11	10
"	5902	This Is Versailles	1	June 25	
Stooges 3-D	5440	Spooks	2	June 15	16
"	5441	Pardon My Backfire	2	Aug. 15	.....

METRO-GOLDWYN-MAYER

1952-53

Series						
Cartoon (Tech.)	W-436	Busybody Bear	1	Dec. 20	6
" "	W-437	The Missing Mouse	1	Jan. 10	6
" "	W-438	Barney's Hungry Cousin	1	Jan. 31	7
" "	W-439	Jerry and Jumbo	1	Feb. 21	7
" "	W-440	Cobs and Robbers	1	Mar. 14	6
" "	W-441	Johann Mouse	1	Mar. 21	8
" "	W-442	Little Johnny Jet	1	Apr. 18	7
" "	W-443	That's My Pup	1	Apr. 25	7
" "	W-444	Heir Bear	1	May 30	6
" "	W-445	TV of Tomorrow	1	June 6	7
" "	W-446	Wee Willie Wildcat	1	June 20	7
Pete Smith Spec.	S-454	I Love Children, But	1	Dec. 27	8
"	S-455	The Mosconi Story	1	Feb. 7	10
"	S-456	Aquatic Kids	1	Feb. 14	8
" "	S-457	Travel Quiz (Tech.)	1	Apr. 25	9
" "	S 458	The Postman	1	May 30	10
" "	S-459	Dogs 'N Ducks	1	June 27	10
" "	S-460	Ancient Cures	1	July 11	8
Gold Medal Reprint Cartoons (Tech.)	W-462	Mouse In Manhattan	1	Dec. 6	8
"	W-463	Tee For Two	1	Feb. 14	7
"	W-464	Quiet Please	1	Mar. 28	8
"	W-465	Red Hat Riding Hood	1	May 2	7
"	W-466	Flirty Birdy	1	July 4	7
Fitzpatrick Travel Talks	T-414	Land of the Ugly Duckling	1	Jan. 3	9
"	T-415	Beautiful Bavaria	1	Apr. 4	9
"	T-416	Johannesburg—City of Gold	1	May 16	8
"	T-417	Delightful Denmark	1	June 27	8
"	T-418	Copenhagen—City of Towers	1	July 18	9
Prophecies of Nostradamus	R-421	Nostradamus Says So!	1	Jan. 31	11
"	R-422	Let's Ask Nostradamus	1	June 6	10
"	R-423	Nostradamus & The Queen	1	Aug. 29	10

PARAMOUNT

1952-53

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Sportlight	R12-2	Canine I.Q.	1	Oct. 4	9
"	R12-3	Highland Sports	1	Dec. 19	10
"	R12-4	The Speed Queen	1	Jan. 2	9
"	R12-5	Brittania' Athletic Cadets	1	Jan. 16	9
"	R12-6	Sport Car Racing	1	Feb. 27	9
"	R12-7	Untitled	1	Apr. 10	9
"	R12-8	Tme Sporting British Indies	1	May 1	9
"	R12-9	Green Mountain Speedsters	1	June 5	10
"	R12-10	Flying Horseshoes	1	June 12	7
"	R12-11	Wee Water Wonders	1	July 10	9
"	R12-12	Collegiate Circus Champs	1	Aug. 14	.....
Topper	M12-1	Littlest Expert on Interesting People	1	Dec. 5	9
"	M12-4	Animal Hotel	1	Feb. 6	10
"	M12-3	The Little Expert on Horse & Buggy Days	1	Apr. 24	10
"	M12-5	Here He Goes	1	May 1	10
"	M12-6	Bear Crazy	1	May 29	10
Popeye (Tech.)	E12-4	Big Bad Sinbad	1	Dec. 12	10
"	E12-3	Ancient Fistory	1	Jan. 30	7
"	E12-2	Child Sockology	1	Mar. 27	6
"	E12-5	Popeye's Mirthday	1	May 22	6
"	E12-6	Toreadorable	1	June 12	9
"	E12-7	Baby Wants a bottle	1	July 24	.....
"	E12-8	Firemen's Brawl	1	Aug. 21	.....
Herman & Katnip (Tech.)	H12-2	Of Mice And Magic	1	Feb. 20	7
"	H12-3	Herman The Catoonist	1	May 15	7
"	H12-4	Drinks on the Mouse	1	Aug. 28	.....
Pacemaker	K12-2	Let's Have a Parade	1	Nov. 14	10
"	K12-3	All Girls On Deck	1	Dec. 26	16
"	K12-4	High School Hi Jinks	1	Mar. 20	10
"	K12-5	Call Me Skinny	1	June 26	10
"	K12-6	Hurricane Hunters	1	Aug. 7	.....
Casper (Tech.)	B12-2	Frightday The 13th	1	Feb. 13	7
"	B12-3	Spook No Evil	1	Mar. 13	7
"	B12-4	North Pal	1	May 29	7
"	B12-5	By the Old Mill Scream	1	July 3	7
"	B12-6	Little Boo Peep	1	Aug. 28	.....
Kartune (Tech.)	X12-2	Hysterical History	1	Jan. 23	7
"	X12-3	Philharmaniacs	1	Apr. 3	7
"	X12-4	Aero-Nuties	1	May 8	7
"	X12-5	Invention Convention	1	June 9	7
"	X12-6	No Place Like Home	1	July 31	.....
Noveltoon (Tech.	P12-1	The Case of the Cockeyed Canary	1	Dec. 19	7
"	P12-2	Feast & Furious	1	Dec. 26	6
"	P12-3	Starting From Hatch	1	Mar. 6	7
"	P12-4	Winner By a Hare	1	Apr. 17	7
"	P12-5	Better Bait Than Ever	1	June 5	7
"	P12-6	Surf Bored	1	July 17	7

RKO-RADIO

1952-1953

Series					
Edgar Kennedy (Re-issues)	33504	Radio Rampage	2	Dec. 12	16
"	33505	Alibi Baby	2	Jan. 9	18
"	33506	Mother-in-Law's Day	2	Feb. 6	20
Leon Errol (Re-issues)	33705	Panic in the Parlor	2	Dec. 26	18
"	33706	Home Work	2	Jan. 23	19
Walt Disney Cartoons (Tech.)	34104	Pluto's Christmas Tree	1	Nov. 21	7
"	34105	How to Be a Detective	1	Dec. 12	7
"	34106	Father's Day Off	1	Mar. 28	7
"	34107	The Simple Things	1	Apr. 18	7
"	34108	For Whom The Bulls Toll	1	May 9	7
"	34109	Don's Fountain of Youth	1	May 30	7
"	34110	Father's Week End	1	June 20	7
"	34111	How to Dance	1	July 11	6
"	34112	The New Neighbor	1	Aug. 1	.....
Sportscopes	34308	Bobby Shantz	1	Dec. 5	8
"	34309	All Joking Astride	1	Dec. 26	8
"	34310	Wild Bear Hunt	1	Jan. 16	8
"	34311	Fighting Fins	1	Feb. 6	8
"	34312	Seaside Sports	1	Feb. 27	8
"	34313	Quebec Camera Hunt	1	Mar. 20	8
Screenliners	34209	Way Back When	1	Dec. 19	8
"	24210	Molly Bee Sings	1	Jan. 9	9
"	34211	Sea Going Smoke Eaters	1	Jan. 30	8
"	34212	Mountain Movers	1	Feb. 20	9
"	34213	Britain's Skyblazers	1	Mar. 13	8
Specials	33001	Operation A-Bomb	2	Jan. 16	16
"	33105	Conquest of Ungava	2	Jan. 2	15
"	33106	Canadian Mounties	2	Jan. 30	15
"	33107	Transatlantic Hop	2	Feb. 27	15
"	33108	Escape to Freedom	2	Mar. 27	16
"	33109	Tower of Destiny	2	May 22	15
Sports Specials	33901	Football Highlights of 1952	2	Dec. 12	17
"	33801	Basketball Highlights	2	Apr. 17	15
True Life Adventures (Tech.)	32901	Bear Country	3	Feb. 20	33
Comedy Specials	33401	Three Chairs for Betty	2	Jan. 23	16
"	33402	Half-Dressed for Dinner	2	Mar. 6	15
Gil Lamb Comedies	33601	The Fresh Painter	2	Jan. 16	16
"	33602	Lost In A Turkish Bath	2	Jan. 30	16
"	33603	Baby Makes Two	2	Feb. 27	17
"	33604	Pardon My Wrench	2	Mar. 13	16
People and Places	32801	The Alaskan Eskimo	3	Apr. 10	27

SHORT SUBJECT RELEASES (CONTINUED)

REPUBLIC

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Serial	5182	Radar Men From The Moon	12 Ep.		
"	5184	Nyoka and the Tigermen (Re-release of "Perils of Nyoka")	15 Ep.		
"	5281	Zombies of the Stratosphere	12 Ep.		
"	5282	Dick Tracy vs. Phantom Empire (Formerly titled "Dick Tracy vs. Crime")	15 Ep.		
"	5283	Jungle Drums Of Africa	12 Ep.		
"	5284	Return of Captain Marvel (Formerly titled "Adventure of Captain Marvel)	12 Ep.		
"	5381	Canadian Mounties vs. Atomic Invaders	12 Ep.		
Short Subjects	5188	Ceylon	1	Mar. 1	9
" "	9221	City of Destiny	1	Apr. 1	9
" "	9222	Singapore	1	June 1	9
" "	9223	Germany	1	Aug. 1	9
Commando Cody Adventures	5268	Enemies of the Universe	3	Mar. 28	30
"	5269	Atomic Peril	3	Mar. 28	30
"	5270	Cosmic Vengeance	3	Apr. 28	30
"	5271	Nightmare Typhoon	3	May 28	30
"	5272	War of the Space Cadets	3	June 19	30
"	5273	Destroyer of the Sun	3	June 26	30
"	5274	Robot Monster of Mars	3	July 3	30
"	5275	Hydrogen Hurricane	3	July 10	30
"	5276	Solar Sky Riders	3	July 17	30
"	5277	S.O.S. Ice Age	3	July 24	30
"	5278	Lost In Outer Space	3	July 31	30
"	5279	Captives of the Zero Hour	3	Aug. 7	30

TWENTIETH CENTURY-FOX

1953

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Terrytoon (Tech.)	5301	Mighty Mouse in a Soap Opera	1	January	7
" "	5302	Terry Bears in Thrifty Cubs	1	January	7
" "	5327	The Owl and the Pussy Cat (Re-Release)	1	January	7
" "	5303	Heckle and Jeckle the Talking Magpies in Hair Cut-Ups	1	February	7
" "	5304	Dinkly in Wise Quacks	1	February	7
" "	5328	Slap Happy Hunters (Re-Release)	1	February	7
" "	5305	Little Roquefort in Mouse Meets Bird	1	March	7
" "	5306	Terry Bears in Snappy Snapshots	1	March	7
" "	5307	Mighty Mouse in Hero For a Day	1	March	7
" "	5308	Heckle and Jeckle the Talking Magpies in Pill Peddlers	1	April	7
" "	5309	Dinky in Featherweight Champ	1	April	7
" "	5329	Happy Circus Days (Re-Release)	1	April	7
" "	5310	Little Roquefort in Playfull Puss	1	May	7
" "	5311	Terry Bears in Plumber's Helpers	1	May	7
" "	5330	Neck & Neck	1	May	7
" "	5312	Mighty Mouse in Hot Rods	1	June	7
" "	5313	Heckle and Jeckle the Talking Magpies in Ten Pin Terrors	1	June	7
" "	5314	Dinky in the Orphan Egg	1	June	7
" "	5315	Little Roquefort in Friday the 13th	1	July	7
" "	5316	Mighty Mouse in When Mouse-hood Was in Flower	1	July	7
" "	5317	Terry Bears in Open House	1	August	7
" "	5318	Heckle & Jeckle the Talking Magpies in Bargain Daze	1	August	7
" "	5319	Aesops Fables. Sparky, The Firefly	1	September	7
" "	5320	Little Roquefort In Mouse Menace	1	September	7
" "	5321	Teddy Bears in the Relucant	1	October	7
" "	5322	Dimwit in How to Keep Cool	1	October	7
" "	5323	Dinky In the Timid Scarecrow	1	November	7
" "	5324	Heckle & Jeckle The Talking Magpies in Log Rollers	1	November	7
" "	5325	Mighty Mouse in Spare the Rod	1	December	7
" "	5326	Terry Bears in Growing Pain	1	December	7
Lew Lehr (Re-Release)	9381	Untitled	1	April	10
"	9382	Grunters and Groaners	1	July	10
Movietone (New Camera)	6301	Breath of Disaster	1	April	.....
"	6302	Epic Drama	1	March	.....
"	6303	Untitled	1	June	.....
"	6304	Untitled	1	August	.....
"	6305	Untitled	1	September	
"	6306	Untitled	1	November	
"	3307	Sports Immortal (re-release)	1	July	10
Sport	3301	Gridiron Goliaths	1	February	.....
"	3302	Football Roundup	1	June	9
"	3303	Morning Light	1	July	9
"	3304	Untitled	1	October	
"	3305	Untitled	1	December	
"	3306	Untitled	1	August	.....

UNIVERSAL

1952-53

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Musical Featurette	8301	Xavier Cugat and his Orchestra	2	Nov. 16	15
" "	8302	Don Cornell Sings	2	Dec. 4	15
" "	8303	The Modernaires with Lawrence Welk's Orchestra	2	Jan. 1	15
" "	8304	Andy Russell and Della in 'House Party'	2	Mar. 12	15
" "	8305	Les Brown & His Orchestra in 'Crazy Frolic'	2	Apr. 9	15
" "	8306	Harry James and his Music Makers	2	May 17	14
" "	8307	Music on the Double	2	May 28	18
Special	8203	The World's Most Beautiful Girls	2	Feb. 1	17
A Two-Reel Special	8201	Out Of The Earth	2	Feb. 10	18
Variety View	8341	King Winter	1	Dec. 22	9
"	8342	Get A Horse	1	Jan. 26	9
"	8343	Sky Police	1	Mar. 9	9
"	8344	Deadly Drums	1	May 4	10
The Earth and its Peoples	8361	Horsemen of the Pampa	2	Nov. 3	21
"	8362	Farms And Towns Of Slovakia	2	Dec. 1	20
"	8363	An Industrial Lake Port	2	Dec. 29	20
"	8364	Ports of Industrial Scandinavia	2	Jan. 26	21
"	8365	The Po River Valley	2	Feb. 23	20
"	8366	Sheep Ranch Country	2	Mar. 3	20
"	8367	Cross Section of Central America	2	Apr. 20	21
"	8368	Factories, Mines & Waterways	2	May 18	21
"	8369	British Trade and Industry	2	June 15	21
"	8370	Farmer-Fisherman	2	July 13	21
Woody Woodpecker Cartune (Tech.)	8321	Termites From Mars	1	Dec. 8	6
"	8322	What's Sweepin'?	1	Jan. 5	6
"	8323	The Dog Who Cried Wolf	1	Mar. 23	6
"	8324	Buccaneer Woodpecker	1	Apr. 20	6
"	8325	The Mouse and the Lion	1	May 11	6
"	8326	Operation Sawdust	1	June 15	6
"	8327	The Flying Turtle	1	June 29	6
"	8328	Wrestling Wrecks	1	July 20	6
U-1 Color Parade	8381	Fiesta Frolics	1	June 8	9
"	8382	King of the Sky	1	July 15	10

VITAPHONE

1952-53

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Technicolor Specials	9003	Cruise of the Zaca	2	Dec. 6	17
"	9004	Flag of Humanity	2	Jan. 24	17
"	9005	Thar She Blows	2	Mar. 7	17
"	9006	Under The Big Top	2	Apr. 25	17
"	9007	America For Me	2	May 30	17
"	9008	Where The Trade Wind Plays	2	July 4	20
Featurettes	9101	Monsters of the Deep	2	Sept. 27	20
"	9102	Oklahoma Outlaws	2	Nov. 22	20
"	9103	Are Animals Actors	2	Dec. 27	20
"	9104	Star in the Night	2	Mar. 21	20
"	9105	Plantation Melodies	2	May 16	20
"	9106	Looking At Life	2	July 18	20
Blue Ribbon Cartoons (Tech.)	9305	Tale of Two Mice	1	Jan. 10	7
"	9306	Bashful Buzzard	1	Feb. 7	7
"	9307	The Country Mouse	1	Mar. 14	7
"	9308	Little Dutch Plate	1	Apr. 11	7
"	9309	Ain't That Ducky	1	May 2	7
"	9310	Mighty Hunters	1	June 13	7
"	9311	The Fighting 69½	1	July 11	7
"	9312	Sniffles Takes A Trip	1	Aug. 1	7
"	9313	Wacky Wild Life	1	Aug. 29	7
Joe McDoakes Comedy	9403	So You Want to be a Musician	1	Jan. 10	10
"	9404	So You Want A Television Set	1	May 23	10
"	9405	So You Want To Learn To Dance	1	Mar. 28	10
"	9406	So You Have Your Dog	1	Aug. 1	10
Sports Parade	9503	Fiesta For Sports	1	Dec. 20	9
"	9504	Sporting Courage	1	Jan. 31	9
"	9505	Birthplace of Hockey	1	Feb. 28	9
"	9506	Cheyenne Days	1	Apr. 4	9
"	9507	Yo Ho Wonder Valley	1	May 9	9
"	9508	Desert Killer	1	June 27	9
"	9509	Ride A White Horse	1	July 25	9
"	9510	A Danish Sport Delight	1	Aug. 15	9
Vitaphone Novelties	9604	Too Much Speed	1	Jan. 3	10
"	9605	Here We Go Again	1	Feb. 14	10
"	9606	Head Over Heels	1	June 20	10
"	9607	The Spirit of West Point	1	Aug. 8	10
M.M. Cartoons (Tech.)	9706	Food Coverage	1	Dec. 13	7
"	9707	Don't Give Up The Ship	1	Jan. 3	7
"	9708	Snaw Business	1	Jan. 17	7
"	9709	A Mouse Divided	1	Jan. 31	7
"	9710	Kiss Me Cat	1	Feb. 21	7
"	9711	Duck Anuck	1	Feb. 28	7
"	9712	A Peck O' Trouble	1	Mar. 28	7
"	9713	Fowl Weather	1	Apr. 4	7
"	9714	Muscle Tussle	1	Apr. 18	7
"	9715	Ant Pasted	1	May 9	7
"	9716	Much Ado About Nutting	1	May 23	7
"	9717	There Auto Be A Law	1	June 6	7
"	9718	Tom-Tom Tomcat	1	June 27	7
"	9719	Wild Over You	1	July 11	7
"	9720	Duck Dodgers In the 24½ Century	1	July 25	7
"	9721	Plop Goes The Weasel	1	Aug. 22	7
"	9722	Cat-Tails For Two	1	Aug. 29	7
Bugs Bunny Specials (Tech.)	9725	Hare Life	1	Dec. 20	7
"	9726	Forward, March Hare	1	Feb. 14	7
"	9727	Upswept Hare	1	Mar. 14	7
"	9728	Southern Fried Rabbit	1	May 2	7
"	9729	Hare Trimmed	1	June 20	7
"	9730	Bully For Bugs	1	Aug. 8	7
Melody Master Bands (Re-issues)	9803	Circus Band	1	Dec. 27	9
"	9804	Ozzie Nelson & His Orch.	1	Apr. 18	8
"	9805	Vincent Lopez & Orch.	1	June 6	9
"	9806	Spade Corley Band	1	Aug. 22	9

1953-54

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Technicolor Specials	1001	Gone Fishin	2	Sept. 12	17
"	1002	Romance of Louisiana	2	Oct. 10	13
Featurettes	1101	Minstrel Days	2	Sept. 26	20
Blue Ribbon Cartoons (Tech.)	1301	Old Glory	1	Sept. 11	7
"	1302	Walky, Talky Hawky	1	Oct. 17	7
Joe McDoakes Comedy	1401	So You Think You Can't Sleep	1	Oct. 31	10
Sports Parade (Tech.)	1501	Royal Mounties	1	Sept. 19	9
"	1502	Sea Sports of Tahiti	1	Oct. 24	9
Vitaphone Novelties	1601	Hit 'Im Again	1	Sept. 5	10
"	1602	Say It With Spills	1	Oct. 24	10
M. M. Cartoons (Tech.)	1701	A Street Cat Named Sylvester	1	Sept. 5	7
"	1702	Zipping long	1	Sept. 19	7
"	1703	Easy Peckin's	1	Oct. 17	7
"	1704	Catty Cornered	1	Oct. 31	7
Bugs Bunny Specials (Tech.)	1723	Quck! Rabbit, Duck!	1	Oct. 3	7
Melody Master Bands	1801	Desi Arnaz & Band	1	Oct. 3	9

Hollywood Production

ALLIED ARTISTS

Shooting

DRAGONFLY SQUADRON
(3-D)

Cast: John Hodiak, Barbara Britton, Bruce Bennett, Gerald Mohr, Chuck Connors, John Lupton, Pamela Duncan, Jess Barker.
Producer .....John Champion
Director .....Lesley Selander

RIOT IN CELL BLOCK 11

Cast: Neville Brand, Emile Meyer.
Producer .....Walter Wanger
Director .....Don Siegel

HOUSE IN THE SEA

Cast: Joan Bennett, Richard Conte, Wanda Hendrix.
Producer .....William F. Broidy
Director .....Jerry Juran

Cutting

MEXICAN QUEST
(Lindsley Parsons Prod.)

Cast: George Brent, Karen Sharpe, Hillary Brooke, Morris Ankrum, Marjorie Lord, Douglas Kennedy.
Producer .....Lindsley Parsons
Director .....Frank McDonald

FIGHTER ATTACK
(Color)

Cast: Sterling Hayden, J. Carrol Naish, Dave Willock, John Fontaine, Anthony Caruso, Joy Page.
Producer .....William Calihan
Director .....Lesley Selander

DEPUTY MARSHAL

Cast: Wayne Morris, Virginia Grey, Mayron Healey, John Kellogg, Rick Vallin.
Producer .....Vincent M. Fennelly
Director .....Thomas Carr

COLUMBIA

Shooting

BATTLE OF ROGUE RIVER
(Technicolor)
(Esskay Pictures Co.)

Cast: George Montgomery.
Producer .....Sam Katzman
Director .....William Castle

THE CAINE MUTINY
(The Kramer Co.)
(Technicolor)

Cast: Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn, Tom Tully, Arthur Franz, Jerry Paris, Lee Marvin.
Producer .....Stanley Kramer
Director .....Edward Dmytryk

Cutting

THE NEBRASKAN
(3-D, Technicolor)

Cast: Jed Carey, Roberta Haynes, Richard Webb, Wallace Ford, Lee Van Cleef.
Producer .....Wallace MacDonald
Director .....Fred F. Sears

DRUMS OF TAHITI
(Technicolor)
(Esskay Pictures Co.)

Cast: Patricia Medina, Dennis O'Keefe.
Producer .....Sam Katzman
Director .....William Castle

PARIS MODEL
(American Pictures)

Cast: Marilyn Maxwell, Paulette Goddard, Eva Gabor, Barbara Lawrence, Tom Conway, Cecil Kellaway, Florence Bates, Leif Erickson, Robert Hutton, Mike Romanoff, El Brendel, Laurette Luez, Aram Katcher.
Producer .....Albert Zugsmith
Director .....Alfred E. Green

A NAME FOR HERSELF

Cast: Judy Holliday, Jack Lemmon.
Producer ..... Fred Kohlmar
Director ..... George Cukor

EL ALAMEIN

Cast: Scott Brady.
Producer ..... Wallace MacDonald
Director ..... Fred F. Sears

GUN FURY
(3-D, Technicolor)

Cast: Rock Hudson, Jed Carey, Donna Reed, Roberta Haynes, Lee Marvin, Pat Hogan, Leo Gordon, Neville Brand.
Producer ..... Lewis Rachmil
Director ..... Raoul Walsh

MISS SADIE THOMPSON
(3-D) (Technicolor)
(Beckworth Corp.)

Cast: Rita Hayworth, Jose Ferrer, Aldo Ray, Rudy Bond, Henry Slate.
Producer .....Jerry Wald
Director .....Curtis Bernhardt

SCALPEL

Cast: Charlton Heston, Lizabeth Scott.
Producer .....William J. Fadiman
Director .....Irving Rapper

INDEPENDENT

Shooting

MOVIE STUNT MAN
(Bernard B. B. Ray Prod.)

Cast: Bill Henry.
Producer .....Bernard B. B. Ray
Director .....Bernard B. B. Ray

TOP BANANA

Cast: Phil Silvers and Broadway cast.
Exec. producers.....Joe Justman, Gene Towne, Ben Peskay
Producer .....Albert Zugsmith
Director .....Alfred Green

CRAZYLEGS, ALL AMERICAN
(Hall Bartlett Prod.)

Cast: Elroy Hirsch, Lloyd Nolan, Joan Vohs, Bob Waterfield, John Brown, James Brown, James Millican.
Producer .....Hall Bartlett
Director .....Francis Lyon

Cutting

BAIT
(Hugo Haas Production)
(Wide Screen)

Cast: Cleo Moore, Hugo Haas, John Agar, Sir. Cedric Hardwicke, Emmett Lynn, Bruno Da Sota.
Producer-Director .....Hugo Haas

CAPTAIN SCARFACE
(Lincoln Pictures for Astor Release)

Cast: Barton MacLane, Leif Erickson, Virginia Grey, Rudolph Anders.
Producers .....Hal Roach, Jr. and Carroll Case
Director .....Paul Guilfoyle

JUNGLE FURY

Cast: Glenn Ford, Ann Sheridan, Zachary Scott, Jack Elam, Rodolfo Acosta.
Producer ..... Benedict Bogeaus
Director ..... Jacques Tourneur

RUN FOR THE MONEY
(Gateward Pictures; Cinecolor)

Cast: Jimmy Boyd, Bill Williams, Jean Porter, George Cleveland.
Producers .... Edward Alperson, Jr., and Wesley Barry
Director ..... Wesley Barry

SABRE JET
(SuperCinecolor)
(Carl Kreuger Prod.)

Cast: Robert Stack, Coleen Grey, Richard Arlen, Lynn Bari.
Producer .....Carl Kreuger
Director .....Lewis King

COCOBOLO
(Kodachrome)
(Robert L. Peters Productions)

Cast: Bill Holmes.
Producer .....Robert L. Peters
Director .....Kenneth Herts

CAPTAIN JOHN SMITH AND POCAHONTAS
(Pathecolor)
(Wisberg-Pollexfen Prod.)

Cast: Tony Dexter, Robert Shayne, Eric Colmar.
Producer .....Aubrey Wisberg and Jack Pollexfen
Director .....Lew Landers

STEEL LADY
(World Films, Inc. for Edward Small Corp.)

Cast: Rod Cameron, Tab Hunter, Richard Erdman, John Dehner, John Abbott.
Director .....E. A. Dupont

EXHIBITOR PRODUCED PICTURES
Lippert PICTURES, Inc.
PRACTICAL PROFITABLE FILMS

Cutting

CAIRO
(Eros Films for Lippert Release; Shooting in Italy)

Cast: George Raft, Maria Canale.
Producer .....Bernie Luber
Director .....Ray Enright

ARS GRATIA ARTIS
METRO-GOLDWYN-MAYER

Shooting

MISS BAKER'S DOZEN
(Ansco Color)

Cast: Greer Garson, Robert Ryan, Barry Sullivan, Richard Haydn, James Arness, Rex Thompson, Tim Considine, David Stollery.
Producer .....John Houseman
Director .....Robert Z. Leonard

ROSE MARIE
(Technicolor; CinemaScope)

Cast: Ann Blyth, Howard Keel, Fernando Lamas, Marjorie Main, Bert Lahr, Joan Taylor.
Producer .....Arthur Hornblow, Jr.
Director .....Melvin LeRoy

EXECUTIVE SUITE

Cast: William Holden, June Allyson, Barbara Stanwyck, Frederic March, Walter Pidgeon, Shelley Winters Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch.
Producer .....John Houseman
Director .....Robert Wise

THE FLAME AND THE FLESH
(Technicolor)
(Shooting in Naples, Italy)

Cast: Lana Turner, Pier Angeli, Carlos Thompson, Bonar Colleano, Peter Illing.
Producer .....Joseph Pasternak
Director .....Richard Brooks

KNIGHTS OF THE ROUND TABLE
(Technicolor)
(Shooting in London)

Cast: Robert Taylor, Ava Garnder, Mel Ferrer, Maureen Swanson, Stanley Baker.
Producer .....Pandro S. Berman
Director .....Richard Thorpe

Cutting

THE LONG, LONG TRAILER
(Technicolor)

Cast: Lucille Ball, Desi Arnaz, Marjorie Main.
Producer .....Pandro S. Berman
Director .....Vincente Minnelli

TORCH SONG

Cast: Joan Crawford, Michael Wilding.
Producer .....Henry Berman
Director .....Charles Walters

"FORT BRAVO"
(Metrovision; Ansco Color)

Cast: William Holden, Eleanor Parker, Polly Bergen, John Forsythe, Keenan Wynn, Richard Anderson.
Producer .....Nicholas Nayfack
Director .....John Sturges

TENNESSEE CHAMP
(Technicolor, Wide-Screen)

Cast: Shelley Winters, Dewey Martin, Keenan Wynn,, Earl Holliman, Hope Miller, Dave O'Brien.
Producer .....Sol Baer Fielding
Director .....Fred M. Wilcox

RHAPSODY
(Technicolor)

Cast: Elizabeth Taylor, Vittorio Gassman, John Ericson, Louis Calhern, Jacqueline Duval.
Producer .....Lawrence Weingarten
Director .....Charles Vidor

Paramount Pictures

Shooting

"CASANOVA'S BIG NIGHT"
(Technicolor; Wide-Screen)

Cast: Bob Hope, Joan Fontaine, Audrey Dalton, Basil Rathbone, Arnold Moss, Vincent Price, John Carradine.
Producer .....Paul Jones
Director .....Norman Z. McLeod

KNOCK ON WOOD
(Frank-Panama Production)
(Technicolor) (Wide Screen)

Cast: Danny Kaye, Mai Zetterling, Torin Thatcher, David Burns, Leon Askin, Abner Biberman.
Producers .....Panama and Frank
Directors .....Panama and Frank

Cutting

THE ODESSEY OF ULYSSES
(3-D) (Eastman Color)
(Lux Films) (Shooting in Rome)
(For Paramount release)

Cast: Kirk Douglas, Silvana Mangano, Anthony Quinn.
Producer .....Dino DiLaurentis

THE NAKED JUNGLE
(Technicolor, Wide-Screen)

Cast: Charles Heston, Eleanor Parker, Abraham Sofaer, William Conrad, Norma Calderon.
Producer .....George Pal
Director .....Byron Haskin

ALASKA SEAS
(Wide-Screen)

Cast: Robert Ryan, Jan Sterling, Brian Keith, Gene Barry, Richard Shannon.
Producer .....Mel Epstein
Director .....Jerry Hopper

RED GARTERS
(Wide Screen, Technicolor)

Cast: Rosemary Clooney, Jack Carson, Gene Barry, Guy Mitchell, Pat Crowley, Joanne Gilbert, Buddy Ebsen, Frank Faylen, Hilo Hattie.
Producer ..... Pat Duggan
Director ..... George Marshall

FLIGHT TO TANGIER
(3-D, Wide Screen, Technicolor)

Cast: Joan Fontaine, Jack Palance, Corinne Calvet, Robert Douglas, Jeff Morrow, Richard Shannon, Marcel Dalio.
Producer ..... Nat Holt
Director .... Charles Marquis Warren

LOST TREASURE OF THE AMAZON
(3-D, Wide Screen, Technicolor)

Cast: Fernando Lamas, Rhonda Fleming, Brian Keith.
Producer ..... William H. Pine and William C. Thomas
Director ..... Edward Ludwig

ELEPHANT WALK
(Technicolor)
(Shooting in Ceylon)

Cast: Vivien Leigh, Dana Andrews, Peter Finch.
Producer .....Irving Asher
Director .....William Dieterle

THOSE REDHEADS FROM SEATTLE
(Paravision; Technicolor)
(Pine-Thomas Productions)

Cast: Rhonda Fleming, Gene Barry, Guy Mitchell, Teresa Brewer, The Bell Sisters, Agnes Moorhead, Jean Parker, Roscoe Ates.
Producers .....William Pine and William Thomas
Director .....Lewis R. Foster

Hollywood Production

RKO RADIO PICTURES

Shooting

RANGERS OF THE NORTH
(Technicolor) (3-D)

Cast: Victor Mature, Piper Laurie, William Bendix, Vincent Price, Betta St. John, Dennis Weaver, Walter Reed, Marlo Dwyer, Steve Darrell, Harry Cheshire.
Producer .....Irwin Allen
Director .....Louis King

THE FRENCH LINE
(Edmund Grainger Prod.)
(Technicolor)

Cast: Jane Russell, Gilbert Roland, Arthur Hunnicutt, Mary McCarty, Joyce Mackenzie, Craig Stevens, Steve Flagg, Laura Elliott.
Producer .....Edmund Grainger
Director .....Lloyd Bacon

Cutting

SON OF SINBAD
(3-D, Technicolor)

Cast: Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price, Mari Blanchard, Edwina Hazard.
Producer ..... Robert Sparks
Director ..... Ted Tezlaff

CARNIVAL
(Color)
(King Brothers Production; Shooting Munich)

Cast: Anne Baxter, Steve Cochran, Lyle Bettger, J. C. Flippen, Helene Stanley, George Nader, Sol Solomon.
Producer .....King Brothers
Director .....Kurt Neumann

MARRY ME AGAIN
(Alex Gottlieb Production)
(Shooting at Motion Picture Center)

Cast: Marie Wilson, Robert Cummings, Mary Costa, Ray Walker, Jess Barker, Moroni Olsen, Lloyd Corrigan, Richard Gains, June Vincent.
Producer .....Alex Gottlieb
Director .....Frank Tashlin

Republic

Shooting

JUBILEE TRAIL
(Trucolor)

Cast: Vera Ralston, Forrest Tucker, Joan Leslie, Pat O'Brien, Ray Middleton, Buddy Baer, John Russell, Jim Davis, Barton MacLane, Nina Varela, Martin Garralaga.
Associate Producer .....Joseph Kane
Director .....Joseph Kane

HELL'S HALF ACRE
(Shooting in Honululu)

Cast: Wendell Corey, Evelyn Keyes, Marie Windsor, Elsa Lanchester, Nancy Gates, Jesse White, Keye Luke, Leonard Strong, Philip Ahn.
Associate
Producer-Director ....John H. Auer

Cutting

GERALDINE

Cast: John Carroll, Mata Powers
Associate Producer.....Sidney Picker
Director .....R. G. Springsteen

SHADOW OF TOMBSTONE

Cast: Rex Allen.
Producer .....Rudy Ralston
Director .....William Witney

FLIGHT NURSE

Cast: John Leslie, Forrest Tucker, Tod Andrews, Jeff Donnell.
Associate
Producer-director .....Allan Dwan

LAUGHING ANN
(Technicolor)
(Wilcox-Neagle Production)

Cast: Wendell Corey, Forrest Tucker, Margaret Lockwood.
Producer-Director ....Herbert Wilcox

CHAMP FOR A DAY

Cast: Alex Nicol, Audrey Totter, Charles Winninger, Hope Emerson, Eddy Waller.
Associate
Producer-Director ...William A. Seiter

20th CENTURY FOX

Shooting

KING OF THE KHYBER RIFLES
CinemaScope) (Technicolor)

Cast: Tyrone Power, Terry Moore, Michael Rennie, Guy Rolfe, John Justin, Aram Katcher.
Producer .....Frank P. Rosenberg
Director .....Henry King

WE BELIEVE IN LOVE
(Shooting in Rome)
(CinemaScope) (Technicolor)

Cast: Clifton Webb, Jean Peters, Maggie McNamara, Dorothy McGuire, Louis Jourdan.
Producer .....Sol C. Siegel
Director .....Jean Negulesco

NIGHT PEOPLE
(CinemaScope) (Technicolor)

Cast: Gregory Peck, Rita Gam, Broderick Crawford, Walter Abel, Buddy Ebsen, Casey Adams, Anita Bjork.
Producer .....Nunnally Johnson
Director .....Nunnally Johnson

THREE YOUNG TEXANS
(Technicolor) (Panoramic Productions)
(For 20th Century-Fox Release)
(Shooting at RKO-Pathe)

Cast: Keefe Braselle, Mitzi Gaynor, Jeff Hunter.
Producer .....Leonard Goldstein
Director .....Henry Levin

MAN IN THE ATTIC
(Technicolor) (Panoramic Productions)
(For 20th Century-Fox Release)
(Shooting at RKO-Pathe)

Cast: Constance Smith.
Producer .....Robert Jacks
Director .....Hugo Fregonese

HELL AND HIGH WATER
(Technicolor; CinemaScope)

Cast: Richard Widmark, Bella Darvi, Victor Francen.
Producer .....Raymond A. Klune
Director .....Samuel Fuller

PRINCE VALIANT
(Technicolor; CinemaScope)

Cast: Robert Wagner, Janet Leigh, Debra Paget, James Mason.
Producer .....Robert L. Jacks
Director .....Henry Hathaway

RIVER OF NO RETURN
(Technicolor; CinemaScope)

Cast: Marilyn Monroe, Robert Mitchum, Rory Calhoun, Tommy Rettig.
Producer .....Stanley Rubin
Director .....Otto Preminger

Cutting

DEMETRIUS AND THE GLADIATORS
(CinemaScope, Technicolor)

Cast: Victor Mature, Susan Hayward, Michael Rennie, Anne Bancroft, Jay Robinson, Barry Jones, William Marshall.
Producer ..... Frank Ross
Director ..... Delmar Daves

THE ROBE
(Technicolor)
(CinemaScope)

Cast: Victor Mature, Michael Rennie, Richard Burton.
Producer .....Frank Ross
Director .....Henry Koster

HOW TO MARRY A MILLIONAIRE
(Technicolor)
(CinemaScope)

Cast: Betty Grable, Marilyn Monroe, William Powell, Lauren Bacall, Rory Calhoun, David Wayne, Cameron Mitchell.
Producer .....Nunnally Johnson
Director .....Jean Negulesco

TWELVE MILE REEF
(CinemaScope-Technicolor)
(Shooting in Florida)

Cast: Terry Moore, Robert Wagner, Gilbert Roland, J. Carrol Naish, Harry Carey, Jr., Jacques Aubuchon, Angela Clarke, Peter Graves.
Producer .....Robert Bassler
Director .....Robert D. Webb

UNITED ARTISTS

Shooting

AMERICANO
(Moulin Prod.) (Shooting in Brazil)

Cast: Glenn Ford, Arthur Kennedy, Caesar Romero, Sara Montiel.
Producer .....Robert Stillman
Director .....Budd Boetticher

BEACHHEAD
(Pathecolor)
(Aubrey Schenck Prod.;
Shooting in Hawaii)

Cast: Tony Curtis, Frank Lovejoy, Mary Murphy, Skip Homeier, Eduard Franz, Alan Wells, John Doucette.
Producers .....Aubrey Schenck and Howard Koch
Director .....Stuart Heisler

FREE AND EASY

Cast: Beverly Michaels, Richard Egan, Evelyn Scott, Robert Osterloh.
Producer .....Clarence Greene
Director .....Russell Rouse

CAMEL CORPS
(Edward Small Prod.)
(Natural Vision 3-D, Eastman Color, Wide Screen)
(Shooting at Kanab, Utah)

Cast: Rod Cameron.
Producer .....Edward Small
Director .....Ray Nazarro

RING AROUND SATURN
(Regiscope Process, 3-D, Wide Screen)

Producers ..... William and Edward Nassour
Director ..... Edward Nassour

Cutting

RIDERS TO THE STARS
(Eastman Color)
(Ivan Tors Prod.)

Cast: William Lundigan, Richard Carlson, Martha Hyer, Herbert Marshall.
Producer .....Ivan Tors
Director .....Richard Carlson

BEAT THE DEVIL
(Santana Production)

Cast: Humphrey Bogart, Jennifer Jones, Robert Morley, Gina Lollibridga.
Producer Director.....John Huston

Universal International

Shooting

YANKEE PASHA
(Technicolor)

Cast: Jeff Chandler, Rhonda Fleming, Mamie Van Doren, Lee J. Cobb, Benny Rubin, Tudor Owen, Arthur Space, Harry Lauter and the Miss Universe Girls.
Producer .....Howard Christie
Director .....Joseph Pevney

SASKATCHEWAN
(Shooting in Canada)
(Technicolor)

Cast: Alan Ladd, Shelley Winters, Robert Douglas, J. Carrol Naish, Richard Long, Hugh O'Brian, Antonio Moreno, George Lewis, Jay Silverheels.
Producer .....Aaron Rosenberg
Director .....Raoul Walsh

Cutting

RIDE CLEAR OF DIABLO
(Technicolor)

Cast: Audie Murphy, Dan Duryea, Susan Cabot, Abbe Lane.
Producer .....John W. Rogers
Director .....Jesse Hibbs

THE GLENN MILLER STORY
(Technicolor)

Cast: James Stewart, June Allyson, George Tobias, Henry Morgan, Louis Armstrong, Gene Krupa, Ben Pollack, Barton MacLane.
Producer .....Aaron Rosenberg
Director .....Anthony Mann

THE GLASS WEB
(3-D)

Cast: Edward G. Robinson, John Forsythe, Barbara Rush, Kathleen Hughes.
Producer .....Albert J. Cohen
Director .....Jack Arnold

SON OF COCHISE
(Technicolor)

Cast: Rock Hudson, Barbara Rush.
Producer .....Ross Hunter

BORDER RIVER
(Technicolor)

Cast: Joel McCrea, Yvonne DeCarlo, Pedro Armendariz, Howard Petrie, Erika Nordin, Ivan Triesault, Alfonso Bedoya.
Producer .....Albert J. Cohen
Director .....George Sherman

MA AND PA KETTLE HIT THE ROAD HOME

Cast: Marjorie Main, Percy Kilbride, Alice Kelley, Alan Mowbray, Emery Parnell, Brett Halsey.
Producer .....Richard Wilson
Director .....Charles Lamont

WARNER BROS.

Shooting

REAR GUARD
(3-D) (All-Media) (WarnerColor)

Cast: Guy Madison, Joan Weldon, James Whitmore, Harvey Lembeck, Carl Benton Reid, Howard Petrie.
Producer..... David Weisbart
Director .....David Butler

DIAL M FOR MURDER
(3-D) (All-Media) (WarnerColor)

Cast: Ray Milland, Grace Kelly, Robert Cummings, John Williams, Anthony Dawson.
Director .....Alfred Hitchcock

Cutting

THE BOUNTY HUNTER
(3-D, All-Media, WarnerColor)

Cast: Randolph Scott, Dolores Dorn, Marie Windsor.
Director .....Andre De Toth

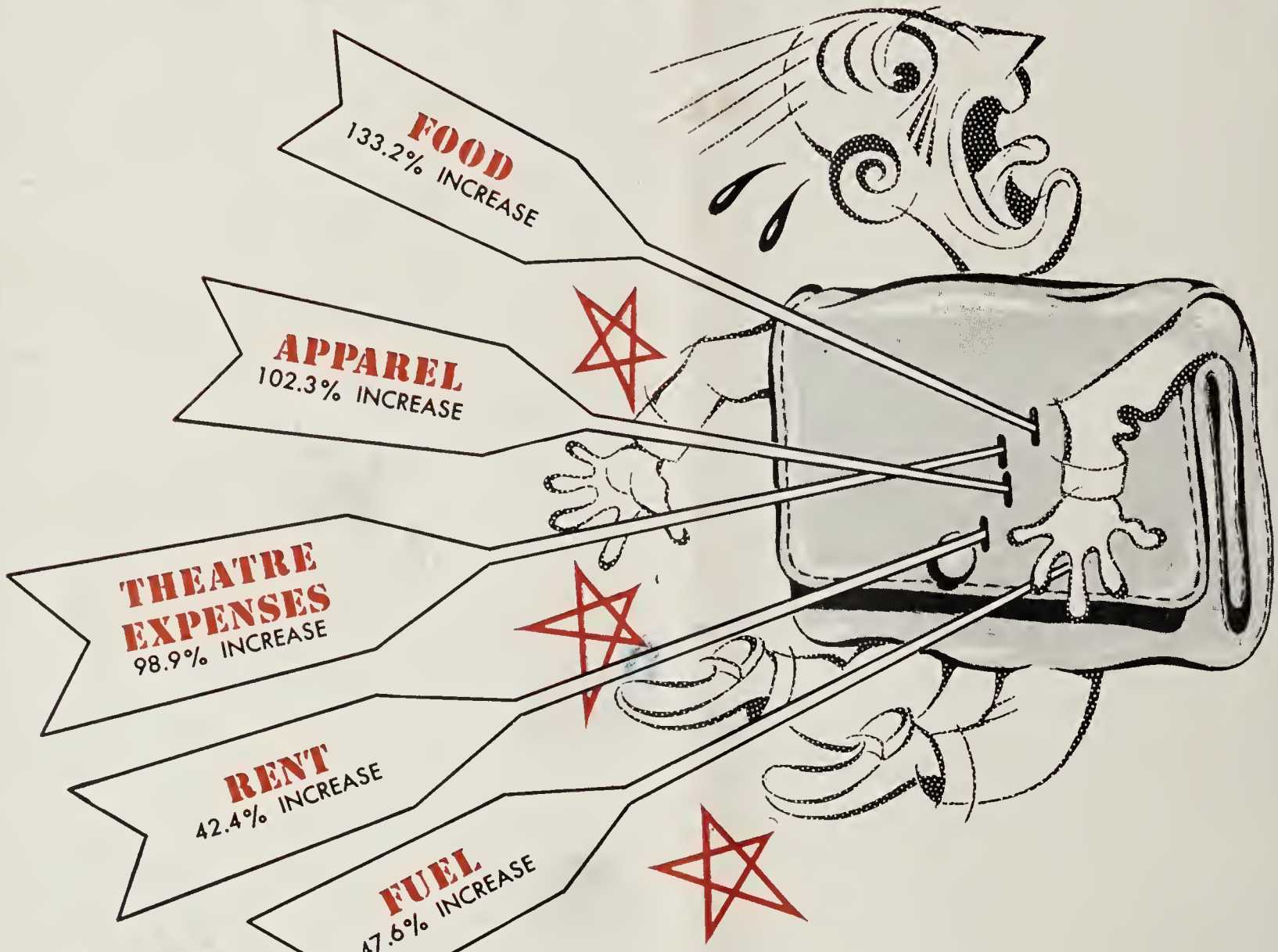
HONDO
(3-D, WarnerColor, All-Media)
(Wayne-Fellows Prods.)

Cast: John Wayne, Geraldine Page, Ward Bond, Michael Pate, Rudolfo Acosta, Paul Fix, Lee Aaker.
Producer .....Robert Fellows
Director .....John Farrow

SO BIG

Cast: Jane Wyman, Sterling Hayden, Elizabeth Fraser, Ruth Swanson, Richard Beymer.
Producer .....Henry Blanke
Director .....Robert Wise

PAIN IN YOUR Pocketbook?





That pain you've been getting . . . right in your POCKETBOOK . . . has been caused by the epidemic of rising prices . . . that has been hitting you where it hurts the most.

According to the Bureau of Labor Statistics, you've been stung with an increase of 133.2% in the cost of FOOD since 1939... and CLOTHING, RENT and other *costs of living* have accounted for an average increase of 98.9%. In your theatre, you've been hit pretty hard, too, by increases in the cost of THEATRE EQUIPMENT and SUPPLIES . . . that, according to Exhibitor's Digest, have averaged 90.9%, from 1940 to 1952! No wonder it *hurts!*

However, it will ease the pain, a little anyway, if you take note of the *negligible increase*, IF ANY, you've received from NSS during this painful period.

Yes, COMPARE *all* your costs with the LOW COST, Service-With-A-Smile Policy of the Prize Baby!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

THE Independent FILM JOURNAL

DEVOTED *to the* BEST INTERESTS *of the* MOTION PICTURE INDUSTRY

In this issue

HARY, REAGAN PLEDGE
STORY PRODUCTIONS

UA TOPPERS PROMISE
TERRUPTED PRODUCT FLOW

RSAL SETS CINEMASCOPE
SOME TOP PICTURES

YERS ASKS MODIFIED
NTALS, PREDICTS ACUTE
FILM SHORTAGE

IONAL ALLIED CONCLAVE
SCHEDULE OUTLINED

X REPEAL FIGHT LOOMS
HIGH ON COMPO
MEETING AGENDA

ILLION TOTAL COMMITTED
FOR CINEMASCOPE

REVIEWS
pages 17, 22

, No. 4 September 5, 1953

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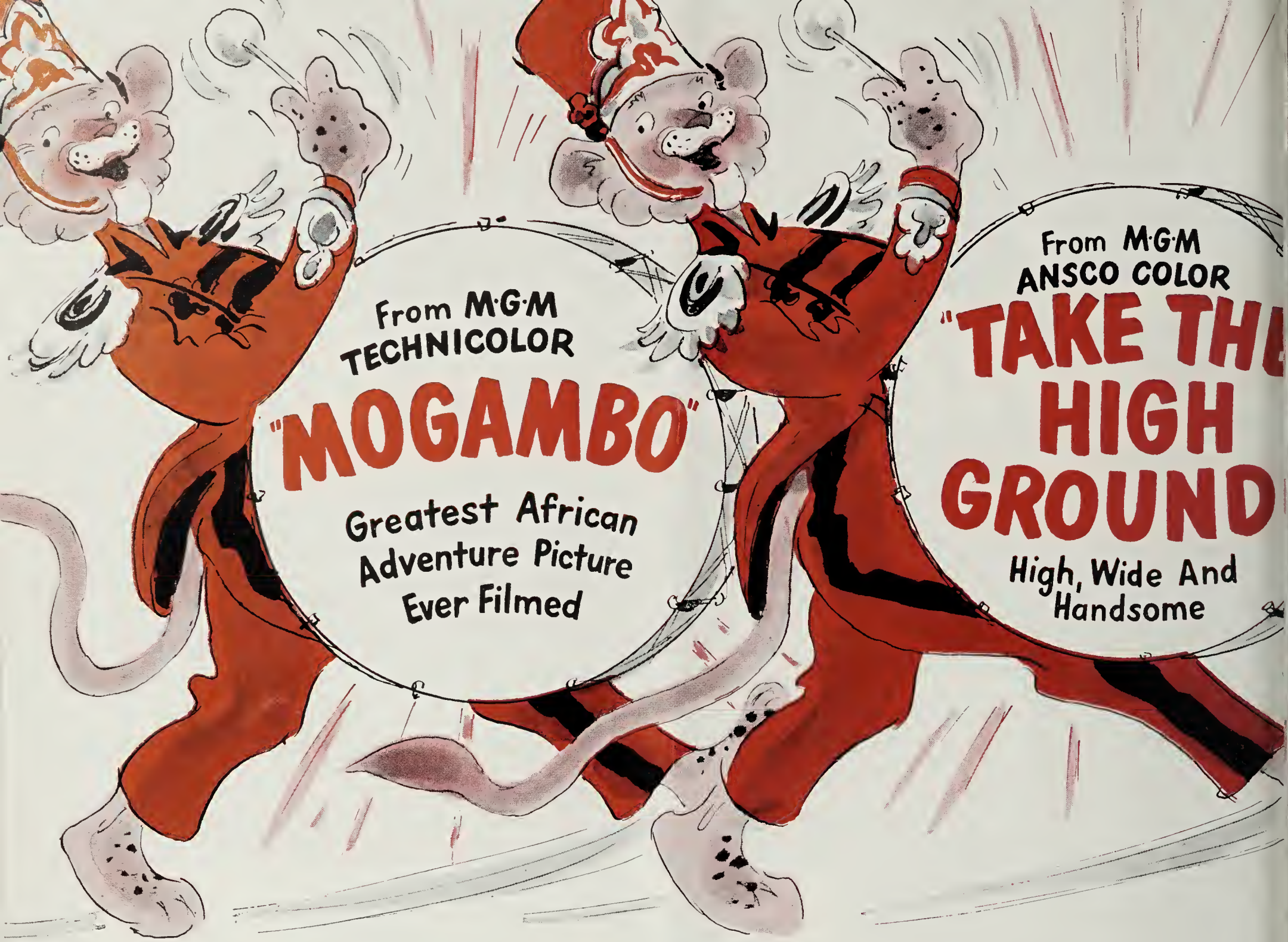
NAVY SIGNAL 73!

IT was less than nine months ago that 20-Fox announced a most daring decision — that it was going to convert its entire production output to CinemaScope.

Spyros P. Skouras and Darryl F. Zanuck, president and vice-president in charge of production, respectively, predicted that by October 1st the industry would "enter a new era as far-reaching as the transfer from silent pictures to sound in 1927."

On September 16th, two weeks ahead of schedule, "The Robe," first production in CinemaScope, will open to the public at the Roxy Theatre in New York. At that time, the marquees of all theatres in the Times Square area and various areas throughout the city will herald the event by flashing the Navy

(See Page 7)



THE FIRST TWO BIG ONES TRADE-SHOWN IN 94 CITIES!

Strike up the band! There's excitement on every Film Row. Never has any company had for consecutive release such a group of important attractions, and we're arranging Previews in 94 cities so that *YOU* can SEE FOR YOURSELF! And wait till you hear the details of "The Lucky Seven" Showmanship Contests for every exhibitor attending the trade shows. Ask for the Contest Booklet. And watch for announcements of the nationwide trade shows of other BIG ONES!

"SEE FOR YOUR-SELF" IS OFF TO A FLYING START!

M-G-M presents in Color by Technicolor "MOGAMBO" starring Clark Gable • Ava Gardner with Grace Kelly • Screen Play by John Lee Mahin • Based Upon a Play by Wilson Collison Directed by John Ford • Produced by Sam Zimbalist.

★

M-G-M presents in Color by Ansco "TAKE THE HIGH GROUND!" • starring Richard Widmark • Karl Malden • Carleton Carpenter • Russ Tamblyn • and Elaine Stewart • Story and Screen Play by Millard Kaufman Directed by Richard Brooks Produced by Dore Schary

CITY, STATE	THEATRE, ADDRESS	HOUR	"MOGAMBO"	"TAKE THE HIGH GROUND!"
ABERDEEN, S. DAK.	Capital, 415 S. Main St.	9:30 A.M.	* 9/30	* 9/30
ALBANY, N. Y.	Palace, 19 Clintan St.	10:00 A.M.	9/14	9/15
ALEXANDRIA, LA.	Dan, 710 Baltan Ave.	10:30 A.M.	9/16	9/17
ALTOONA, PA.	State, 11th Ave. & 16th St.	10:30 A.M.	9/18	9/19
ATLANTA, GA.	Loew's Grand, 157 Peachtree St., N. E.	8:30 P. M.	9/14	9/15
AUGUSTA, ME.	Calanial, 137 Water St.	10:30 A.M.	9/21	9/22
BALTIMORE, MD.	Narthwaad, 1572 Ravenwaad	10:30 A.M.	9/15	9/16
BEAUMONT, TEX.	Jeffersan, 345 Fannin St.	9:30 A.M.	9/16	** Special
BIRMINGHAM. ALA.	Alabama, 1811 Third Ave., N.	9:00 A.M.	9/17	9/18
BISMARCK, N. DAK.	Dakata, 401 Faurth St.	9:30 A.M.	* 9/24	* 9/24
BOSTON, MASS.	Laew's State, 205 Massachusetts Ave.	10:00 A.M.	9/14	9/15
BUFFALO, N. Y.	Shea's Buffala, 646 Main	10:00 A.M.	9/14	9/15
CAPE GIRARDEAU, MO.	Esquire, 824 Braadway	10:30 A.M.	9/15	9/16
CEDAR RAPIDS, IOWA	Paramaunt, 123 Third Ave. S. E.	10:00 A.M.	9/16	9/17
CHARLESTON, S. C.	Glaria, 329 King St.	10:00 A.M.	9/17	9/18
CHARLESTON, W. VA.	Capital, 123 Summer St.	10:00 A.M.	9/22	9/23
CHARLOTTE, N. C.	Caralina, 226 N. Tyran St.	10:00 A.M.	9/14	9/15
CHICAGO, ILL.	B & K Uptawn, 4814 Braadway	10:30 A.M.	9/14	9/15
CINCINNATI, OHIO	Albee, 13 E. 5th St.	10:00 A.M.	9/14	9/15
CLEVELAND, OHIO	Laew's State, 1515 Euclid Ave.	11:30 P. M.	9/14	9/15
COLUMBUS, OHIO	Laew's Ohia, 43 E. State St.	9:00 A.M.	9/15	9/16
DALLAS, TEX.	Palace, 1625 Elm St.	9:30 A.M.	9/14	9/8
DAYTON, OHIO	Laew's, 125 N. Main St.	9:00 A.M.	9/17	9/18
DENVER, COLO.	Orpheum, 1537 Weltan St.	10:00 A.M.	9/14	9/15
DES MOINES, IOWA	Des Maines, 517 Grand Ave.	10:00 A.M.	9/14	9/15
DETROIT, MICH.	Michigan, 134 Bagley Ave.	10:00 A.M.	9/14	9/15
DULUTH, MINN.	Granada, 109 E. Superiar	9:30 A.M.	* 9/17	* 9/17
EAU CLAIRE, WISC.	Hallywaad, 412 S. Barstaw	9:30 A.M.	* 9/16	* 9/16
EVANSVILLE, IND.	Laew's Victary, 600 Main	8:30 P. M.	9/22	9/23
FARGO, N. DAK.	Farga, 312 Braadway	9:30 A.M.	* 9/23	* 9/23
FT. WAYNE, IND.	Paramaunt, 121 E. Wayne	10:00 A.M.	9/17	9/18
GRAND RAPIDS, MICH.	Majestic, 34 Divisian Ave., N.	10:00 A.M.	9/16	9/17
GREEN BAY, WISC.	Bay, 117 S. Washingtan	10:00 A.M.	9/16	9/17
GREENVILLE, S. C.	Fax, 229 N. Main St.	10:00 A.M.	9/21	9/22
HOUSTON, TEX.	Laew's, 1022 Main St.	9:30 A.M.	9/17	** Special
INDIANAPOLIS, IND.	Laew's, 35 N. Pennsylvania	8:30 P. M.	9/14	9/15
IRON MOUNTAIN, MICH.	Braumart, East Bay St.	10:30 A.M.	9/21	9/22
JACKSON, MISS.	Lamar, 127 N. Lamar St.	9:00 A.M.	9/22	9/23
JACKSONVILLE, FLA.	Flarida, Farsyth St.	10:00 A.M.	9/15	9/16
KANSAS CITY, MO.	Laew's Midland, 1228 Main St.	10:00 A.M.	9/14	9/15
KNOXVILLE, TENN.	Tennessee, Gay & Church Sts.	9:00 A.M.	9/29	9/30
LAFAYETTE, LA.	Nana, 908 Simcae St.	10:30 A.M.	9/15	9/16
LEBANON, N. H.	Opera Hause, 51 N. Park	10:30 A.M.	9/23	9/24
LITTLE ROCK, ARK.	Center, 407 Main St.	9:30 A.M.	9/16	9/17
LEXINGTON, KY.	Ben Ali, Main St.	10:00 A.M.	9/24	9/25
LOS ANGELES, CAL.	Fox Wilshire, 8440 Wilshire	10:00 A.M.	9/14	9/15
LOUISVILLE, KY.	West End, 34th & Braadway	2:30 P. M.	9/24	9/25
LUBBOCK, TEX.	Lindsey, 1019 Main St.	9:30 A.M.	9/21	** Special
MADISON, WISC.	Madisan, 113 Minana	10:30 A.M.	9/23	9/24
MEMPHIS, TENN.	Laew's Palace, 81 Unian Ave.	10:00 A.M.	9/14	9/15
MIAMI, FLA.	Paramaunt, Flagler St.	9:00 A.M.	9/16	9/17
MILWAUKEE, WISC.	Riverside, 116 W. Wisc. Ave.	10:00 A.M.	9/14	9/15
MINNEAPOLIS, MINN.	Radia City, 36 S. Ninth St.	10:00 A.M.	9/14	9/15
MOBILE, ALA.	Braakley, Michigan Ave.	10:30 A.M.	9/24	9/25
MONROE, LA.	Jim, 412 Desiard St.	9:30 A.M.	9/17	9/18
MONTGOMERY, ALA.	Paramaunt, Mantgamery & Moulton	9:00 A.M.	9/22	9/23
MT. VERNON, ILL.	Stadium	10:30 A.M.	9/17	9/18
NEW HAVEN, CONN.	Laew's Pali, 23 Church St.	10:00 A.M.	9/14	9/15
NEW ORLEANS, LA.	Laew's Staté, 1108 Canal St.	10:00 A.M.	9/14	9/15
NEW YORK CITY, N. Y.	Laew's Lexingtan, Lexingtan & 51st.	2:15 P. M.	9/14	9/15
NORFOLK, VA.	Memrase, Calley & Raleigh Sts.	10:30 A.M.	9/24	9/25
OKLAHOMA CITY, OKLA.	Will Ragers, 4322 Narthwestern	10:00 A.M.	9/14	9/15
OMAHA, NEBR.	Orpheum, 16th & Harney Sts.	10:00 A.M.	9/14	9/15
PEORIA, ILL.	Madisan, 502 Main St.	10:00 A.M.	9/16	9/17
PHILADELPHIA, PA.	Arcadia, 16th & Chestnut	10:00 A.M.	9/14	9/15
PITTSBURGH, PA.	Laew's Penn, 6th & Penn	11:30 P. M.	9/14	9/15
PLATTSBURG, N. Y.	Strand, 25 Brinkerhaff St.	10:00 A.M.	9/23	9/24
PORTLAND, ORE.	Laurelhurst, 28th & Burnside	2:00 P. M.	9/14	9/15
PROVIDENCE, R. I.	Laew's State, 220 Weybasset St.	9:00 A.M.	9/15	9/16
RALEIGH, N. C.	Village	10:00 A.M.	9/24	9/25
RICHMOND, VA.	Byrd, 2908 W. Cary St.	10:30 A.M.	9/22	9/23
SAGINAW, MICH.	Temple, 205 N. Washingtan	10:00 A.M.	9/15	9/16
ST. LOUIS, MO.	Laew's State, 715 Washington Ave.	8:30 P. M.	9/14	★ 8/28
SALISBURY, MD.	Baulevard	10:30 A.M.	9/16	9/17
SALT LAKE CITY, UTAH	Villa, 3092 Highland Drive	2:00 P. M.	9/14	9/15
SAN ANTONIO, TEX.	Majestic, Haustan St.	9:30 A.M.	9/18	** Special
SAN FRANCISCO, CAL.	Laew's Warfield, 982 Market St.	8:30 P. M.	9/14	9/15
SEATTLE, WASH.	Music Hall, 7th & Olive Way	10:00 A.M.	9/16	9/17
SHREVEPORT, LA.	Dan, 516 Crackett St.	9:30 A.M.	9/21	9/22
SIOUX CITY, IOWA	Capital, 4th & Nebraska	10:00 A.M.	9/16	9/17
SIOUX FALLS, S. DAK.	Hallywaad, 212 N. Phillips Ave.	9:30 A.M.	* 9/29	* 9/29
SPRINGFIELD, MASS.	Laew's Pali, 194 Warthingtan	9:00 A.M.	9/16	9/17
SPRINGFIELD, MO.	Gillioz, 325 St. Lauis St.	9:30 A.M.	9/24	9/25
STEUBENVILLE, OHIO	Paramaunt, 132 N. 5th St.	11:00 A.M.	9/17	9/18
TAMPA, FLA.	Palace, Tampa & Zack Sts.	9:00 A.M.	9/18	9/21
TOLEDO, OHIO	Laew's Valentine, 439 St. Clair	10:00 A.M.	9/15	9/16
TOPEKA, KAN.	Jayhawk, 107 W. 7th St.	9:15 A.M.	9/21	9/22
TULSA, OKLA.	Orpheum, 12 E. 4th St.	10:00 A.M.	9/15	9/16
UTICA, N. Y.	Uptawn, 2014 Genesee St.	10:00 A.M.	9/16	9/17
WASHINGTON, D. C.	Laew's Palace, 1306 F St., N. W.	(8:30 P. M.—	—9/14)	(10 A.M.—9/15)
WATERTOWN, N. Y.	Olympic, 234 State St.	10:00 A.M.	9/15	9/16
WHEELING, W. VA.	Capital, Main St.	10:30 A.M.	9/16	9/17
WICHITA, KAN.	Miller, 115 N. Braadway	9:15 A.M.	9/16	9/17
WILKES-BARRE, PA.	Orpheum, 139 S. Main	10:00 A.M.	9/16	9/17

** Both pictures trade shown same date.* *** Special: Texas saturation bookings mid-September serve as Trade Shows.*

★ *St. Louis territory only "Take The High Ground!" will be shown August 28 • 4:15 P.M.*

A Message from the 1300 Field Employ



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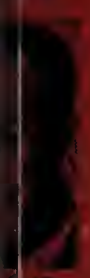
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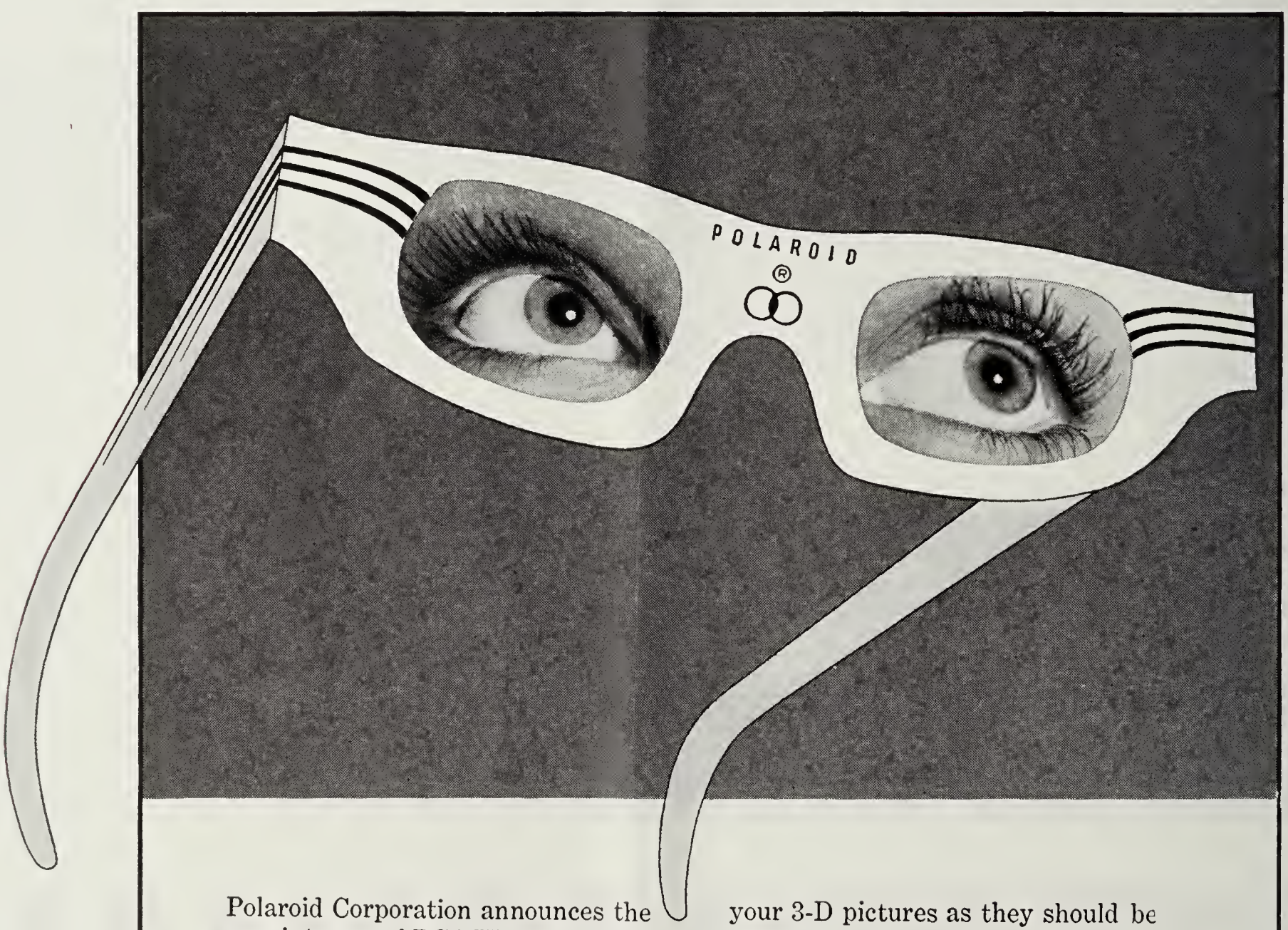
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POLAROID CORPORATION, CAMBRIDGE 39, MASS.

Vol. 32 No. 4

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

signal 73 — a traditional message of good luck. This, in and of itself, represents a new high in industry good will and co-operation.

Nine months ago, many of the film companies were uncertain about the future of extra dimensional processes and industry ranks were split pro and con on the use of glasses. There was a hue and cry for uniformity and standardization.

From the very beginning, 20th-Fox has remained steadfast in its conviction that the anamorphic lens and stereophonic sound presentation afforded by CinemaScope gave new promise to the motion picture medium. The company has spared no expense in developing the finest equipment for use with the process (lenses, screens and a sound head permitting four tracks on one film). Its expenditures for equipment alone exceed $10,000,000. The progress has been staggering.

During this period, M-G-M, Columbia, Allied Artists, Disney and two independent producers have contracted for the use of CinemaScope for their most important productions. This week, Universal-International hopped on the bandwagon with its announcement that it would use CinemaScope for top-budget pictures. Exhibitors can expect more than 50 films in CinemaScope to be made available next year. 20th-Fox is ready to release one CinemaScope feature every four weeks following "The Robe."

CinemaScope, like Abou Ben Adam, led all the rest in our book from the moment we saw it. We were convinced then as we are now that the public will not take to 3-D with glasses over the long pull — and put every exhibitor on notice that he must eventually be prepared to install CinemaScope.

Debut of "The Robe" will be the biggest event in motion picture history in more than two decades and all signs indicate that it can be the greatest box office attraction of all time. 20th-Fox executives have been smart enough to realize that coupled with the technique of presentation, quality must prevail — proving that CinemaScope had to be launched properly and not as a flash-in-the pan. It didn't take the public too long to penetrate the 3-D disguise of the "quickies."

From the listing of pictures now being produced in CinemaScope, we are looking forward to the future with optimism and confidence that the industry is once again headed in the right direction. CinemaScope represents permanent enhancement of the screen.

Navy signal 73!

M-G-M Shows The Way

Since the veto of the admissions tax by the President, many theatre owners have been faced with a difficult choice — either to close their doors or to continue to hang on waiting for tax relief some time next year.

The first company to publicly recognize the plight of the smaller distressed exhibitor is M-G-M, which, in letters to the various theatre associations, offered "all possible aid" to keep theatres open if possible — particularly in any theatre community where closings will deprive the public of motion picture entertainment and destroy years of exhibitor effort.

Charles Reagan, M-G-M sales chief, wrote, "We feel it is our duty to prevent that happening even at a sacrifice to ourselves in our none too easy problem of keeping our own books balanced."

M-G-M is entitled to superlatives for this intelligent, unselfish action. It must not be used as a pretext for film rental reductions in unwarranted cases, and should be availed of only in true cases of distress. Other companies might well take a leaf from the Metro book.

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Schary, Reagan Pledge Top Story Productions

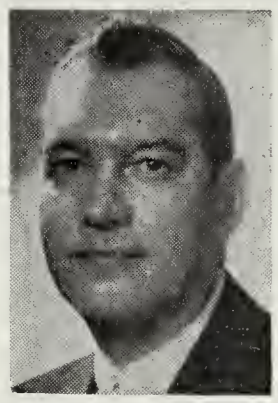
HOLLYWOOD.—A program of big pictures and one that will be "geared high to provide the public with the highest quality entertainment" is planned by M-G-M, Dore Schary, studio head, revealed this week at the company's international "See For Yourself" sales convention held for five days at the Culver City studio. Schary pointed out that Metro's production program would not be "as great as in the past" in number of pictures turned out but would be based strongly on "the quality of the stories that are told" and utilize the new techniques in the telling.

Charles M. Reagan, general sales manager, maintained that Metro's use of good stories, good stars, good supporting casts, good directors and good producers, "which finally mean good pictures" will be the bulwark on which the production program will rest.

"We are convinced that we are on solid ground when we make and advertise, and distribute good motion pictures, for that's what the public will buy, and if better sound, changed projection and improved illusion will help, and we know that it will, that's fine, but all of these things must, we feel" be placed on the bulwark which is outlined above, Reagan stated.



SCHARY



REAGAN

Metro Ratios Vary

Schary added that "regardless of what anyone says, but with full respect for anyone else's opinion, I should like to say that I do not believe that the future of the motion picture industry is dependent upon the success or failure of any one film or of any one mechanical device."

The production chief noted additionally that Metro's own wide-screen proportions, at ratios varying from 1.66 to 1.85, will be "particularly suited to many stories on our program;" that CinemaScope is a "valuable asset and a profitable one" in the telling of certain other films; that stereophonic sound is a "must" in connection with films presented on any size screen ratio, and that "there will very likely be a continuing market for a few 3-D films that will be ideally suited to such mediums."

Reagan noted that "these are changing times and there is little of the past that we can turn to. New words are in our mouths, new innovations in our thinking, and the need to be flexible in our approach. . . . Fortunately we are not committed to any new system," he added.

Delegates Welcomed

Both Schary and Reagan spoke in welcoming addresses to the approximtaely 125 delegates assembled, including officials from Loew's International foreign offices, home office executives and M-G-M sales, district and branch managers, plus field representatives of the exploitation and promotion departments.

Heads of the various departments in attendance included Arthur M. Loew, Loew's International prexy; Howard Dietz, vice-president and director of advertising, exploitation and publicity; Morton A. Springer, international vice-president, and Charles Pati, his sales manager.

Sales conferences, which ran for five days, included screenings of top product and subsequent discussions covering promotional and selling aspects for each picture. Discussions were led by Dietz; Silas F. Seadler, advertising manager, and Emery Austin, exploitation manager.

Pictures screened were "Mogambo," "Take the High Ground," "Escape From Ft. Bravo," "Easy to Love," "Kiss Me, Kate," "All the Brothers Were Valiant," "Torch Song," "Rhapsody," "The Long, Long Trailer," "The Actress" and scenes from "Knights of the Round Table" and "Rose Marie."

Toward the close of the conferences, emphasis was placed on meetings at the Ambassador Hotel, with Reagan presiding. On the final day, individual meetings by the six sales managers with their branch managers were conducted.

Local Shows Follow

Local "See for Yourself" trade shows in areas all over the country are slated to follow the west coast meeting. Trade screenings of "Mogambo" and "Take the High Ground" are being arranged in approximately 100 cities, with an exhibitor contest being conducted for the best campaign.

Wherever possible, showings will take place in theatres equipped for wide-screen and stereophonic sound. It will be held in houses early in the morning or at other times when the theatre is closed for normal business. Screenings in New York City were set for the Loew's Lexington Sept. 14 and 15.

UA Toppers Promise Uninterrupted Product Flow, Big Promotions

Exhibitors were assured an uninterrupted flow of films from independent producers, service from an expanded and strengthened sales force, and promotional campaigns on pictures that will begin prior to production and continue "for the longest time possible" by United Artists executives this week as the company launched its "Phase Three" program with a three-day home office national sales meeting.

Sessions served to gear the company to handle what is termed a record line-up of top product that will utilize all film techniques, including 2-D, 3-D, wide-screen, CinemaScope and stereophonic sound.

The program takes its name from President Arthur B. Krim's keynote that the company has entered the third phase of the present management's operations, signifying UA's emergence as the releasing organization for the film industry's leading artists in the independent field.

The sessions brought together UA's top executives and sales chiefs of every district to map detailed plans for carrying through the company's vastly-expanded operations.

Called Largest Conference

The first such gathering to be held in the home office in almost five years, the meeting was said to be the largest national sales conference since May, 1951, when a national convention took place in Chicago following the installation of the present UA management, headed by President Arthur B. Krim and Board Chairman Robert S. Benjamin.

Krim and Benjamin led the roster of participants at this week's conference. Others at the conference included William J. Heineman, vice-president in charge of distribution; Max E. Youngstein, vice-president; B. G. Kranze, general sales manager; Francis M. Winikus, national director of advertising, publicity and exploitation; Milton E. Cohen, eastern division manager; James Velde, western division manager, and Charles S. Chaplin, Canadian division manager.

Krim, in his keynote speech, reviewed company operations for the past two and

(*Continued on page* 20)

Universal Will Utilize CinemaScope For Some Upcoming Top-Budget Productions

Announcement of intention to produce some of its major top-budget product in CinemaScope during the coming season was made this week for Universal by Milton R. Rackmil, president. The executive revealed at the same time that all the company's pictures are now being shot in aspect ratios which can be projected from standard to a new maximum of 2 to 1.

Rackmil, who said also that Universal will continue to turn out 3-D films, emphasized that policy of gearing product to the needs of all theatremen will be maintained and no production reduction will be made.

Regarding CinemaScope, he said that tests of the special lenses are now being made by the company and various top properties are being considered for a picture in that medium. Chosen property will be filmed also for standard projection, he added.

Decisions were reached at executive conferences at the studio, lasting for more than a week, with N. J. Blumberg, chairman of the board of directors; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president in charge of production; David A. Lipton, vice-president; Charles J. Feldman, general sales manager; James Pratt, executive manager; M. R. Davis, business manager, and Rackmil attending.

Landlords' Aid Urged On Exhibs In Battling Taxes

Theatremen were advised this week to seek support from their adjacent merchants, landlords, creditors and mortgagees when waging war against a tax by Abram F. Myers, National Allied board chairman and general counsel, in a bulletin to members which contained comments on a National Association of Real Estate Boards evaluation of closed film theatres.

According to the NAREB report, such help would be forthcoming, as the nation's hundered of closed theatres exert a "deteriorating influence on the neighborhood and economic whole."

Report went on to stress that movies are not obsolete and the industry not in the doldrums. Listed as possible sources of relief were 3-D films, reduced local property assessments and elimination of the Federal income tax.

Needs Community Understanding

According to H. P. Holmes, NAREB economic committee chairman, the industry will "revive and continue its function . . . with community understanding . . . as an important means of cultural communication."

Noting that a theatre is a one-purpose structure, Holmes pointed out that conversion of a closed house is fairly difficult. When converted, he said, it usually becomes a structure of lesser use and one that depresses nearby business locations.

Holmes called victims of a vicious circle the theatres now operating at a break-even point or "in the red." Such theatres cannot expend funds for improvement and become obsolescent and unattractive, thereby discouraging patronage, he said.

The NAREB study covered closings made in 264 communities, totalling almost 1,000 the number of houses shuttered.

New uses to which closed theatres have been put include TV studios, radio stations, bowling alleys, live drama, wrestling and boxing arenas and penny arcades. Other houses have been taken over by private and quasi-private groups, such as the Y.M.C.A., V.F.W., American Legion and trade unions, Holmes stated. Many of the buildings have been bought by church groups, he added.

Myers Asks Modified Rentals, Predicts Acute Film Shortage

Exhibs Might Designate Adult Pix: Myers

If the Legion of Decency approves certain pictures for adults only, why cannot theatremen make the same distinction, Abram F. Myers, National Allied board chairman and general counsel, asked this week in a membership bulletin issued by that organization. Myers did not advocate that tenet as a policy but "only as an experiment in the exhibitors' quest for receipts."

Myers opined that general audience theatres should be allowed to share in some of the profits now garnered exclusively by art houses when playing successful product. This could be done if such films could be shown to distinctly adult audiences. Controversy over United Artists' "The Moon is Blue" brought about Myers' remarks.

Despite conflicting reports on what the major film companies are planning for 1954, "there is going to be one h—l of a product shortage next year," Abram F. Myers, National Allied board chairman and general counsel, predicted this week in a pre-convention bulletin of his organization.

Myers said: "Let's face it, no one knows how many films will be released in 1954, either standard, 3-D, adaptable to wide-screen or anamorphic."

The Allied official pointed out elsewhere in the bulletin that drive-in theatres, which he thinks should be among those most greatly hit by the shortage, will have their special needs studied early next February, when Allied sponsors a national ozoner convention in Cincinnati.

Relief Not Enough

Tax relief alone, Myers noted, will do no good, if effected, unless "necessary equipment and an adequate supply of pictures at prices within their means" are made available to theatremen.

Myers meanwhile admitted that pre-releases may have slowed down in volume from the majors due to the holding of Senate Small Business Committee hearings but, he added, "selling policies and practices . . . are growing daily more onerous."

He said that any incidental loss on pre-releases "is being more than offset by the outrageous prices demanded for all 3-D, wide screen and 'A' pictures."

In line with his prediction of a product shortage, Myers maintained that theatres other than drive-ins which will suffer most are those which cannot afford the price of expensive equipment needed to show films in the new processes, and those which can afford it, but cannot purchase the equipment because the big circuits have "pre-empted" these goods.

Attendance Major Problem

Above problems, Myers added, would be aired at the organization's Boston convention in October. Myers said that the industry's "No. 1 Problem," however, is "steadily declining theatre attendance."

If box office receipts should continue to decline, Myers opined, then lifting the Federal admissions tax "will merely postpone the industry's demise."

The October convention, he emphasized, will have as one of its main purposes the demonstration to the "press, to Congress and to the Administration how the lifting of the admissions tax will enable the industry to help itself . . . not mean merely pouring tax money down a rat hole."

National Allied Conclave Schedule Outlined; Extend Directors' Meet

Series of annual convention events, tentatively scheduled to take place when National Allied delegates meet Oct. 5-7 at Boston's Sheraton-Plaza Hotel, were outlined this week by Norman Glassman, general convention chairman. High in importance will be an address as principal speaker, by Steve Broidy, Allied Artists prexy.

An extra day will be added to the National Allied board of directors two-day meeting, which precedes Allied's annual convention this year in Boston beginning Oct. 5. Arbitration and exhibitors' demands for extra playing time on special pictures are reported to be the two important topics for discussion by the board. Arbitration talks are expected to deal with the recommendation for an industry plan by the Senate Small Business sub-committee. Allied's actions rest with the board's decision on this matter.

Welcoming addresses will be delivered by Wilbur Snaper, National Allied prexy, and Glassman on opening day. Next event is the keynote address, to be followed by a Polaroid Corp. demonstration of 3-D. Film clinics scheduling follows, and the trade show opens later that afternoon.

At 6 p.m. an open house will be held for exhibitors and wives, sponsored by Motion Picture Advertising, United Film Service, Inc., and Independent Exhibitors, Inc. of New England.

Tuesday's program calls for a review of the trade show at 9:30 a.m., which is first on the agenda following registration. At 10 that morning, four separate film clinics are planned for large circuits, circuit buyers, drive-in owners and small town and subsequent run theatres.

Ladies at the convention will be amused with a "Ladies Day Program" Tuesday morning, that will take them on a tour of historic places of interest with a luncheon planned. The afternoon will be spent by the exhibitors in listening to speakers, and participating in forums and discussions.

The evening will be spent at a Coca Cola hosted cocktail party and New England shore dinner with entertainment at John Hancock Hall. This will be followed by a night cap scheduled for midnight.

Last morning of the convention will include a review of the trade show and committee meetings. The ladies will be honored that afternoon by "Ladies Day" at the Keith Memorial Theatre, which will show "The Robe" for them, courtesy of 20th Century-Fox.

Exhibitors will spend the afternoon listening to speakers, reports and conclusions reached at the meeting. Everyone will join for a cocktail party sponsored by Pepsi Cola at 6.30 p.m. and then go on to the industry banquet at 8:00 p.m. Civic leaders, celebrities, stars and other personalities are scheduled to appear at the wind-up party.

S-W Business Campaign Delineated For Managers

NEWARK.—Fall business campaign of the Newark zone theatres of Stanley Warner was outlined at a managers' meeting of the group this week, in which Si Fabian, S-W president, and Sam Rosen, executive vice-president, were principal speakers. With a theme of "New Movie Era: Prize Salute to Star Showman," the campaign was discussed by Edgar Goth, advertising-publicity manager for the zone.

Mason Bill Re-entry Pledged

Re-introduction of the Mason Bill to repeal the 20 percent admission tax on theatres has been pledged for next January by Rep. Noah M. Mason (R., Ill.) However, the Congressman stated that there was a distinct possibility that the measure would not be introduced as a separate bill, but made part of a general revenue measure drafted by the House Ways and Means Committee on tax revision.

Facing the tax program of the lawmakers will be one proposed by the Administration, which announced it would have ready its own ideas on taxation by the time Congress convenes next season. It is expected that the President's plan would call for a 10 percent reduction in the admission tax for the motion picture industry.

Events Progress In WarnerScope

Developments at Warner Bros. regarding its new anamorphic lens system were duofold over the fortnight: 1. pact between the company and Zeiss-Opton of Germany for production and delivery of the special lenses was made 2. WarnerScope became the official new and shortened name of the process, WarnerSuperScope.

Among the first pictures to be produced in the wide-screen process are: "Helen of Troy," "A Star Is Born," starring Judy Garland; "Lucky Me," a Doris Day musical; "Rear Guard," starring Guy Madison; "Mr. Roberts," from the Broadway play; "East of Eden," based on John Steinbeck's novel, and "Giant," Edna Ferber's tale about Texas, to be produced by George Stevens.

The name change of the system was reported made in the interests of simplicity. The company considers the new name more readily identifiable and more easily adaptable for marquee display and advertising. Many exhibitors preparing for use of the process are said to have asked for a shorter title, also.

Maryland Pre-Censorship Hit By MPAA Counsel; Court's Decision Defied

BALTIMORE.—A blast against pre-censorship in Maryland, the only state which still censors motion picture newsreels, was delivered this week by Philip J. O'Brien, Jr., of the MPAA legal staff. The attorney demanded in a radio speech that the state abide by a ruling made last year by the U. S. Supreme Court that the motion picture be included in the free speech guaranty of the first and 14th amendments of the Constitution.

The state would not surrender complete control of the medium, O'Brien stated, if it followed the same procedure with motion pictures as it does with newspapers and magazines.

Meanwhile the Maryland State Board of Censors denied a license to the film, "Street Corner," despite the fact that the Baltimore City Court had overruled the censor's ban on the picture.

Tax Repeal Fight Looms High On COMPO Meeting Agenda

A general COMPO meeting, with the continuing fight of the organization to effect repeal of the Federal 20 percent admission tax figuring importantly on the agenda, will be held in New York Sept. 21-22. Session was decided upon when the organization's leaders met this week to discuss future plans. Attending a subsequent conference held with the trade press was the COMPO triumvirate, consisting of Trueman Rembusch, Sam Pinanski and William C. Gehring, subbing for the absent Al Lichtman; also, Robert W. Coyne, special counsel; Herman Robbins, treasurer; Harold Saxe, comptroller, and Sam Shain.

The forthcoming meeting will be a large one, with not fewer than 70 persons expected to attend, Coyne stated. All members of the COMPO executive committee and board of directors will be present, along with the national tax committee and other local tax representatives.

Up To COMPO

Major purpose of the meeting is to let the triumvirate report on its actions to the group, which will then decide on what further course should be followed. This will be done at the opening session of the conclave, which will then be followed by an executive session designed to take care of other COMPO business and to arrive at future policies for the industry organization.

Triumvirate members declared that they had decided to call the September meeting because they felt that it was up to the entire organization to make the decision on further activities. The group has not met in full since last December. In line with this policy of letting the group do its own thinking, no formal agenda will be published.

Concerning plans for continuation of the three-man group, Coyne said he didn't know what action would be taken. The COMPO charter calls for officers to be elected for one year or until they resign. Rembusch added that the position of the triumvirate was "merely trustee" rather than a policy-making one.

Financial status of the group will also be cleared up at the meeting when Robbins gives an itemized report of the money spent. He said that he was working now with Saxe to get that report ready.

Two "Must" Items

Consideration of a "Movietime, USA" campaign and an industry research program are two "must" items before the executive board of COMPO, when it meets in mid-September, according to Robert J. O'Donnell, representative of Variety Clubs International on the COMPO executive committee, speaking earlier.

A resumption of territorial "star" tours, which worked successfuly two years ago, was being considered to stimulate business, O'Donnell reported. The last series of trips was financed with about $2,000,000 by distribution and exhibition. More than 225 personalities went on tour at that time. A repeat of that program would require COMPO approval, he stated.

On the research program, O'Donnell said that if the industry had one "functioning on the right scale, many of the bugs which plagued some of the new developments would have been eliminated long ago."

$100,000,000 Total Is Committed For CS

European manufacturers are steadily converting so that they can produce equipment for CinemaScope, Spyros P. Skouras, 20th Centry-Fox president, revealed this week on his return from a two-week trip to Germany and England. When "The Robe," first CinemaScope release, opens in London next month, it will be shown on American equipment, he stated, but as soon as European companies turn out the material, their equipment will be used.

As of now, 20th-Fox has in hand domestic and foreign committments totalling $100,000,000 by companies pledged to turn out the anamorphic lenses, stereophonic sound equipment and Miracle Mirror screens used in the new wide-screen process, Skouras said. For the demonstration he witnessed in Germany, which he claimed was a big success, German companies supplied the equipment.

Houses Flash Signals

Other nations with whom the film company has agreements include Britain, France, Spain, Scandinavia, Australia and Japan, the executive stated. English deals are all completed, he explained, but final announcement must await approval by the British Board of Trade and Treasury. The studio has received 880 applications for Cinemascope equipment from that nation, he stated, with 75 of them coming from J. Arthur Rank's Odeon houses.

Following the London premiere of "The Robe," the film is scheduled for November openings in Germany, France, Italy and Spain. Delays in these premieres were caused by dubbing problems, Skouras explained.

Meanwhile, the Sept. 16 world premiere of the first CinemaScope production at the Roxy Theatre, N. Y., got a further boost when most Times Square theatres agreed to blink their marquee lights that night in the Navy's 73 code, a traditional message of good luck. Houses which will flash the greeting include the Radio City Music Hall, Capitol, Loew's State, Paramount, Rivoli, Astor, Victoria, Globe, Mayfair and RKO Palace.

International Coverage Assured

International radio coverage of the world premiere was earlier assured by the signing of countries of the Voice of America, the British Broadcasting Co. and international station WRUL.

On-the-spot coverage, including taped interviews with important personalities, will be broadcast to the 15 countries through the facilities of the Voice of America. These include France, Germany, Austria, Spain, Italy, Greece, Turkey, the Middle East, India, Pakistan, and Japan.

This foreign program will complement the coast-to-coast domestic coverage via a tie-up with National Broadcasting Co. Meanwhile, it was announced that the key General Outdoors Advertising sign at Broadway and 46th St., N. Y. C., will be devoted exclusively to the film.

Snaper, Starr Welcome M-G-M Relief Offer For Needy Houses

Statements of appreciation for Metro-Goldwyn-Mayer's offer of "all possible aid" to distressed theatres have been made by Wilbur Snaper, president of National Allied and Alfred Starr, president of Theatre Owners of America. The M-G-M announcement came in a letter sent by Charles M. Reagan, company's distribution chief, to all exhibitor association presidents which stated that M-G-M feels it is its duty to help prevent theatres from closing.

Reagan's letter asked that the associations advise their members that if an exhibitor is in need of help he should contact his local M-G-M branch manager. It is understood that the company has no organized plan of aid but that each situation would be dealt with separately.

Theatres were termed in the letter "a vital necessity to the public during these uncertain times." The company wants "to keep them open if possible, particularly the only theatre in a town or community."

The note continued that theatre closings would "injure, if not destroy in some cases, many years of hard work . . . and we feel it is our duty to aid to prevent that happening even at a sacrifice to ourselves."

Letter Called "Sincere"

Snaper commented that "the sincere tone of the letter is most welcome at a period when encouragement is needed." He added that he would forward the notice to all units of his organization.

Starr called the M-G-M policy "farsighted and unselfish and one which is bound to be beneficial to the entire industry."

The TOA head thought that branch managers should be instructed to take care of local situations "without the prolonged delay of submitting the facts to New York."

"The branch manager is familiar with these situations," Starr said, "and he should be delegated the authority to act, and to act quickly." Such an action he called "a godsend to our industry."

The M-G-M action "underlines the point we exhibitors have made for many years, that it is impossible to blanket all theatres under a national sales policy," Starr continued. He said that terms imposed upon large metropolitan theatres are not applicable to small houses, and he thought the Reagan letter recognized that fact. The offer was an "intelligent and statesmanlike approach to this pressing problem," he stated.

Rotus Harvey's Proposal For Arbitration Referee Garners Positive Reaction

Varying but positive reactions have come from a number of industry leaders to the proposal made by Rotus Harvey, head of Western Theatre Owners, that a representative of the Department of Justice act as referee in an arbitration conference.

Nathan Yamins, former president of National Allied, said he would agree to have the representative present, but only in an observer capacity. Tom Bloomer, president of MPTO of St. Louis, Eastern Missouri and Southern Illinois, said he would give careful consideration to the proposal.

Yamins said that although he had always agreed with Harvey in the past, he "must disagree with him on this one." He said that he assumed a "referee is a person clothed with authority to make decisions. Certainly exhibitors as well as distributors have too much at stake to permit one single individual . . . to make final and binding decisions on industry practices," he added.

Wants Record Kept

Justice Department's silence on many exhibitor complaints "is sufficient disqualification for that department to have its representative act as a final arbiter," Yamins continued. He added that he would agree to having one representative each from the Justice Department and the Senate sub-committee present "but without voice or vote." Complete stenographic records of the discussions should be kept, Yamins stated.

Bloomer said that his organization "has gone on record repeatedly as favoring arbitration." He thought the industry should stay out of the courts and get funds at the box office instead. The cost of these suits was excessive, he stated, adding that "a fair system of arbitration at a minimum of cost is what we badly need."

Financial Notes

Consolidated net earnings of $158,309 for the 26-weeks ended June 27 have been reported by 20th Century-Fox and all of its subsidiaries. Earnings amounted to six cents per share on the 2,769,486 common shares outstanding.

For the comparable 1952 period, $154,404, exclusive of domestic theatre subsidiaries which were separated last Sept. 27, had been earned for a figure of six cents per common share.

Net loss for the second 1953 quarter, ended June 27, was reported at $865,656 as against net earnings for the second 1952 quarter of $877,811. Loss was attributed to the company's transition to CinemaScope. Net earnings for the first 1953 quarter were $1,023,965.

Breakdown of earnings shows income from film rentals for the 26 weeks ended last June 27 at $48,415,246 as against $43,988,793 for the comparable 1952 period. Dividends for the first 26 weeks of this year were $101,256 as against $57,592 for the previous year's similar period.

Meanwhile, a quarterly dividend of 25 cents per common share was declared payable Sept. 26 to holders of record Sept. 10.

* * *

Current profitable operations are expected to continue at RKO Pictures, William H. Clark, treasurer, told the New York State Supreme Court. His statement came in the form of an affidavit, filed in connection with an action by derivative stockholders to seek appointment of a receiver for the company. Clark's statement was supported by Roy M. McDonald, RKO counsel, who said the company is "entirely solvent." Purpose of the statements was to persuade the court to delay the hearing on receivership action till Sept. 14, which it, in effect, granted.

* * *

A dividend of $.25 per share on preferred stock, payable Oct. 1 to holders of record Sept. 14, was declared this week by the board of directors of Republic Pictures Corp.

Warner Bros. Launches 17-Week Sales Campaign

A 17-week sales drive, called the "Warner Bros. Branch Managers' Drive," was launched this week at that company with the release of "Plunder of the Sun," a Wayne-Fellows production starring Glenn Ford. Drive, which runs from Aug. 30-Dec. 26, offers $35,000 in cash prizes to winners and covers short subjects as well as features.

Other product to be released during the drive period includes "Island in the Sky," "The Diamond Queen," "The Moonlighter," "A Lion Is in the Streets," "Blowing Wild," "The Eddie Cantor Story," "Hondo," "Calamity Jane" and "Thunder over the Plains."

Goldwyn Discounts Theatre Closings

That present theatre closings will not spell death for the industry was the theme of Samuel Goldwyn, when he spoke at a press conference aboard the S. S. Liberte, upon his return from Europe last week. His answer to the producers who are bemoaning the fate of the industry was: "Let them produce good pictures and they won't have to worry about the closing of theatres."

He argued that when producers try to make films "to accommodate too many theatres," they do not produce artistically successful films and patrons are driven away. "People want fewer and better pictures," the producer asserted.

Europe is currently approaching the same situation in which Hollywood finds itself because foreign film companies are flooding the market with too many pictures also, he claimed.

Goldwyn said the industry is currently in a state of evolution that will result in the making of fewer films, thus benefiting the public and theatre people. Although attempts to bring a "dimensional quality" to films were termed "wonderful," Goldwyn declared that "the big thing, however, is still the story." He cited the box office success of "From Here to Eternity" as proof of this theory.

However, he admitted that films of tho future will be "dimensional," but he declined explanation of just what he meant by that. He has no plans to use the new processes, he stated.

As for President Eisenhower's veto of the Mason Bill, Goldwyn thought the President "did the only thing he could do." One industry could not have been singled out for special treatment on tax relief, the producer said.

Concerning the competition television is offering the industry, he thought that TV caused only the poor films to suffer at the box office, but not good ones.

DISTRI-BITS

Bergman Made Director

Maurice A. Bergman, Universal Pictures executive, was appointed this week as national director of publicity for the Motion Picture Pioneers and the Foundation of the Motion Picture Pioneers, according to Jack Cohn, President of the Pioneers. David A. Bader, who has been handling publicity for the Pioneers and the Foundation, will function under Bergman as an associate.

Rights To Davis

U. S. distribution rights to 18 new French films have been acquired by Arthur Davis, president of Arthur Davis Releasing Organization. Films are being equipped with English titles and will be released at the rate of one a month beginning in October. Films on the list include "The Night Is My Kingdom," "That French Impulse," "Olivia," "The Red Inn," "None More Wicked," "The Naked and the Weak," "Three Telegrams," "Forbidden Urge," "Maya," "Mountain Sinners," "Secret Document Vienna," "The Four Intimate Passions" and "Rendezvous in Paris."

Zukor Drive Opens

Opening of the "Adolph Zukor Golden Jubilee Salute," 14-week sales drive honoring the Paramount Pictures board chairman's 50th anniversary in the motion picture business, was marked this week with the celebration of "Jubilee Week" from Aug. 30-Sept. 5. Purpose of "Jubilee Week" is to set the pace for competing branches and salesmen in their efforts to push Paramount sales, according to A. W. Schwalberg, president.

Meadow Acquires Shorts

The rights to three short subjects produced by the Motion Picture division of the department of theatre arts at the University of California have been acquired by Noel Meadow. Films are "Crucifixion," "Introduction to Jazz" and "Three American Ballads," the last in color. Meadow also has acquired "The Lorelei," color short done without dialogue.

Rosenberg Leaves Fox

With the completion of "King of the Khyber Rifles," Frank P. Rosenberg, producer at 20th Century-Fox since 1949, will leave that studio to form his own production company, Colony Pictures, Inc. The new firm will make no more than three films a year. Writers, directors and actors are slated to share in the profits of the new company, which will begin activities with "Royal Flush," an original by Robert Buckner.

Children's Films Chosen

Six films have been designated by Charles M. Boasberg, general sales manager of RKO Radio Pictures for the Children's Film Library set up in every exchange center by the Motion Picture Association of America. They include "Arctic Fury," "The Boy with the Green Hair," "Dog of Flanders," "Mother Carey's Chickens," "Savage Splendor" and "Two Thoroughbreds."

Reade Lambasts Stations' Appeal

Walter Reade, Jr., president of Walter Reade Theatres and Atlantic Video Corp., has charged that the four ultra high frequency television station operators who have appealed to the FCC to speed up subscription TV as a means of combatting network VHF stations in their respective areas have showed "little faith" in their franchises.

Reade said that subscription TV was not needed as an economic "prop," and that his UHF TV station now under construction in Eatontown, N. J., will operate independent of network affiliation in an area covered by seven New York VHF stations. A loyal audience can be built by UHF if it gives the public the service and entertainment it wants, the theatreman stated.

Fifth Station Appeals

The complaining UHF operators have arbitrarily decided that they cannot be financially successful unless they are supported "by an untried and improbable box office gimmick," he declared. Moreover, that gimmick was based "on the findings of a loaded questionnaire, containing few facts, if any."

Meanwhile, a fifth UHF TV station permit holder has asked the FCC to approve pay-as-you-see TV. The Eastern Broadcasting Co., holder of a permit to construct a station in Newport News, Va., joined the other four UHF licensees who had named subscription TV as the only way to bail out UHF telecasting.

SMPTE Asks Exhib Aid In Measuring Dimensions Of Theatres For Survey

Co-operation in the media survey being conducted by the Society of Motion Picture and Television Engineers was asked of all exhibitors in an appeal sent out by the organization this week. Cause of the notice was the fact that only 250 completed questionnaires had been returned by Aug. 1 out of the 4,300 sent out. Purpose of the questionnaires was to determine the screen size and aspect-ratio capabilities of American theatres.

The note emphasized that at least from 500 to 1,000 more returns would be necessary before the survey could have any validity. SMPTE headquarters in New York will furnish additional forms to any one needing them and noted that exhibitors who have difficulties in measuring their houses can get help from Altec-RCA, members of Theatre Equipment Dealers Association and National Theatre Supply Co. branches.

May Extend Co-Filming

VENICE.—The current Franco-Italian co-operation in the field of production may be extended to include a program for the joint distribution of films in the U. S., observers here believe. No definite statement has been made, but it is known that the production pact between the two countries has been extended for another year. Meanwhile, the French industry is asking that the U. S. give it the same subsidy advantages accorded the Italian companies.

EXHI-BITS

Navy Bans "Eternity"

WASHINGTON.—Navy and Marine installations are forbidden to show "Columbia's "From Here to Eternity" following a Navy ban on the film because it is allegedly "derogatory to a sister service." This was done despite the fact that the Army, which is the service supposedly ill treated, has approved the film and the Army Air Force Motion Picture Service has booked it for showings at Army and Air Force posts both in this country and overseas. "Eternity" is the second major Hollywood production to be banned by a service group in the past few months. "The Moon Is Blue" was condemned by all branches of the service.

"Thanks" Eisenhower

With the shuttering this week of the Inwood Theatre, Forest Hills, L. I., Arthur R. Sharby, owner of the house, placed a sign in front of the house which read, "Thank you, Mr. Eisenhower, your 20 percent tax closed this theatre." Sharby said that the high cost of admission was the one factor that decided him to close the house. The owner of two other theatres in Queens, he added that he might have to close one of them because of poor business.

Committee Hearings Published

The film industry distribution practices hearings recently conducted in Los Angeles and Washington by the Senate Small Business monopoly subcommittee have been printed up into a 952-page volume and are now available for the public, the subcommittee has revealed.

Test Tax Legality

COLUMBUS.—The legality of collecting a 20 percent admissions tax on a theatre run strictly on voluntary donations will be tested in a forthcoming suit brought by Charles Sugarman, co-owner of the Little Theatre. His house has been running on such a policy since Nov. 12 as a protest against the levey. In April he was told that he would have to pay the tax till the court could determine how to assess correctly the theatre's income. It decided to take 120 percent of the theatre's income as shown in bank deposits and divide by six. Now Sugarman has decided that even with tripled business, if he has to continue paying the tax, he can not keep the house going.

Product Suit Filed

PHILADELPHIA.—An anti-trust suit, seeking the right to bid for product or better availability rather than any damages, was filed in Federal District Court this week by James M. and Rocco Castrignano, operators of the Midway Drive-In on Route 315 near Wilkes-Barre. Suit asks that the Midway be allowed to play films no more than 21 days after downtown Wilkes-Barre or else be allowed to bid againts near-by Commerford's Parsons Theatre, Parsons, Pa. Defendants include Paramount, Universal, 20th Century-Fox, RKO, United Artists, Warners and Commerford Theatres.


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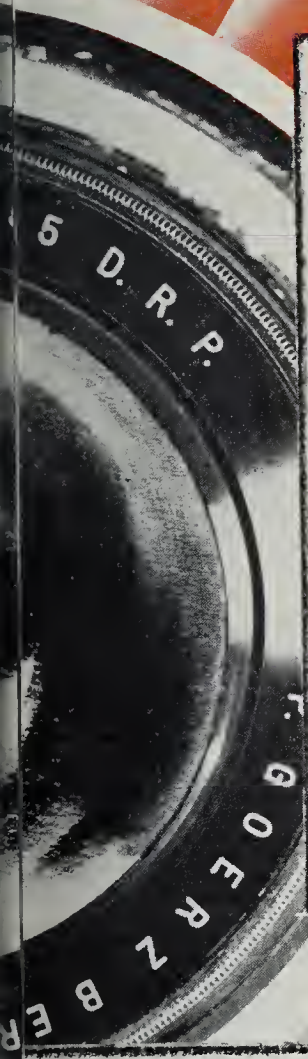
STARRING
JOHN LUND · BRIAN DONLEVY · AUDREY TOTTER · JOAN LESLIE
WITH
BEN COOPER · NINA VARELA · JIM DAVIS · REED HADLEY
Screen Play by STEVE FISHER · Based on a Saturday Evening Post story by MICHAEL FESSIER · Directed by ALLAN DWAN
A REPUBLIC PICTURE



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JOHN FORD and MERIAN C. COOPER'S Argosy Production

From
JOHN FORD
Academy Award Winner
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"THE QUIET MAN"



THE SUN SHINES BRIGHT



WITH CHARLES WINNINGER
and ARLEEN WHELAN · JOHN RUSSELL
STEPIN FETCHIT
Screen Play By LAURENCE STALLINGS
Based on IRVIN S. COBB'S Short Stories
"The Sun Shines Bright" · "The Mob From Massac" · "The Lord Provides"
Directed By JOHN FORD
A REPUBLIC PICTURE









HERBERT J. YATES presents

SAN ANTONE

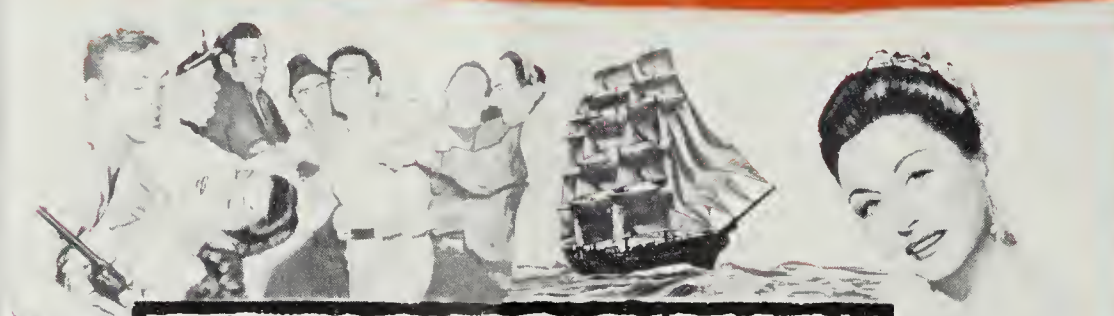


STARRING
ROD CAMERON · ARLEEN WHELAN
FORREST TUCKER · KATY JURADO
WITH
RODOLFO ACOSTA · ROY ROBERTS · BOB STEELE · HARRY CAREY, JR.
A REPUBLIC PICTURE
Screenplay by STEVE FISHER · Based on the Novel "The Golden Herd" by CURT CARROLL
Associate Producer Director JOSEPH KANE · Republic Pictures Corporation

A DAY" · "SEA OF LOST SHIPS" · "ANGELS OVER KOREA"

REPUBLIC'S VAST-VISION





HERBERT J. YATES
presents

A PERILOUS JOURNEY

with starring **VERA RALSTON · DAVID BRIAN · SCOTT BRADY**

CHARLES WINNINGER · HOPE EMERSON · EILEEN CHRISTY · LEIF ERICKSON

and VEDA ANN BORG · IAN MACDONALD · VIRGINIA GREY · DOROTHY FORD · BEN COOPER

Screen Play by RICHARD WORMSER · Based on Vingie Roe's Best Selling Novel "The Golden Tide"

Directed by R. G. SPRINGSTEEN **A REPUBLIC PICTURE**



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TRUCOLOR By Consolidoted

RIDE THE MAN DOWN
TRUCOLOR By Consolidated

THUNDERBIRDS

OLD OVERLAND TRAIL
with REX ALLEN

IRON MOUNTAIN TRAIL
with REX ALLEN

Staff Reviews

"Wings Of The Hawk"

(Univ.-Int'l.) 3-D Technicolor 80½ Min.

Cast: Van Heflin, Julia Adams, Abbe Lane, George Dolenz, Anthony Moreno, Noah Beery, Jr., Pedro Gonzales Gonzales, Paul Fierro, Mario Siletti.

Credits: Produced by Aaron Rosenberg; Directed by Budd Boetticher; Screen play by James E. Moser; Adaptaton by Kay Ienard; From a novel by Gerald Drayson Adams.

"Wings of the Hawk," with its routine but fast-moving plot, vivid fist fights and tremendous explosions—all, of course, made more compelling via 3-D—suits the action market to a tee. Film, casting Van Heflin in the top-name slot, consequently should reap handsome grosses as an exploitable attraction. Story deals with an American's efforts at helping Pancho Villa's guerillas fight the Diaz dictatorship in Mexico 20 years ago. Proper plotting packs the action and romance tightly into the proceedings, which have been set against some splendid outdoor backgrounds photographed in Technicolor. Stereophonic sound is available with the film.

STORY: Van Heflin, an American miner in Mexico, is banished from his property just as he strikes it rich by George Dolenz, a colonel in the Army of the dictator Diaz. Heflin is saved from death by Julia Adams, a leader of a guerilla band that arrives to fight Dolenz. Taken to the guerilla camp, Heflin clashes with Rodolfo Acosta, the leader, and the latter soon is forced to leave. Heflin takes command and plans an attack on Dolenz' forces guarding the mine in order to raise money for rifles needed for a revolution. But Acosta informs on the guerillas and practically all are killed by Dolenz' men. Surviving are Heflin and Julia, who get the rifles, raise more revolutionists, and clash with Dolenz, who dies. Heflin recovers his mine and clinches with Julia.

●

"The Beggar's Opera"

(Warner Bros.) Technicolor 94 Min.

Cast: Sir Laurence Olivier, Hugh Griffith, Dorothy Tutin, George Devine, Mary Clare, Athene Seyler, Stanley Holloway, Daphne Anderson, Yvonne Furneaux, Margot Grahame.

Credits: Produced by Herbert Wilcox and Laurence Olivier; Directed by Peter Brook; Screen play by Dennis Cannan; Adapted by Christopher Fry; From the play by John Gay; Music arranged and composed by Sir Arthur Bliss.

Two selling factors, when studied in terms of the individual situation and applied accordingly, should create a better-than-average box office for this unusual British film, an adaptation of an 18th Century musical satire. One: the Laurence Olivier name; herein the famous actor, besides prancing about on a horse, making love to numerous women, and sitting in a jail cell, sings for the first time in his screen career. Two: the very fact that this ancient theatre piece was brought to the screen will serve as lure for scholars, college students and teachers, and arouse the curiosity of many in the class audience. Latter grouping will also want to see a film in which Christopher Fry, the British playwright, had a hand in the scripting.

But for the general audience, "The Beggar's Opera" will have only measured meaning. Its score of more than 20 short folk songs is rendered by the principals in a style that makes the lyrics difficult to understand. Except for a grandiose climax, in which the hero is carted through old London's teeming streets in a procession to the gallows, the film has spotty action. Story deals with a highwayman whose attraction for women almost spells his doom. The humor of the situations is occasionally charged with the wit that distinguished the original play. Use of Technicolor enhances the period costumes and sets, while the entire tone of the production is given an element of fantasy through the employment of an unique type of flashback that makes "The Beggar's Opera" an opera-within-an-opera.

STORY: Laurence Olivier's escape from prison is foiled when a beggar, Hugh Griffith, is thrown into jail. Olivier begins to curse but then softens when he learns that the beggar has written an opera about him. It tells of Olivier's adventures as a dashing highwayman who marries Dorothy Tutin in spite of her parents' displeasure. Her father, George Devine, connives with Stanley Holloway, the jailer, to imprison Olivier and hang him. They capture him, but Daphne Anderson, the jailer's daughter, helps him escape. He continues his adventures but then gets trapped in a gambling house and put back in prison. The morning of the hanging, all of London turns out for the event. Olivier parades through town and kisses both Dorothy and Daphne goodbye as the noose tightens. The opera-within-an-opera is over, and the scene returns to prison, where Olivier objects to being hanged twice. He yells for a reprieve and escapes in the general melee that follows, "saved by a beggar with an opera."

●

"Mr. Denning Drives North"

(Carroll Pictures) 93 Min.

Cast: John Mills, Phyllis Calvert, Eileen Moore, Sam Wanamaker, Herbert Lom, Raymond Huntley, Russell Waters, Wilifrid Hyde White.

Credits: Produced by Anthony Kimmins and Stephen Mitchell; Directed by Kimmins; Screen play adapted from his novel by Alec Coppel.

This engaging British comedy-mystery, boasting some popular art house names, supplies enough laughs and suspense situations to satisfy class patrons. Picture should also meet general audience requirements to some degree since it moves along at a lively pace and contains numerous plot twists. Story casts John Mills, a good name draw, as a man haunted by the fact that a murder he had committed was never solved. Humor is generated by his attempts at finding out what happened to the corpse.

STORY: John Mills is haunted by the memory of an unsolved murder he had committed to prevent Eileen Moore, his daughter, from running off with a roue. Phyllis Calvert, Mills' wife, tells him the crime was accidental and not worth his worries. But Sam Wanamaker, friend of Mills and fiance of Eileen, stumbles onto a clue leading to the whereabouts of the corpse. Despite Mills' and Phyllis' efforts to the contrary, Wanamaker gets to the root of the matter. He is just about to uncover Mills as the murderer when Eileen tricks up the evidence. As a result, Mills remains free.

●

"Desperate Moment"

(Univ.-Int'l.) 88 Min.

Cast: Dirk Bogarde, Mai Zetterling, Philip Friend, Albert Lieven, Frederick Wendhousen, Carl Jaffe.

Credits. A J. Arthur Rank Organization presentation; Produced by George H. Brown; Directed by Compton Bennett; Screen play by Patrick Kirwan and Brown; From the novel by Martha Albrand.

A superior British melodrama, expertly wrought against location-filmed backgrounds of post-war Germany, "Desperate Moment" is certain to satisfy all who crave suspense and excitement in motion pictures. This tale of an unjustly imprisoned man who escapes to seek out the guilty party is enhanced by the casting of Dirk Bogarde and Mai Zetterling, a pair of familiar names, in the lead roles. Both do well with the tightly-knit script, which squeezes a maximum of suspense from the many fast-moving situations of the story. "Desperate Moment," besides being a top art house attraction, will also rack up the grosses in the general market for it has valid action, romance and intrigue—important qualities that will help in the selling.

STORY: Dirk Bogarde, Albert Lieven, Theodore Bikel and Friederich Joloff, friends in exile in post-war Europe, run into trouble when Lieven kills a British soldier. Bogarde, believing Lieven had killed in his behalf, surrenders so the others can go free. But Bogarde is sentenced to life in prison. His childhood friend, Mai Zetterling, begins to seek out evidence that would free him. Her search is futile until Bogarde breaks jail and rendezvous with Mai in British Berlin, where they track down Joloff and Bikel. Both, however, are killed by Lieven before they can clear Bogarde. Finally, Bogarde traps down Lieven, clears himself and goes off with Mai.

●

"China Venture"

(Columbia) 82 Min.

Cast: Edmond O'Brien, Barry Sullivan, Jocelyn Brando, Leo Gordon, Richard Loo, Dayton Lummis, Leon Askin, Dabbs Greer.

Credits: Produced by Anson Bond; Directed by Don Siegel; Screen play by George Worthington Yates and Richard Collins.

"China Venture" is a robust war melodrama that hits hard all the way. It moves at a fast clip, tells an interesting story and has some strong realism. A rugged dualler, the picture is a cleverly knit job, which has some convincing performances in its tale of a small group of Americans who press through Southern China jungles to ransom a wounded Japanese admiral in the hands of the Chinese guerillas. There is plenty of suspense here. Supporting players add a lot to the overall realism and handle their parts ably.

STORY: Edmond O'Brien takes Navy Commander Barry Sullivan and some medical personnel, including nurse Jocelyn Brando, on a trek to bring back a Japanese admiral held by Chinese and opposed to World War II and whom the U.S. feels will tell whether the Japanese will surrender or whether the A-bomb will be necessary. They get to the admiral in China and Jocelyn operates on him when the Navy doctor can't use his wounded hand. O'Brien is chosen to lead the group back to the sub while Sullivan stays behind as insurance that the Chinese get more ranson money. O'Brien and his group get their prisoner back safely but Sullivan dies. The U.S. brass is informed that there will be no surrender. This leaves them no out but to use the A-bomb.

●

"Mystery Lake"

(Lansburgh) AnscoColor 64 Min.

Cast: George Fenneman, Gloria McGough, Bogue Bell, R. P. Alexander, Edgar Bergen.

Credits: A Larry Lansburgh Production; Produced and directed by Lansburgh; Screen play by Rosalie and John Bodrero; Original story by Janet Lansburgh.

"Mystery Lake" is a good entry in the program market. This 64-minute documentary, expertly filmed in AnscoColor, is laden with interest and will hold the audience throughout. The film has a great deal of awe-inspiring beauty as it probes the activities of wildlife at Reelfoot Lake in Tennessee. The camera work

(*Continued on page* 22)

John Huston Stresses Content Above Sizes Of Frames In His Productions

Director John Huston, fresh from completing "Beat the Devil" in Italy for United Artists release this fall, is of the opinion that what goes into a motion picture is more important than what goes around it.

He told the trade press last week that true creators of films, like fine painters, primarily choose the size of their canvas to suit the subject matter—not vice versa.

Huston's opinions were delivered together with an outline for an ambitious independent production schedule which he entertains for the coming year.

The director plans to film a Humphrey Bogart adventure film in the Orient, based on a Rudyard Kipling tale; an adaptation of the novel, "Matador," with Jose Ferrer in the starring role, and a version of "Moby Dick," the Herman Melville classic, with Gregory Peck in the lead.

All Use Wide Screen

Warner Bros. will release "Dick" but no distribution deals have as yet been made for the two others, Huston disclosed. He added that all would be done in wide screen, but not with the anamorphic lens, which is used for CinemaScope, WarnerSuperScope and Vistarama.

Huston said that he doesn't think the sacrifices a director must make artistically when shooting with such lenses are worth the effort. It would be ideal, he ventured, if the frame could adjust itself to the action of the picture from sequence to sequence.

Another top director, George Stevens, who megged "Shane" for Paramount, stated earlier in Hollywood that the industry, if it goes completely wide-screen, would be limiting itself rather than broadening the scope of motion picture expression.

Stevens was of the view that not all screen stories "fell into a horizontal mood."

45 Productions Scheduled By AA For Coming Year With 15 In "A" Category

Approximately 45 feature films, 15 of which will be in a high budget class, will be produced for the coming year at Allied Artists, according to Morey Goldstein, general sales manager. The 15 productions will feature important name casts that were not available to the studio before, Goldstein added. The company will make pictures in any ratio and in any technique, including 3-D, that exhibitors want, he said.

A Technicolor film to be shot in Ireland starring Yvonne DeCarlo and Barry Fitzgerald will head the list of productions, the sales manager stated. Another high budget film will be "Hold Back the Night," a Korean story. One 3-D film, "Dragonfly Squadron," starring John Hodiak, is planned.

Other films scheduled are "House By the Sea," starring Joan Bennett and Richard Conte; "The Annapolis Story," Technicolor; "Jennifer," starring Ida Lupino; "Fighter Attack," with Sterling Hayden, in Cinecolor; "Royal African Rifles," starring Louis Hayward; "Arrow in the Dust," a Sterling Hayden starrer in Cinecolor.

Also, "Riot in Cell Block 11," produced by Walter Wanger; "Slade," with Mark Stevens; "Pride of the Blue Grass," with Lloyd Bridges, and "African Fury," a jungle documentary. Four "Bowery Boys" films, four Bill Elliott westerns, four with Wayne Morris, four "Wild Bill Hickok" films and two in the "Bomba" series are also on the schedule.

Strong Market For 3-D: O'Donnell

Hollywood. — A strong market continues to exist for 3-D films, at least in Texas, according to a statement of Robert J. O'Donnell, prominent Texas exhibitor. He hailed the new techniques such as wide-screen, 3-D and stereophonic sound as something that gives "the exhibitor a chance to use his showmanship in more situations."

The current Hollywood talk disparaging 3-D was shrugged off by O'Donnell, who said he thought it was still a box office lure. He announced his opposition to standardization and said that "House of Wax" topped "Gone with the Wind" because of "the added interest in 3-D and stereophonic sound."

M-G-M Sets 10 Features For Four-Month Release

Ten features, seven of which will be in color, are to be released by M-G-M through the end of the year, raising to 45 the total films issued by the company for 1953, 21 of which are in color. A listing of the 10 releases, month by month, follows:

September: "Half A Hero," "Terror on a Train" and "The Actress." October: "Mogambo," "Torch Song" and "Take the High Ground," all color. November: "All the Brothers Were Valiant" and "Kiss Me Kate," both color. December: "Escape from Fort Bravo" and "Easy to Love," both color.

Paper Plans Pix Section

For the fifth year in a row, the New York Sunday "News" will devote its coloroto magazine section exclusively to new motion pictures in its Nov. 15 issue. Features to be publicized, in both text and pictures, will be those scheduled for initial release in New York from late November to early 1954. It is expected that this year's section will be even more inclusive than last year's, which carried 60 photos and mentioned 38 films.

TNT Seeks 90-Cent Video Bout Guarantee

Theatre Network Television, group headed by Nathan L. Halpern, wants a 90-cent minimum per seat guarantee against an admission of $1.30 for the upcoming Sept. 24 Marciano-LaStarza heavyweight fight theatre telecast, it was learned this week. Lower guarantees, however, may be the rule for theatres in communities where such telecasts have not scored too strongly.

At press time 16 houses, belonging to large circuits, were tentatively lined up for the telecast. They include the Stanley theatres in Pittsburgh, Baltimore, Philadelphia, Camden and Chester; Warner, Erie; Huntington Park, Huntington Park, Calif.; Paramount, San Francisco; Paramount, Los Angeles; Loew's, St. Louis; Uptown, Marbro and Tivoli, all Chicago; Warner, Milwaukee; St. James, Asbury Park, and the Allen, Cleveland.

Bid Received

One bid to show the fight on a big screen at an outdoor stadium has come from a group called Stadium Network Television. Site planned is Crosley Field, Cincinnati, which would thus become the first outdoor arena to receive a closed circuit TV event.

The Stadium group meanwhile disclosed that 10 of the leading baseball arenas in the nation have been signed for theatre telecasts of other sports events. All will use portable equipment rented from RCA, according to Edmund L. Dorfman, Stadium head. Dorfman disclosed also that telecasts of Boston Symphony Orchestra concerts are in preparation.

Millinery Telecast Slated

A closed circuit color telecast previewing a new line of men's hats for the Frank H. Lee Co., Danbury, Conn., will be conducted by Theatre Network Television Sept. 30, according to Nate Halpern, president of TNT. The telecast will not be presented in theatres but be held on a TV screen approximately seven feet by five feet in the Hotel Plaza, N. Y.

Information gathered from the experiment will be utilizzed in preparing the company to go ahead with plans for theatre color TV as soon as equipment becomes available, Halpern said.

FILMS TELEVISED AUG. 22 to SEPT. 4

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Adventure of the Texas Kid	Jack Kirkwood	
Barnyard Follies	June Storey	Rep. 11-22-40
Cattle Queen	Maria Hart	
Discoveries	Carroll Lewis	
Facing The Music	Bunny Boyle	
The Flamingo Affair	Dennis Webb	
Girl In The News	Margaret Lockwood	Fox 1-8-41
Gun Grit	Jack Perrin	
Kentucky Jubilee	James Ellison	Lippert 5-8-51
Murder At Midnight	Hale Hamilton	Tiffany 9-20-31
Pardon My Stripes	Sheila Ryan	Rep. 4-21-42
The People Next Door	Jack Warner	
The Phantom Cowboy	Tel Wells	Rep. 2-13-41
Port of Forty Thieves	Richard Powers	Rep. 6-23-44
Rainbow Round The Corner	Billy Scott	
Rearing Roads	David Sharpe	
Sinful Cargo	Conrad Nagel	
Symphony of Living	Evelyn Brent	Chesterfield Pic. 6-22-35
Spring Meeting		
Stolen Sweets	Sally Blaine	Chesterfield 8-7-34
Waterfront Gangs	Robert Armstrong	
The West Side Kid	Dale Evans	Rep. 8-11-43
What Do We Do Now	George Moon	

NEW APPOINTMENTS

JOHN G. MOORE, formerly branch manager of Paramount's Boston office, was elevated to the newly created position of assistant division manager in charge of Boston, New Haven, Albany and Buffalo. Other branch managers who received similar promotions were Atlanta's W. GORDON BRADLEY, who became assistant division manager of Atlanta, Charlotte, Jacksonville and New Orleans, and San Francisco's H. NEAL EAST, now an assistant division manager supervising Los Angeles, San Francisco, Portland, Seattle, Denver and Salt Lake City.

HUGH OWEN, eastern and southern division sales manager, will now have more time to work on a national level as executive assistant to E. K. (Ted) O'Shea, Paramount's distribution vice-president, because of the changes, the company reported.

JACK BROWN, formerly sales manager in Boston, replaces Moore as branch manager of that office. FOSTER HOTARD was named to Bradley's post as Atlanta branch manager and JACK L. STEVENSON was upped to San Francisco branch manager from his former post of sales manager.

RICHARD CONDON, recently national director of advertising, publicity and exploitation for RKO Radio Pictures, will undertake a 90-day survey of advertising, publicity and exploitation activities for United Artists films now being made in Great Britain and Europe, according to a UA report. Condon will try to develop the possibilities for preselling films made abroad and to develop methods for co-ordinating material from UA foreign publicity offices and its New York department. He starts Sept. 17, having taken a leave of absence from his post of vice-president of Norton and Condon, Inc., public relations firm.

A. H. FISCHER has been added to the staff of Sidney Kramer, RKO Pictures short subjects sales manager. Fisher was district manager for Republic Pictures, headquartering in Chicago for the past seven years, and before that held sales posts with UA, M-G-M and Warners.

TERRY TURNER of General Teleradio Corp. was named by Allied Artists to handle a special television and radio campaign for "Riot In Cell Block 11," now being produced by Walter Wanger. Turner has a wide background in running such campaigns, but this will mark the first time he has begun work on a drive simultaneously with start of production, a film company report stated.

ALEX HALPERIN was promoted to the post of zone manager of the Midwest Theatres, comprising Wisconsin, Illinois, Oklahoma City and Memphis. Formerly film buyer for that zone, Halperin succeeds Al Kvool, resigned.

RICHARD ROMNEY, who served as assistant director on the telecast of the Theatre Network Television's production of "Carmen," was added to that company's staff as a production assistant.

HAROLD J. SALEMSON became assistant to E. R. Zorgniotti, IFE executive vice-president. He will assume his new functions Sept. 8. For the past two years, Salemson has had his own producers' representation office, handling sales as well as publicity for Italian companies.

JAMES F. MCCARTHY, who managed the Strand Theatre, Hartford, since 1933, has been appointed to succeed the late John Hesse as Connecticut district manager of Stanley-Warner Theatres. He will supervise 17 theatres in the towns of Manchester, New Britain, Willimantic, Norwhich, New London, Torrington, Bristol and Danbury.

ABE BLOOM, head of concessions for Balaban & Katz, was appointed chairman of the Theatre Owners of America concessions committee. He fills the unexpired term of Leon J. Levenson, who died suddenly Aug. 11.

BEN KORNZWEIG was named to replace Fred Goldberg, resigned, as publicity manager of IFE Releasing Corp. Kornzweig was formerly general press representative for Irene Mayer Selznick and handled the publicity campaigns for such Broadway shows as "A Streetcar Named Desire" and "Bell, Book, and Candle."

FRED GOLDBERG will begin his duties as vice-president in charge of operations for the public relations firm of Norton and Condon, Inc., next week. He will supervise not only the firm's motion picture accounts, but campaigns for all non-industry clients as well.

EDWARD DOOLEY, of the firm of Zirkley and Breden, certified public accountants, joined the acounting department of the Shea Organziation, where he will work under the direction of W. E. Barry.

NAT RUDICH, formerly program manager of radio station WLIB, was given charge of radio and television in the publicity department of United Artists. Rudich has actively produced and directed many radio and television programs during the past years. His appointment follows that of BURT SLOANE, who was made trade publications contact in the same department at UA.

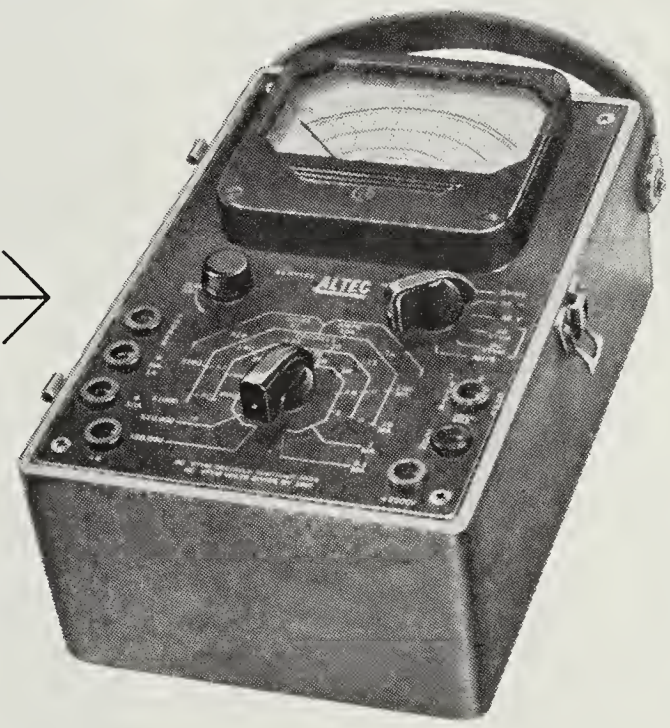
JOHN F. GUBBINS was advanced from his former post of salesman in Paramount's Boston exchange to that of sales manager, succeeding Jack Brown, now branch manager of the office.

Widest Screens Called All Alike

Hollywood.—CinemaScope, WarnerSuperScope and Vistarama "are all one and the same, each being merely a trade name for a squeeze-type motion picture employing anamorphic lenses," stated Carl Dudley, president of Dudley Pictures Corp. and sponsor of Vistarama wide-screen process. There is no difference in the three systems, he said last week, and "each is compatible with the others."

Dudley explained that "any theatre equipped with any anamorphic projection lens can project any picture made under any of these trade names." He spoke at a preview of the first Vistarama film scheduled for release, "Aloha Nui," a one-reel travelogue of Hawaii in Eastman color.

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UA Pledges Full Flow Of Product

(*Continued from page 8*)

one-half years of the new management and noted that in "Phase Three" the company "can assure every exhibitor that (it) can be counted on to supply, uninterruptedly, films that are the handiwork of the outstanding artists in the independent field."

The UA president said also that "we can offer to independents, among other things, a new program of assistance in obtaining financing for their films, as well as our active participation and help in arranging production packages."

Benjamin pointed out that from observations derived during his just concluded visit to Great Britain and Europe the company's "international operations have reached a new high of achievement."

In noting that the top product line-up of UA "places a heavy burden of responsibility on our entire sales operation," Heineman affirmed that the sales division is "now able to give every single picture the maximum in distribution opportunities; it is able to bring in the biggest possible gross on each individual release."

Heineman pointed out that UA now has more and bigger product to handle "but . . . also . . . a sales force that is bigger and stronger and capable of giving exhibitors and producers alike the most complete service in the company's history."

Department Expanded

Notice that UA has put together "the strongest pre-selling set-up" it ever had was given by Youngstein. He said that the company has expanded its advertising-publicity staff to three times its 1951 size, thus being able to give "every picture the selling campaign each deserves."

The ad-pub-exploi vice-president went on to say that UA is moving on still further by setting up a publicity office in Hollywood and sending an ad-publi expert to Europe in order to study production.

The above moves, Youngstein noted, "will enable us, for the first time, to launch our promotion efforts months and months ahead of the release dates, beginning the pre-production period and carrying the campaign for a picture consistently through its release."

UA, Youngstein added, "will be able to promote every film to the fullest, getting each before the public through every promotional medium and for the longest time possible."

Justice Dept. Promises Review Of Trust Cases

BOSTON.—Every one of the 139 pending anti-trust cases will be reviewed by Assistant Attorney General Stanley N. Barnes, head of the anti-trust division, the Federal official has revealed. He voiced doubt, however, that he would decide to dismiss very many of them, and announced his hope that before the department files cases in the future, "we can find time for around-the-table discussion and explanation with the company lawyers involved."

Barnes denied that his department is hurting innocent American businessmen and added that most cases filed are "out-and-out violations of well-recognized anti-trust prohibitions."

IATSE Visits Rogers Hospital



IATSE members who journeyed to Saranac Lake, N. Y., to visit the Variety Clubs' Will Rogers Memorial Hospital included (l. to r.): James Ambrosia, former treasurer of Local 306; Steve D'Inzillo, N. Y. business agent; Harry Garfman, Brooklyn business agent; Izzie Schwartz, financial secretary; Max Kessler and Ernest Lang, recording secretary.

Increased promotion of the Will Rogers Memorial Hospital among all IATSE locals was promised this week by Richard F. Walsh, president of the organization, following the first mass visit of union members to the Saranac Lake institution. At present, one fifth of the patients at the hospital have come from this union, which is the largest single group benefitting from its services, according to Charles E. Lewis, executive vice-president of the hospital.

The 150 union members from 14 states who made the trek were reported deeply impressed by the comforts and facilities furnished the patients. They heard Dr. Homer McCreary, staff physician, announce that approximately 90 percent of the bed patients at the hospital will be able to return to work.

Appointment of Moe Silver to succeed Sam J. Switow as national exhibitor chairman of the Will Rogers Hospital Christmas Salute has been announced by Abe Montague, president of the hospital run by the Variety Clubs. Silver announced a goal of $250,000 for 1953 Salute, which runs from late October through January. "If everybody in the industry would contribute at least one hour's pay to this year's Salute, we'll go over our goal," he stated.

Lichtman Sales Campaign Opens With Fox Netting 73,665 Feature Bookings

The opening this week of the "Al Lichtman Testimonial," five-week sales drive by 20th Century-Fox, was marked with 73,665 feature bookings already set by 32 U. S. exchanges and six Canadian branches. This averages to 14,773 bookings a week, according to a report made by Herman Wobber, western division manager.

Figures practically assure record revenues, the company stated. More than 15,000 theatres have booked 20th-Fox product during the period, with 2,731 bookings announced for "Gentlemen Prefer Bondes"; 2,148 were set for "Pickup on South Street," including 138 repeat engagements, Wobber reported; 2,212 on "White Witch Doctor"; 1,764 on "The Farmer Takes a Wife"; 2,416 on "Titanic," and 1,916 on "The Girl Next Door."

With the run of "Mister Scoutmaster" getting into full swing, 1,752 more dates will have been added to the list, it was reported. Most of these engagements are being supported by territorial TV campaigns, Wobber said. He stressed the fact that these were bookings already concluded, but that figures were far from final. Many more bookings are expected for the period, he stated.

Brewer Quits Union Post

Resignation of Roy Brewer as international representative of IATSE in Hollywood was greeted with a "no comment" policy by Richard Walsh, international president, and the executive board, now in session, is studying the case, it was reported this week. Cause of the controversy was said to be a difference of opinion as to the scope of the Hollywood office of the organization.

SIMPP Forms New Export Unit

Atlanta.—Formation of the Independent Motion Picture Export Association, Inc., a Webb-Pomerene Act export trade association under the guidance of the Society of Independent Motion Picture Producers, was announced this week by Ellis Arnall, SIMPP president. Officers will be elected at the first meeting of the board of directors, which consists of the officers and executive committee of SIMPP, to be held soon in California.

Charles Mayer, formerly of the Motion Picture Export Association, will go to the coast to catalogue independent product available for the foreign market, Arnall stated. SIMPP and IMPEA representatives will attend the Sept. 22 Washington meeting concerning a new film remittance agreement with Britain.

"I'LL GIVE YOU AN HOUR TO CHANGE MY MIND 'MOONLIGHTER' BEFORE I TURN YOU IN!"



BARBARA STANWYCK · FRED MacMURRAY

IN NATURAL VISION 3 DIMENSION

"The Moonlighter"

THIS PICTURE ALSO CAN BE EXHIBITED ON WIDE OR GIANT SCREENS

WB

TH ARD BOND · WILLIAM CHING AND JOHN DIERKES · MORRIS ANKRUM · JACK ELAM · CHARLES HALTON · NORMAN LEAVITT · SAM FLINT · MYRA MARSH STORY AND SCREEN PLAY BY NIVEN BUSCH

PRODUCED BY JOSEPH BERNHARD · DIRECTED BY ROY ROWLAND · DISTRIBUTED BY WARNER BROS.

THIS WEEK THE STANLEY ATLANTIC CITY, THE GLOBE NEW YORK, THE SHERIDAN AND THE PARAMOUNT IN MIAMI GET THE BIG-STAR, BIG-STORY 3D THRILL!

Washington Briefs

AB-PT Gets Extension

American Broadcasting-Paramount Theatres will be given another six months beyond the present Sept. 3 deadline in which to complete the divestiture and dissolution of joint ownership provisions of the Paramount consent decree, Justice Department officials have disclosed. The Department has approved the extension, they said, in view of the "steady progress" made in complying with the terms of the 1949 judgment, which called for divestiture by the then United Paramount Theatres of all its interests in a minimum of 774 theatres.

June Admissions Up

June admissions tax collections, at $26,269,741, were far above the $23,039,083 collected in June, 1952, according to the final monthly admissions tax report issued by the Treasury Department.

The second quarter of 1953 was slightly above the corresponding 1952 period, and far over the first quarter of this year. During the April-June period this year, the Treasury took in $74,840,884, compared with $63,643,168 during the first quarter, and $74,047,592 in the second quarter of 1952.

During the first half of this year $138,484,052 was collected, compared with $140,656,960 during the same period last year.

'52 Payrolls High

Film production and distribution payrolls were higher in 1952 than in any year since 1947, according to the Department of Labor. Figures just released covering 1952, and derived from State Unemployment Compensation tax reports, show also that production and distribution used the greatest number of employees than for any year since 1948. Employees in production and distribution, covered by the report, earned $316,098,000 in 1952 and there were an average of 45,163 drawing down salaries. During the previous year an average of 44,033 employees totalled $299,762,000 in salaries.

Film theatres, including vaudeville, continued on the employment downgrade. An average of 172,855 employees earned a total of $310,470,000 in 1952, compared to an average of 179,428 employees and $316,349,000 in wages in 1951.

States Collect Taxes

The 32 states which levy sales or gross receipt taxes on amusements collected $12,834,000 from this source in the fiscal year 1953, and the 36 states collecting license taxes from amusement enterprises took in $5,066,000 from the tax, the Census Bureau has reported. Nevada with its tiny population, took in $2,004,000 from its gross receipts amusement tax, reflecting the classification of gambling as amusement in that state.

Nevada also collected $367,000 from its amusement license tax. California, on the other hand, received only $120,000 from its amusement tax and does not have an amusement license fee.

Texas COMPO Revival Planned

DALLAS.—Following the flurry of exhibitor protests brought forth by the announcement that the Texas Council of Motion Picture Organizations would be dissolved Oct. 1, a special meeting of executive board members was slated for early this week to try to reorganize the group and establish a long-range, intensified program of operations, according to Kyle Rorex, executive director.

Decision to hold the meeting followed a telephone conversation between Robert J. O'Donnell, executive chairman of the organization, and a majority of the group's executive board. Earlier, Rorex had stated that the group would no longer be kept in existence because it had reached the end of its operating funds.

Silent on Conference

Thus far no statement has been made concerning the cancellation of the all-industry Texas COMPO conference, scheduled for Sept. 29-30, for which all registration fees were returned.

Finances of the group are still in doubt as Rorex explained that "while we have received commitments from some of the major contributors, not all have pledged to go beyond the end of the current fiscal year."

Virtually every circuit and independent theatre in the state belongs to the organization which was founded in 1950 as a regional counterpart of national COMPO.

Bureau Gathers BO Data

The Census Bureau has revealed that it has already started to gather figures on total dollar volume and total number of admissions to film theatres. The plan originally envisaged a complete census of the entire film industry, but Congress slashed Census Bureau appropriations for business and agricultural statistical surveys.

Staff Reviews

(*Continued from page* 17)

is fascinating, giving the spectator a feeling of watching things happen right before his eyes. The same may be said of Floyd Crosby's special camera work in the film. Made without a release, distribution of the film will be set up after several trial runs. The film photographs creatures during their daily routine of existence; this includes swimming rabbits, woodchucks, spadefoot toads, racoons and snakes, as well as egrets, blue herons and double crested cormorants. One gripping sequence shows a water moccasin attack and swallow a salamander. George Fenneman of TV fame and Gloria McGough, along wih Edgar Bergen, handle most of the work in the story sequences of the film, with Fenneman also doing the narration. They all do okay.

STORY: Doctor Edgar Bergen assigns naturalist George Fenneman to a field expedition at Reelfoot Lake in Tennessee. Fenneman has trouble finding species to study at first, then, when he starts collecting them things look good. One morning he awakens to find that all his cages are empty, that some human has turned the animals loose. Using a camera trap, he finds the culprit to be Gloria McGough, who loves animals. When Fenneman explains his mission to Gloria, she takes over and helps him make a success of his expedition, even after they have a run-in with hermit Bogue Bell, who doesn't want strangers on his property. Despite an attempt by Bell to harm them, Fenneman and Gloria complete their mission safely.

"Conquest of Cochise"

(Columbia) Technicolor 70 Min.

Cast: John Hodiak, Robert Stack, Joy Page, Rico Alaniz, Fortunio Bonanova, Edward Colmans, Alex Montoya, Steven Ritch, Carol Thurston.

Credits: A Sam Katzman Production; Produced by Katzman; Directed by William Castle; Screen play by Arthur Lewis and DeVallon Scott; Story by Scott.

"Conquest of Cochise" is a first-rate outdoor drama that will do okay in the general market. The film has some fine Technicolor photography and is loaded with action. It boasts a strong story exploring still another facet in the life of Cochise, who has already been a central figure in other screen fare. The film has a freshness in its story line that should please audiences. An example of this is the fact that Indian chief John Hodiak, whom Joy Page falls in love with, does not get her, but neither does dashing Major Robert Stack for the femme goes her way alone.

STORY: The Apaches and the Comanches are raiding the Mexican ranches along the border. In 1853, when the Gadsden purchase is completed, the U.S. promises to put an end to the raids. Major Robert Stack is sent out with his cavalry troops to swing a peace treaty with the Apache chief, John Hodiak. Hodiak, wise enough to know that he can't whip the Americans, signs a treaty, knowing that it may touch off hostilities between his Apaches and the Commanches. American trader Robert Griffin does want peace, figuring its bad for business, so he goads Mexican rancher Rico Alaniz into shooting him. However, Alaniz kills Hodiak's wife instead. Hodiak delivers an ultimatum to Stack to bring the man responsible for the death of his wife, Carol Thurston, or else. Meanwhile, he holds Joy Page as hostage. Stack shows with Joy's brother, Alaniz, who is killed trying to finish Hodiak off. Joy, who has fallen for Hodiak, leaves him when he tells her a tribal law forbids a chief marrying outside his tibe, which is not true, and she rides off with Stack to return to her people.

●

"Sky Commando"

(Columbia) 67 Min.

Cast: Dan Duryea, Frances Gifford, Touch Conners, Michael Fox, William R. Klein, Freeman Morse. Dick Paxton, Selmer Jackson, Dick Lerner, Morris Ankrum.

Credits: A Sam Katzman Production; Produced by Katzman; Directed by Fred F. Sears; Screen play by Samuel Newman; Story by Newman, William Sackheim and Arthur Orloff.

"Sky Commando" is a routine programmer, despite the fact that Dan Duryea breathes life into a stereotyped role, that of a heroic flyer, who is looked upon as being a coward, but who in the end turns out to be a hero. The stock footage woven into the film cleverly adds a lot of excitement and interest, especially some aerial combat scenes. Touch Conners delivers a strong performance and looks like a comer in the leading man ranks and Michael Fox turns in an outstanding supporting stint. Frances Gifford, who is the only woman in the film, handles her role well.

STORY: Colonel Dan Duryea is attacked by one of his flyers, William R. Klein, who has seen his brother shot down before his eyes on a mission that Duryea ordered. Klein is pulled away by Major Michael Fox, who has a chat with Klein. Via flashback, Fox tells Klein about Duryea's career in World War II, when he was also misunderstood and thought to save his own life at the expense of his co-pilot. Touch Conners is convinced that Duryea is a coward and sets about to prove it. However, Duryea's actions proved him to be a very brave man of heroic proportions and Conners admits his error. After hearing the tale, Klein understands Duryea. Just before takeoff, he learns that his shotdown brother is okay, so all's well.

Exploitation Scenes



Houdini's famous trick of breaking out of a sealed coffin was used as the basis of this exploitation stunt set to bally the run of Paramount's film biog of the famous magician at the Paramount Theatre, local Walter Reade house in Asbury Park, N. J. Manager Ted Davidson had his ushers don full dress regalia to push this coffin around the Boardwalk and business areas. They carried a sign giving prominent space to playdate credit.



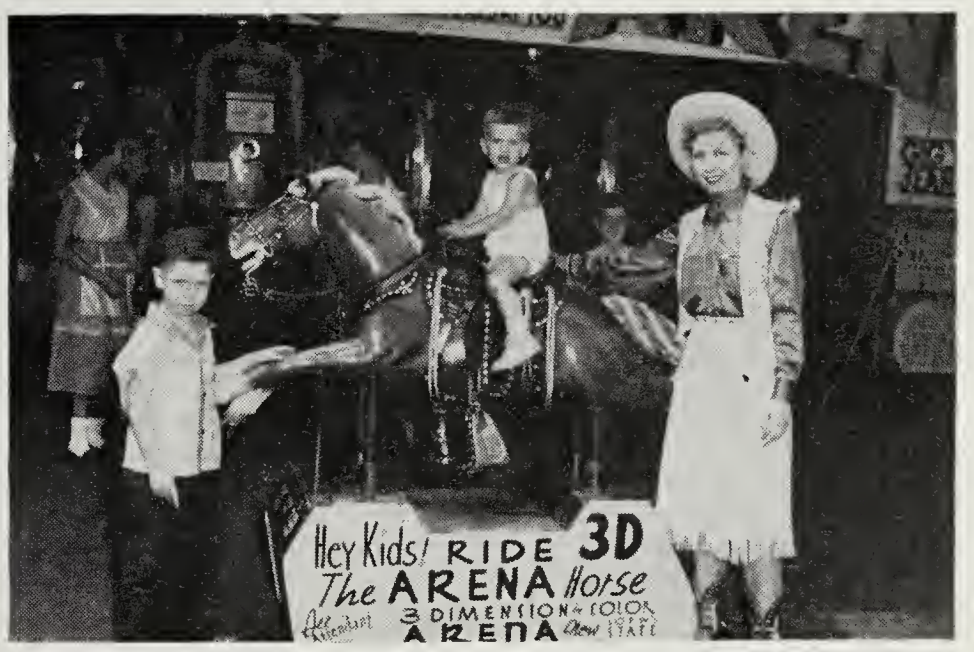
This false front was created for the world premiere of the United Artists release, "Vice Squad," at the Hollywood Theatre, Atlantic City, N. J. Arranged by theatre executive Max Chasens, it featured a huge sign showing film's stars.



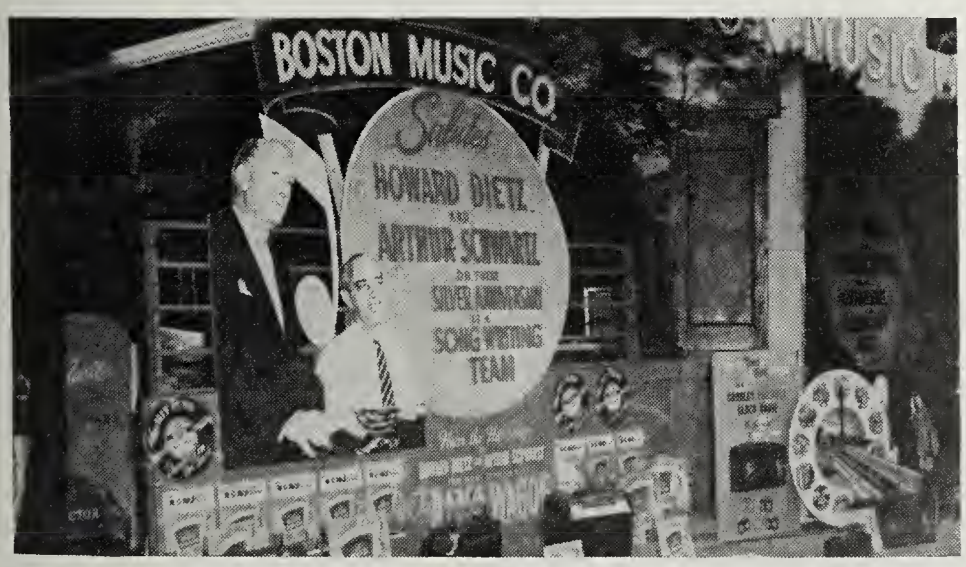
Science-fiction theme of Paramount's "The War of the Worlds" was exploited for film's run at the Mayfair Theatre, N. Y. Manager "Speed" Kroman had two young women and a man, dressed in easy-to-arrange "Martian" costumes, pass out toy plastic Martian soldiers to the public. Toys came from Archer Plastics, Inc.



The Cerebral Palsy Fund came in for the financial benefits of the "Dream Wife of 1953" contest sponsored by the Rivoli Theatre, N. Y., for its run of the M-G-M release, "Dream Wife." Manager Montague Salmon placed a large display stand holding 12 coin boxes on the sidewalk. Each box featured a certain virtue a Dream Wife should possess. Each penny deposited counted for one vote, and one of these lovelies shown above who represents the winning virtue was crowned "Dream Wife of 1953."



Both the 3-D novelty value and the western theme of M-G-M's "Arena" were made use of by the Loew's State Theatre, Syracuse, in this exploitation stunt. Theatre placed a rocking horse machine in front of house with a sign telling the youngsters to "ride 3-D the Arena horse." Appetites were further whetted by a huge display placed over the entrance that described the film as "thrillorific." It also advised that "a love affair happens to you; fists pop out of screen at you; a daredevil comes at you."



M-G-M's national prize contest, offering a total of $350 in awards for the best windows publicizing the M-G-M record album issued in connection with M-G-M's musical film, "The Bandwagon," thru Dec. 31, resulted in such elaborate displays as the one above of the Boston Music Co. Store saluted songwriters Howard Dietz and Arthur Schwartz who celebrated their 25th anniversary as a team by providing the film's score.



An intensive television and radio campaign on behalf of M-G-M's "The Bandwagon" included a song contest scheduled for 40 stations in 29 key cities and a six-city barnstorming tour by Howard Dietz and Arthur Schwartz, who appeared on many disc jockey shows as well as being interviewed by the press. Here they are chatting with Louise Morgan on her WNAC-TV show in Boston.

Video-Radio Sells

Wide Use Of Air Time Spots Keys Attention To Local Runs

Signs in the industry point to a definite increase in the already established trend of using saturation radio and television campaigns to give pre-opening boosts to film engagements. Among the latest features scheduled to receive the treatment in one form or another are Paramount's "The War of the Worlds," 20th Century-Fox's "Mister Scoutmaster" and "Blueprint for Murder" and the United Artists release, "I, the Jury."

The campaign Paramount is planning for "The War of the Worlds," George Pal's latest science-fiction opus, will eventually blanket the U. S. from coast to coast, the company claims. It has already started over 33 important independent TV and radio stations and two networks in 30 large New England and Middle Atlantic cities.

A package of ten one-minute spots and six 20-second spots is being used to tie in with the opening of the film in 85 key situations in these areas.

Para Staff Contributed

The commercials, as well as the other details of the campaign, were worked out by the Paramount staff, headed by Jerry Pickman, vice-president in charge of advertising, publicity and exploitation. Also collaborating on the setup were Terry Turner and Don Thompson of General Teleradio, Inc.

For the New York opening of the film at the Mayfair Theatre, 76 spots have been bought on WCBS-TV, as well as other spots on radio stations WINS, WNEW, WMCA, WEVD and WMGM, the company announced.

For the saturation campaign which 20th-Fox has prepared for "Mister Scoutmaster," the company has ready 24 TV trailers and radio spot announcements. More than 100 television and radio stations blanketing the country are playing the spots on an around-the-clock basis and will continue to do so through the first days of engagements.

This Clifton Webb starrer will receive the benefit of eight one-minute TV trailers, four 20-second TV trailers, eight one-minute radio spots and four 20-second spots, the company announced. All trailers and transcriptions provide time for inclusion of playdate credits in cities as far as 50 miles from individual stations, it was emphasized.

The company is using a television campaign for another one of its releases, "Blueprint For Murder." It has prepared a special three-minute preview trailer, designed for presentation on TV chatter and news programs. The trailer is available free to exhibitors for use in connection with engagements of the film, the company announced.

The clip starts with titles of the pictures, next shows stars Joseph Cotten, Jean Peters and Gary Merrill, then presents one dramatic scene from the film, and ends with a repeat of the titles.



An usher with a borrowed store-window mannekin head under his arm strode the Asbury Park, N. J., boardwalk to show passers-by how he "laughed his head off" at the Paramount Theatre run of Paramount's "Scared Stiff." Manager Ted Davidson dreamed up stunt.

"Jury" Promoted

Still another film to get the treatment is United Artists release "I, The Jury." The 560 radio stations of the Mutual Broadcasting Co. are joining in a coast-to-coast series of promotions for the film, according to Francis M. Winikus, national director of advertising, publicity and exploitation.

Mutual has selected the film as its movie mystery of the month and is promoting the film in conjunction with its "Mickey Spillane Mystery" show over the network. Co-operating in the campaign are such radio sponsors as the R. J. Reynolds Tobacco Co. and Lever Brothers.

The campaign, which will be developed jointly by exhibitors and local radio stations of the Mutual system, will be carried out to coincide with local openings of the film. A recorded interview with Biff Elliot, who stars in the film, will be used also.

Diver To Tour For "Carnival Story"

In conjunction with openings of "The Carnival Story," now being made in Germany, a six-month tour of Europe and the U. S. will be undertaken by Sol Solomon, trick high-diver who is acting as technical adviser on the film, according to an announcement by RKO Pictures, distributors. The report stated that at each opening, Solomon will dive from the roof of the theatre into a six-foot tank of water and blazing petrol.

This dive will be a duplicate of "The Inferno Dive" made in the film, the report continued. All Solomon's dives will be made from a height of 110 feet, as it was done in the film. Citywide diving contests in connection with the film's showings are proposed.

Pre-Arranged Promotions

As part of the promotional campaign launched on behalf of the soundtrack album from 20th Century-Fox's "Gentlemen Prefer Blondes," MGM Records has sent to thousands of music shops seven exploitation and advertising mats and accessories. Heading the list are easel-backed dummy album covers, in both seven and ten-inch sizes.

They have also received store window display streamers; three different ad mats; a monthly supplement folder for distribution on counters, and 19,000 copies of a special hanger release. Along with the record dealers, other persons to whom the merchandise has been sent include juke box operators and department and chain store buyers. "

* * *

A national advertising campaign has been set on behalf of Columbia's "From Here To Eternity" for full color, page ads to appear in late summer issues of "Look" and "Collier's," as well as the September issue of "Seventeen" and the October issues of the entire fan magazine list. Also scheduled for the splash spreads are "This Week," which is issued with 33 newspapers, and "Pictorial Review," which is part of the Sunday editions of ten newspapers.

* * *

A world-wide promotion for Walt Disney's "The Sword and the Rose" has been arranged by the Disney organization with King Features Syndicate, which will distribute a full-page color cartoon serialization of the film in their "Treasury of Classic Tales" Sunday feature. The series, which was timed to coincide with the release of the Technicolor production by RKO Radio, started June 21 and will appear weekly for 19 weeks through October 25.

* * *

Local openings in 16 cities of the United Artists release, "Return to Paradise," will be boosted by Pan American World Airways. Engagements will be tied up with local Pan American offices in Buffalo, Boston, Cincinnati, Cleveland, Dallas, Denver, Detroit, Houston, Laredo, Los Angeles, Miami, Philadelphia, Portland (Ore.), San Diego, Seattle and San Francisco.

* * *

Columbia has joined with Decca Records and the Mills Music Corp. for a full exploitation campaign to be given the six songs that the record company recorded from the Jane Wyman-Ray Milland musical "Let's Do It Again." It will be a local level drive, with special emphasis being placed on the disc that features Miss Wyman singing on both sides. Bill Black and Cass Daley sing the remaining four songs from the film.

Twins See "Jury" Free

NEW YORK.—All twins were admitted free early on opening day of the run of United Artists' "I, The Jury" at the Criterion Theatre in a special stunt tying in with the presence in the picture of Tani and Dran Seitz, identical twins. Twins merely had to present themselves to the doorman for admittance.

REGIONEWS

ALBANY

Installation of a 52-foot Magic Mirror screen was scheduled for Fabian's Palace Theatre, preparatory to the first engagement of "The Robe" in this district. The 3650-seater had been equipped with a Panoramic screen. . . . Martin Moskowitz, 20th-Fox Empire State div. mgr., and branch mgr. Nat Rosen spent two days at Schine Circuit offices in Gloversville completing a deal. . . . Louis W. Schine, Mike Kallet and Walter Reade, Jr. are the exhibitors' sponsoring committee for this territory in the Al Lichtman Testimonial Drive. . . . The Ray Smith All Media drive, recently launched by Warner exchange in honor of its mgr., is receiving exhibitor cooperation. . . . Mrs. George Lourinia, wife of the Mohawk Drive-In mgr., recently gave birth to a son. It's their third child.

ATLANTA

Crescent Amuse. Co., operating about 80 theatres in Nashville and central Tenn. will not increase admissions despite reported increases in Memphis and elsewhere in the state. According to K. C. Stengel, exec. v.p., no closings are contemplated. . . . Paving has been completed at the Starlite Drive-In, Rossville, Ga. . . . James McNeely opened his new 200-car Sandy Drive-In at Jellico, Tenn. . . . Kenneth Williams sold his Booker-T Theatre, Knoxville, Tenn., to John M. Stephens. . . . The Claughton chain leased its Boynton Theatre, Boynton, Fla. to Mr. and Mrs. Loren Fenstermaker. . . . Fulton Superior Court was asked to appoint a receiver for Radio Station WGBE, characterized in a suit as "insolvent and unable to meet its obligations as they fall due." . . . T. Rogers has taken over the Rogers Theatre, Montgomery, Ala. . . . Fire did $75,000 damage to the Nashville, Tenn. plant of Blevins Popcorn Co. During repairs, shipments will be made from the company's other plants at Ridgeway, Ill. and Arcanum, Ohio.

"The Moon is Blue" has been banned by the Memphis, Tenn. censor board, headed by Lloyd T. Binford, who also called a dance sequence in "Return to Paradise" vulgar and suggestive and ordered the scene deleted. Film was passed for showing in Montgomery, Ala., but not in Birmingham. . . . Wometco Theatres opened their new 400-car North Andrews drive-in at Ft. Lauderdale, Fla. . . . WETV, Macon's first TV station and first ultra high frequency station in Georgia, went on the air last week. . . . Fox Theatre booked "The Robe" for an indefinite run starting Oct. 1. . . . Doug Johnson resigned as Republic booker to go with Lockheed Aircraft Co. . . . Herbert Wood, Sr. and Herbert Jr. have opened their new Marathon Theatre in Marathon, Fla. It seats 450. . . . The Elba Theatre, Elba, Ala., closed for renovation.

D. C. Harris installed a large screen in the Alamo Theatre, Newman, Ga. . . . The Fox at Smithville, Tenn., managed by Charles F. Dearman, will undergo renovation soon. . . . Locke Bolen of Jackson, Ala., owner of the Grove Hill theatre. will have a new 460-seater there next year. . . . Martin Theatres of Columbus, Ga. have taken over the following theatres from Amusement Ents. of Albertsville, Ala. headed by Col. T. E. Orr: Carol, Princess and Shady-Side Drive-In, Albertsville, Ala.; Rialto, Boaz; Etowah and Liberty, Atalla, Ala. . . . Prattsville, Ala. voted to have Sunday movies all day after having had only afternoon showings.

Clifford Still was appointed mgr. of the Vance Theatre, Chipley, Fla., to replace Carl Albright, resigned. . . . Newman H. Waters, head of Waters Theatres, was appointed for a two year term on the board of governors of the Downtown Club for theatre men. Harry Curl, Acme Amuse., Birmingham, Ala., is on the same board. . . . James E. Jarrell, owner of theatres in Commerce, Ga., will start on a new 400-car ozoner for opening next spring. . . . Florida Theatre, Haines City, Fla., installed a new Silver Tone screen. . . . 3-D installations have been made in the Madison, Gordon and Plaza theatres, Atlanta, and the Brox Theatre, Broxton, Ga.

BOSTON

Preliminary negotiations have taken place for transference of the property housing the shuttered Esquire Theatre, owned by American Theatres Corp. and assessed for $225,000, to Boston University. If the deal goes through, it is expected that Boston U will use the property for its drama and music depts. . . . "A Queen Is Crowned" broke all records for length of run, admissions, attendance and grosses when it completed 12 weeks at the Exeter St. Theatre. Managing director Viola Berlin booked "The Cruel Sea" to follow "Queen." It also got off to an excellent start. . . . Two new drive-ins opened in Maine during Aug. The Belfast, for 300 cars, opened under the Graphic Circuit banner, and the St. Croix Valley in Baring, near the Canadian border, for 400 cars. . . . Harry Harding, former asst. mgr. at the Monomoy Theatre, Chatham, a summer legit situation, has become asst. mgr. at the Beacon Hill, Boston. . . . Spero Latchis, head of the Latchis circuit, became a grandfather for the first time when his daughter Thelma, Mrs. James Carvelas, gave birth to a son.

Three regular theatres in Mass. change hands after Labor Day. Lloyd Patriquin has taken a long term lease on the Warren, Whitman, from Ernest Warren and will operate on a show-and-a-half basis; Morris Mintz, brother of projectionist Julius at Metro, leased the Wilmington, Wilmington, and will operate five days with Mon. and Tues. closings; The Royal, Lowell, was taken over by Edward Sokolowski and his brother-in-law Henry Gaska, who will be mgr. Eddie closed the Capital, Lowell, when lease expired in June. . . . With promotion of Paramount branch mgr. John G. Moore to the newly created post of asst. div. mgr., comes announcement that Jack Brown has been upped to branch mgr. and Jack Gubbins to sales mgr. John Kane is handling the circuit and city accounts. . . . Nancy Jane Pierce, daughter of Altec's branch mgr., Ralph "Red" Pierce, was married to Leland Bartlett Howe of Swampscott, who is with Polaroid Corp.

BUFFALO

Records were shattered when "Lili" closed its 10th and final week at the Mercury Theatre. . . . The Glowmeter Corp. of Buffalo is installing an astrolite panoramic screen at Basil's Lafayette Theatre. . . . A battle of letters is raging in the "Letters to the Editor" columns of the local papers regarding "The Moon Is Blue," which is being held over at the Lafayette. Most have been favorable. . . . Constantine Basil of



Acquisition of "The Golden Coach," "Europa 51," "The White Hell of Pitz Palu," and "Sensualita," for fall and winter release, was announced by I.F.E. Releasing Corp. at a luncheon in New York for metropolitan exhibitors and the trade press. Guest speaker William Brandt, head of Brandt Theatres, is shown here with E. R. Zorgniotti (left), executive v.p. of IFE, and Bernard Jacon, v.p. in charge of sales.

BUFFALO (cont'd.)

Basil Theatres is a member of the committee of prominent Greek citizens who are sparking a drive to raise funds for victims of the earthquake in Greece.

A new platform was dedicated at Bill Rosenow's Skyway Niagara at close of religious services for the season. It was built by men of St. John's and Trinity Methodist Church with material furnished by the theatre management. . . . Quarter page cooperative ads were used in the local papers to announce playdates of Paramount's "The War of the Worlds" in 30 area theatres covering a 150 mile radius. . . . General offices of the Century Theatre have been moved from Mohawk St. to the third floor of the theatre building with entrance on Main St.

CHARLOTTE

Charles B. McGee, operator of the Charlotte Drive-In, has asked the Supreme Court to declare unconstitutional a Charlotte ban on films showing there on Sunday at certain hours. Competitive drive-ins outside the city limits are not included in the ban and McGee claims that at the time his ozoner was built it was outside the city limits. . . . The Berry Theatre, Hartsville, S. C., managed by Bill Jones, has installed 3-D equipment. W. T. Friddel, owner of the closed Moncks Theatre, Moncks Corner, S. C., blames the shutdown on the 20% federal tax and the state tax. . . . The new Azalea Drive-In at Orangeburg, S.C., opened with accommodations for 450 cars.

CHICAGO

Rogers Park business men honored the memory of civic leader Ludwig Sussman, late operator of the Adelphi and a director of Allied of Ill., by placing a plaque in the lobby of the theatre, now under Felix management. . . . Harvey Shapiro retired as mgr. of B&K's Terminal Theatre here. . . . Armour & Co. is offering awards to theatre owners for the best tieups with Armour canned products in conjunction with showing of Warner's "So This is Love." . . . Ardmore Theatre property, formerly under Essaness management, was sold to a grocery chain. . . . Chicago Board of Health is studying various methods of cleaning polaroid glasses for theatre re-use. . . . Extra Friday night showings of Cinerama have been added to Eitel's Palace Theatre schedule to meet the heavy demand for tickets. . . . A. M. Van Dyke, 20th-Fox sales mgr., is at home convalescing from serious illness.

UA's Harry Goldman was upped to dist. mgr. of the Chicago, Cleveland, Cincinnati, Detroit and Indianapolis exchanges. Sid Rose will direct the local exchange, with Oscar Berstein as office mgr. . . . Morey Salkin, formerly of National Thea. Supply, has taken over management of the Woodlawn Theatre on the southside. . . . Construction of a $300,000 addition to LaRabida Sanitarium will shortly be started in Jackson Park. This is a Variety Club charity. . . . B&K's Wm. H. Holden has been appointed a member of the fire prevention commitee of the Chicago Ass'n of Commerce. Theatres will help in the program by showing trailers boosting the drive. . . . Mrs. Marion Sokey transferred from the Omaha branch of 20th-Fox to the Chicago branch.

Albert Dezel concluded a contract with Carroll Puciato to distribute "The Fighting Pimpernell," "Mr. Denning Drives North" and "Lady Godiva Rides Again" through his exchanges in Detroit and Chicago. . . . Avaloe Theatre, according to Brotman management, has been closed due to damages from tough gangs in that neighborhood. The Chicago American had a front page story on the closing. . . . RKO sales and booking staff all smiles these days. They get two extra weeks' pay resulting from exchange winning Silver Anniversary sales drive. There will be several individual prize winners too. . . . Douglass Helegson of Los Angeles named managing director of Eitel's Palace Theatre. . . . Capital Film Exchange has acquired distribution rights for the 3-D "Hannah Lee' film in this territory. . . . Joseph M. Lyon, age 70, veteran theatre owner in Chicago, passed away.

Telenews Theatre will be re-christened The Loop, a name it formerly held for a brief period. "Martin Luther" will have its first Chicago showing at The Loop, starting Sept. 23. . . . Murray Salkin was named mgr. of the Woodlawn Theatre. . . . The Marciano-LaStarza bout scheduled for Sept. 24 will not be shown to home TV viewers. B&K's Uptown, Marlboro and Tivoli are slated for TV showings. . . . Charlotte Baylie, formerly a mgr. of the Harris Theatre, has opened an independent ticket office in the LaSalle Hotel. . . . The City Council ordinances requiring off-street parking space for all types of new buildings, calls for one space for every 10 seats in theatres seating up to 500 and one for each five seats over 500. . . . Jack Graber of B&K's publicity dept. is in Michael Reese hospital for checkup.

Abe Teitel of Teitel Film Service has booked Sauk Trail Drive-In, So. Chicago, for first showing of his specialized films. . . . Frank Stewart turned over his Clinton, Ill. ozoner to the McCollum Circuit for operation. Name has been changed to Family Drive-In Theatre. . . . A total of $80,850.17 was collected in this area for Korean relief. Co-chairmen Jack Kirsch and Dave Wallerstein sent letters of thanks to all participating exhibitors. . . . Van Cominos, formerly with Manta Semedelis theatre circuit, has been named film buyer for the CBS, WBKB TV station, with headquarters in the State Lake bldg.



Local exhibitors joined Universal-International executives in Dallas to help celebrate the opening of the new U-I exchange there. Shown here, (l. to r.): Milton R. Rackmil, Universal prexy; Robert J. O'Donnell, Interstate v.p.; Ed Rowley, Rowley United Theatres; Alfred E. Daff, Universal exec. v.p.; Rip Payne of Rip Payne Theatre Ents.; Raymond Willie, Interstate; Charles J. Feldman, gen. sales mgr., Universal; and R. N. Wilkinson, Dallas branch mgr.

Watch These Dates!

Sept. 28-30: Dallas — Texas COMPO Conference and International Drive-In Theatre Owners Assn. annual meeting — Adolphus and Baker Hotels.

Oct. 3-7: Boston—National Allied Convention—Hotel Sheraton Plaza.

Oct. 5-6: Kansas City — Kansas-Missouri Theatre Assn. convention — President Hotel.

Oct. 23-24: Washington, D. C. — Variety Clubs International mid-winter meeting.

Oct. 31-Nov. 4: Chicago — TOA-TESMA-TEDA joint trade show—Conrad Hilton Hotel.

Nov. 1-5: Chicago — Theatre Owners of America national convention and trade show — Conrad Hilton Hotel.

Nov. 12: New York—Motion Picture Pioneers dinner.

Nov. 15-17: Jacksonville — Motion Picture Exhibitors of Florida annual convention —Roosevelt Hotel.

Nov. 22-24: Charlotte—Theatre Owners of North and South Carolina convention.

Dec. 14-15: St. Louis—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois annual convention —Sheraton Hotel.

CINCINNATI

Edward Salzberg of Screen Classics has acquired the feature "Fall Guys," which is a wrestling jamboree showing top talent in the field. . . . Manley, Inc. has a new Kentucky representative—Robert F. Fledderman, who replaces John Harris. . . . Edward M. Booth, M-G-M branch mgr., left for Hollywood to attend the company's national convention. . . . The local RKO Palace installed a new wide, curved screen, which will be adaptable for CinemaScope. A similar instalation is being made in the RKO Grand. . . . Jack Bein, son of Wm. Bein, National screen dist. mgr. and head of Bein Circuit, was married on Sept. 6 to Nancy Marx. . . . Variety's annual golf tournament, recently held at the Kenwood Country Club, garnered some $1100.00 for the Club's charity fund—the Foundation for Retarded Children.

Theatre Owners Corp., of which James McDonald is gen. mgr., has added Frank Saltes' Star Theatre, Delbarton, W. Va., to its accounts. . . . Jack Goldberg of Realart reports his office will handle the reissue of

CINCINNATI (cont'd.)

"Uncle Tom's Cabin," and that they have special exploitation kits available on the film. . . . Variety Club, under chief barker Herman Hunt, launched plans for its second "Old Newspaper Boys' Day" to be held Sept. 22, with goal set for $40,000. . . . Dayton exhibitors who recently made 3-D installations are Bert Fiala, Alhambra Theatre; John Gregory, Farhills; Robert Epps, Classic; Gus Babalis, Belmont, and Sam Levin, Sherwood Drive-In. Levin is also making extensive improvements on the front of his ozoner and plans to install in-car heaters so that it may operate the year round.

Jack Finberg conferring with State Director of Education, Clyde Hissong, in connection with rejection of "Moon is Blue" by Ohio censors. . . . Joan Alene Shor, daughter of Ruben S. Shor, theatre circuit exec., and Earl Goldsmith, Jr., local atorney, have set Oct. 25 for their wedding day. . . . James Denton has ordered a wide-screen for his Majestic Theatre, Owingsville, Ky. . . . Susan Vance, daughter of exhibitor Willis Vance, was married Sept. 5 to Edward S. Gilson, Jr.

CLEVELAND

Jack Kois, mgr. of the Tower Theatre, has been promoted by the Sheftel-Burger interests to mgr. of the circuit's Telenews in Milwaukee. Jack Silverthorne will add the Tower to his managerial duties at the Hippodrome. . . . Jack Sogg, local M-G-M exchange mgr., and E. C. Pearson, division press representative, attended the studio conference in Culver Ctiy on fall releases. . . . Giant panoramic screens have been installed at the Shaker in Shaker Hts., the Fairview in Fairview Park Village, the Berea in suburban Berea, the Vine in Willoughby and the Yorktown, Cleveland. . . . Construction is under way on a 500-car ozoner east of Ashland, on Route 250, for Theatre Equipment Co. of Toledo, which will be equipped for 2-D, 3-D, large screen and CinemaScope films. E. W. Eckert, former mgr. of a Ft. Wayne, Ind. outdoor theatre, will manage.

DALLAS

Plans of Texas leaders to extend military-civic honors to M-G-M's "Take the High Ground!" in world premieres at El Paso (21), San Antonio (23), Houston (24), Dallas (25) and Forth Worth (26) have received full and outstanding support of the Pentagon, Washington, D. C. Richard Widmark, Elaine Stewart, George Murphy and others will be on hand in all five cities for the occasions.

DENVER

Ted Knox is now sole owner of the Peak, Wheatland, Wyo., having bought out his partners, Wm. Jones and Don Borthwick. . . . Henry Friedel, Metro mgr., went to Los Angeles to attend the world-wide sales meeting. . . . J. C. West is completing his new 300-car drive-in at Grants, N. M. and will open it in Sept. . . . "The Robe" will open at the Denver and Esquire soon after Oct. 1. . . . B. J. McCarthy, Realart branch mgr., suffered a slight heart attack while on a business trip to Salt Lake City, where he was hospitalized for a week. . . . The fall activities at Variety Tent 37 have been started, along with the regular Monday luncheons, the monthly luncheons for women, Thursday night dinners and screenings. At the club's Denverieties recently held at Park Hill country club, Jim Ricketts drove off with the Kaiser auto door prize. . . . Chet Miller, until recently city mgr. for Fox Inter-Mountain, Sterling, Colo., sold his property there and has gone to San Raphael to live.

"The Moon Is Blue" is headed for a record here, not only as to money but also length of run. In its seventh week at the Aladdin, it was estimated the film would gross around $50,000. W. R. Gwinn, owner of the Park, Estes Park, Colo., reports it broke all house records there. . . . Rodney Knox, mgr. of the Peak Drive-In, Wheatland, Wyo., and Donna Peariman tied the knot at Durango, Colo. . . . Sam Cramer, formerly a Columbia salesman, and C. E. Stern have acquired the franchise for Movie Sweepstakes for the western portion of the U. S. Game consists of several horse races on film, with patrons winning by picking the winners of three races. Promotion is put on at no cost to the theatre. . . . Western Union closed its film row offices now that installation of direct wires to most exchanges has been completed.

DES MOINES

The Waucoma Theatre is being remodeled by owner Mayor Chet T. Hall. Building has been re-roofed and is being painted. The interior will be refinished also. . . . Star-Vu Drive-In in Panora held an amateur show on Aug. 25. . . . The Plainfield Theatre is celebrating its second anniversary this Fall. House has been under operation of K. B. Orcutt and Lloyd Koob. . . . Three money bags containing $150 in change and a diamond ring valued at $500 were stolen from the safe of the ozoner south of Marshalltown recently. Papers that were also taken were found along Hyway 30 the next day. . . . Articles of incorporation for the Cozy Theatre in Morning Sun have been filed by P. J. Robertson, pres., and Charles H. Beck, secy.-treas. Other officers include Wm. L. Minnis, v.p. and dir., and Dr. Kyle T. DeYarman and LeRoy L. Pierce, directors. . . . Harold W. (Chick) Evens, midwest field representative for 20th-Fox, spoke at a meeting of the Waterloo Optimists Club recently on the subject of 3-D.

Mgr. of the Ridge Drive-In, Mt. Pleasant, is offering prizes to drivers of cars bringing the most people into his theatre. The first contest was won by Bill Chaney who had 21 persons in his car. Prize was $5. . . . Harry Kuhfus opened the Radchliffe Theatre and will present two shows each week—on Sat. and Sun. nights. . . . James K. Roberts, mgr. of the Wampus Theatre, Keosanqua, was maried Sept. 6 to a girl with the same last name—Lois Darlene Roberts. . . . Capitol Drive-In, Des Moines, is celebrating its birthday with buck nights—$1 per car, bus or truck load. The theatre also offers seats on its patio to patrons who find their cars too warm. . . . Keith C. Bright has been named mgr. of the Niles Theatre, Anamosa, owned by Mr. and Mrs. T. J. Evans, who will make their home in Clinton. Bright formerly worked as asst. mgr. of the Englert Theatre in Iowa City. . . . Gunnar W. Glad of Stratford is now mgr. of the Varsity Theatre in that town, owned by Iowa United Theatre Corp. Glad has been asst. mgr. of the Des Moines Drive-In.

DETROIT

Albert Dezel, just back from Europe, is adopting a continental style of operation for the Coronet when he reopens this fall—one show a night, starting with coffee and music at 7:30, then a half hour of special shorts, and "Curtain at 8:30" on the feature. Plans call for opening on Sept. 9 with a special benefit performance. . . . A new 2900-seat theatre, to be known as the Henry and Edsel Ford Auditorium, will be erected by the City of Detroit at the foot of Woodward Ave., at a cost of $5,700,000. Available for motion pictures as well as stage shows of all types, it will not be in competition with established commercial theatres.

Weldon Parsons, mgr. of the Broadway-Capitol, has scheduled two world premieres within a month, with personal appearances of actors tied in. "Golden Blade" on Sept. 9 and "All American" on Sept. 23 . . . The death of Malcolm W. Bingay, editorial director of the Detroit Free Press, removed one of the most acute commentators on show business in the midwest. He was a member of Variety Club for years. . . . Charles Zack, mgr. of the West Side Drive-In, arranged to have the official coronation of the Detroit Fire Dept.'s "Miss Flame" at his theatre. . . . Thomas W. Ryan, mgr. of the Rouge Theatre in River Rouge, arranged a "screen homecoming" for Isabel Castro, former high school student in the town, who is appearing in "Savage Drums."

Harold Brown is switching the Madison, first-run house, to all night operation on an experimental policy. . . . J. W. Blackburn is enlarging the Starlite Drive-In at Lansing to 700-car capacity by addition of 140



Jack L. Warner arrives at the Zeiss-Opton factory in Germany for formal signing of agreement covering photographing and projection lenses for WarnerScope wide-screen system. L. to R. (front): Dr. Heinz Kuppenbender; Frank Cahill, WB technical coordinator; Warner; Dr. Paul Henrichs; Dr. Hans Sauer; (rear) Heinz Thiele; Al Tondreau, WB camera dept.; Dr. Horst Kohler; Joseph Hummel, WB continental mgr., and Joseph Westreich, WB supervisor for Germany.

DETROIT (cont'd.)

speaker units. . . . The Ryan Theatre, operated by Bill Schulte, hit the front pages when four missing youngsters were found trying to enter the house after sleeping in the barn next door. . . . The Burnside, Mich., Drive-In lost all its records when thieves walked off with the safe itself, according to mgr. Harold Muir and treas. Norman Fisher. . . . Neil W. Talling, mgr. of the Krim Theatre in Highland Park and former mgr. of the first-run Cinema until its demise, is quitting show business to become public relations man for Howe Military Institute.

INDIANAPOLIS

A Panoramic screen and stereophonic sound were installed at Loew's Theatre and unveiled for showing of "From Here to Eternity." . . . Walter Wolverton, mgr. of the Circle Theatre, hired local stunt man Sir Edwards to perform in front of the theatre on opening day of "Houdini." . . . Harvey Stevens, formerly with M-G-M, has joined Warner's booking dept. . . . The Community Theatre at Morgantown, Ind. was closed. . . . William Wollen returned to take over management of the Esquire Theatre, succeeding Mrs. Mildred Allen, who returned to teaching. . . . Barney Brager, Republic mgr., lined up 19 August bookings for "Sweethearts on Parade" over the state of Indiana. . . . With the opening of Lafayette Road Drive-In last week, there are now 14 ozoners in the immediate Indianapolis area.

KANSAS CITY

Ozoner openings in this area include Chet Borg's Pirate at Ft. Scott, Kans.; the Patio by Silver and Stafford on Hyway 36 near Cameron, Mo.; Clifford H. Hough's drive-in at Camdenton, Mo., and the 300-car Caney Valley by C. R. Gregg and son Joe on Hyway 166 near Caney, Kans. . . . The Frontier Drive-In, opened recently by E. W. Kerr Theatres at Bethany, Mo., is constructed of lodge pole pines to resemble a stockade in pioneer days. F. F. Chenowith, dist. mgr. for Kerr, also supervises the Nall and Roxy theatres at Bethany. . . . Richard Van Scyoc, Max Koesling and Albert Henke scheduled an Aug. opening for the Pioneer Drive-In at Osborne, Kans.

Ozoners are under construction at Gashland, Mo., where M. S. and Marvin Heath are building a mile north of the town on Hyway 169, and at Liberty, Mo., where Shutz and Bryan are co-owners of a 1000-car project on Hyway 10. . . . Mr. and Mrs. Howard Neely reopened the Strand at Hays, Kans. after a four-year closing. . . . Fox Midwest has dropped the lease on the Orpheum in favor of the owners. . . . New asst. mgr. at the Isis Theatre is Everett Maxfield. . . . Film-minded people here were interested in statement of the Rev. Frederick Wm. Milson, an exchange Protestant minister from England who served at a local church for a short time, that a survey made in his country showed there was no connection between bad films and juvenile delinquency.

MIAMI

World's largest screen, 60x90 ft, was the talk of Ft. Lauderdale and vicinity when the North Andrews Drive-In had its premiere Aug. 26, with Paul Baron as mgr. . . . The Roosevelt at Miami Beach is ready for 3-D. . . . Edward Claughton, Jr., now a graduate of Law, will handle all legal matters for the Claughton Circuit. . . . Louis Costanzo replaces George Scott at the Trail Theatre. . . . Stan Gordoni went to N. Y. for a hospital checkup. . . . WQAM does a sidewalk broadcast from the lobby of the Olympia, with pass giveaways for right answers. . . . E. M. Loew's Miami Drive-In has mgr. Ed Meyerson proud of the new innovations which include complete face lifting and addition of a carousel to the playground area. . . . K. A. Osborne and George Strong still insist that P&O's Florida offers the best week-end relaxation.

MILWAUKEE

L. F. Gran resigned as gen. mgr. of Standard Theas. to become associated with James Coston, owner of the Coston Circuit, Chicago, in television. Gran, the largest stockholder in a new TV station at Rockford, Ill., is also half-owner and gen. mgr. of Milwaukee Area Telecasting Co., which sought to erect a TV station here near Prospect. Taking Gran's place at Standard is Alfred D. Kvool, former zone mgr. of Stanley-Warner theatres. Kvool will supervise 32 Wisconsin theatres, including the Riverside here and the Highway 41 Drive-In. . . . Estelle Steinbach, under whose direction the Downer Theatre gained a wide audience for its foreign films, transferred to the downtown Strand, which reopened recently with the 3-D "Arena." . . . The Riverside has advanced evening prices to $1.20 and matinees to 75¢. Erv Clumb, mgr., is credited with a second full page ad on "Gentlemen Prefer Blondes," underwritten by the Twirl Hair Spray Co., which is sponsoring a contest to send the winner on a five-day trip to Hollywood.

Frank Ebert sold his See-More Theatre at Seymour, Wis. to Mr. Settele. . . . Robt. W. Pritchard, formerly at the Modjeska, is now managing the Fox-Downer. . . . The Motion Picture Commission of Milwaukee called a meeting to outline where deletions should be made in "The Moon Is Blue." . . . Showman's Guild, Inc., whose purpose is to establish a welfare fund for approved applicants of the motion picture industry and allied businesses in this exchange area, expects to get into full swing shortly. . . . Truman Schroeder, S&M Theatres' booker, has a new baby girl. . . . Edward J. Weber, 62, for the last 25 years at the Zenith Theatre, passed away. He was also secy.-treas. of Northwest Amuse. Corp. and a member of the Hopkins St. Businessmen's Assn.

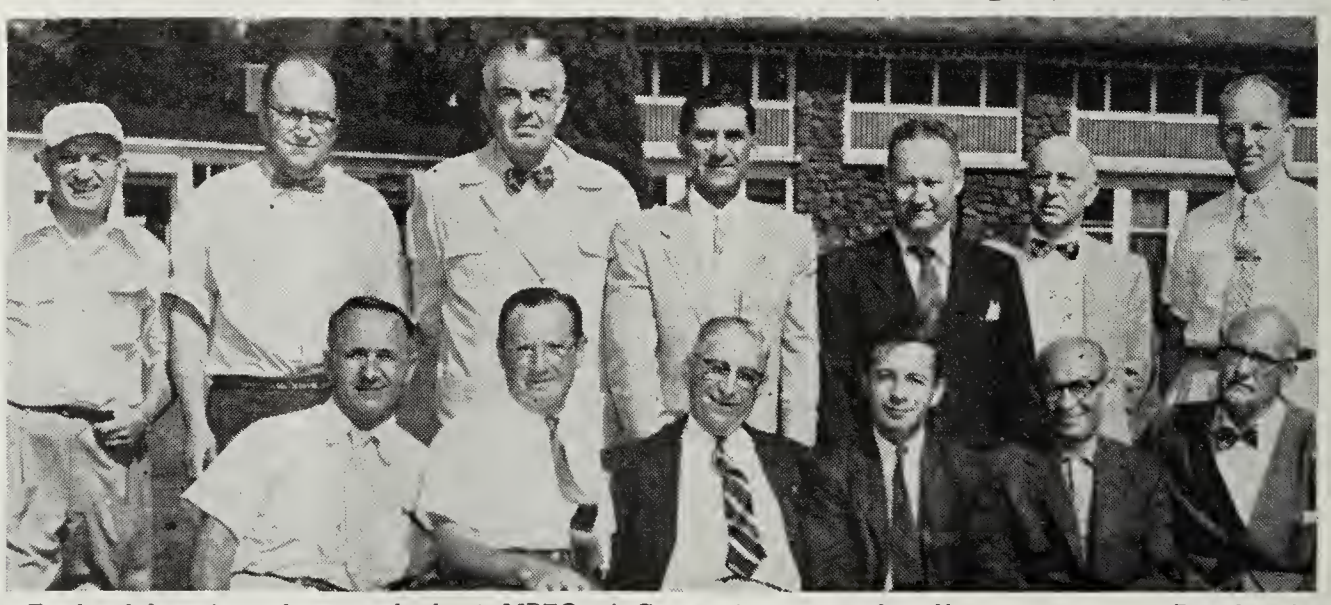
MINNEAPOLIS

Construction on a new drive-in at Ashland, Wis. has been started by Frank Hahn, who also operates two conventional houses there. . . . M-G-M air-conditioned its offices. . . . Quad-States is now doing the buying and booking for the Rex at Woonsocket, S. D., operated by J. J. Hendrik. . . . Bill Winter, RKO salesman, was at the Mayo Clinic for a checkup. . . . Joe Schikora was named asst. mgr. of the loop Gopher. . . . Although there have been no repercussions here during showing of "The Moon is Blue" at the World, the film will not show in St. Paul,, according to Ted Mann, operator of the Worlds in both cities. Opposition of church groups was given as the reason. . . . On recommendation of the U. S. public health service, only disposable glasses are being used at the State, RKO Orpheum, RKO Pan and Uptown theatres, which have 3-D equipment.

Radio City here will have the exclusive theatre telecast of the Marciano-LaStarza fight Sept. 24. . . . Arden Davidson opened his new Twilite drive-in near Montrose, S. D., Previously the 750-car Sundown at Mandan, N. D. was opened by F. E. and A. P. Wetzstein, J. K. Kennelly and J. P. Freck, who also operate two conventional theatres at Bismarck, N. D. A. P. Wetzstein will manage the new outdoor stand. . . . MACO will inaugurate its "Super Cinema Season" in Sept. throughout the territory. There will be an extra drive on big product, according to Don Alexander, asst. ad mgr. of MACO. . . . Date for the regional North Central Allied meeting in Duluth, originally set for Sept. 14, has been changed to Sept. 23 at the Hotel Duluth. . . . Jack Heywood, New Richmond, Wis. exhibitor, is on the mend. . . . Grant Hatling, who operated theatres at Belgrade and New London, Minn. until he recently sold them, plans to make his home on the west coast.

NEW HAVEN

General Theatres, Inc., newly formed W. Hartford amusement firm, is headed by Morris Keppner of Burnside Theatre Corp.; Helen E. Keppner, Louis Lipman and Pauline P. Lipman. . . . Barney Tarantul, partner in Burnside, is observing his 30th wedding anniversary. Peter LeRoy of Blue Hills Drive-In Theatre Corp., Bloomfield, is marking his 33rd. . . . Henry Youmatz, nephew of Vincent Youmatz, mgr. of Sky Vue Drive-In, Torrington, has been appoint-



Trade delegation photographed at MPTO of Connecticut annual golf tournament at Racebrook Country Club. L. to R. (front): Paul Tolis, Kounaris & Tolis; Harry Feinstein, Stanley-Warner; Peter Perakos, Perakos Theatre Associates; John Perakos, PTA; Maurice W. Shulman, Shulman Bros.; Harry F. Shaw, Loew's Poli; (rear) Sam Zipkin, U-I; Atty. Herman M. Levy, TOA and MPTO of Conn.; Carroll J. Lawler, Hartford Circuit; Barney Tarantul and Morris Keppner, Burnside Theas.; Morris Jacobson, Strand Amuse., and Henry Brunig, UA.

NEW HAVEN (cont'd.)

ed mgr. of the Torrington Drive-In, that city. . . . Sal Adorno, Sr., gen. mgr. of M&D Theas., is marking his 74th birthday. . . . Marquee at the Allyn, Hartford, has been redecorated. . . . Wm. McGrath was named asst. to Jack Sanson, Manchester city mgr. for S-W., succeeding Olive Recave, resigned. . . . Construction of a 700-car ozoner has been started at Mansfield, Conn. by Morris Keppner, partner in Burnside Theatre Corp., and Louis Lipman, Hartford auto dealer.

NEW ORLEANS

The Algiers Drive-In has been purchased by Sammy Wright and his brother-in-law from S. Otis. . . . In the Universal office, Mrs. Mary Kelly was upped from availability clerk to booker. . . . The Joy Theatre. Gueydan, La., was closed temporarily for repairs. . . . Reported permanent closings include Bill Lighter's Town Hall Theatre, Baldwin, La.; T. McElroy's Tem Theatre, Monroe, La.; J. W. Williams Town Theatre, Pelahatehie, Miss. . . . Caffin Theatre in N.O., the all colored house owned by Alvin Daste, opened. It has a seating capacity of 550 and is booked by Joe Bluestone. . . . L. W. Dantin planned to reopen the Rio Theatre at Golden Meadows, La. around Sept. 2. . . . 45 Drive-In at Prichard, Ala. was taken over by Paramount-Gulf from Teddy Solomon. . . . J. W. Colligan reopened his Town Theatre, Hackberry, La., on Sept. 1.

The Gay Lee Theatre, an ozoner with 250-car capacity, made its debut in DeQuincy, La. Owner is J. S. Wingate. . . . Betty Bendix, shorts booker at Theatre Service, will be married Sept. 26 to Byron Schroth. . . . Paramount-Gulf's T. J. Howell reports the arrival of a baby girl. . . . The Gretna Green Drive-In, Gretna, La., is now being operated by its new owner, E. J. Kayhan. . . . 3-D equipment is being installed in the 51 Drive-In. . . . It's reported that George Yarbrough, co-owner of the Orlando, Fla. drive-in has invented inexpensive gadgets to convert his outdoor theatre to 3-D. . . . J. W. McGraw purchased the interest of P. S. Broadus in the Rex at Prichard, Ala.

NEW YORK

Aequisition by Brandt Theatres of a long term lease covering the Bryant Theatre increased the circuit's holdings on 42nd St. to 10 houses. Immediate rehabilitation, including installation of air-conditioning, is planned. The lessee, Bryant Theatrical Corp., headed by Bernard Brandt, was represented by Barnett Dornbush of Weisman, Celler, Allen Spett Sheinberg. Excelsior Amusement Corp., headed by Jean Goldwurm, which disposed of the lease, was represented by Bilgrey & Levinson. . . . The Laffmovie on 42nd St., whose lease recently expired, will revert to its original owners, Brandt Theatres. Martin Levine, circuit exec., reports that the name will be changed to Empire after modernization and theatre will be operated on a policy of exploitation films.

The Fifth Annual Motion Picture issue of the Sunday Coloroto Magazine section of the N. Y. News of Nov. 15 will be given over entirely to stories and photos of new pictures scheduled for release in N. Y. next Nov. and Dec .and on into 1954. . . . Proceeds from the benefit premiere of "Below the Sahara" at the Plaza Theatre on 58th St. were turned over to the American Museum of Natural History. Armand and Michaela Denis, explorers who produced and directed the film made in the African jungle for RKO release, were among distinguished guests attending the opening. . . . To accommodate Labor Day week-end crowds at the Capitol, where "From Here to Eternity" continues to break all records, the management scheduled extra late shows starting at 2 a.m. Film chalked up $625,000 in four weeks, with admissions of 460,000 patrons.

A sign reading, "Thank You, Mr. Eisenhower, your 20 percent tax closed this theatre," was prominently displayed outside the Inwood Theatre in Forest Hills. Owner Arthur R. Sharby, who also operates theatres at Howard Beach and Far Rockaway, said he may have to shut down the Howard Beach operation for lack of customers. . . . "Little Boy Lost" will have a gala black tie, reserved seat premiere at the Rivoli, Sept. 21, with entire proceeds going to the Memorial Press Center Fund of the Overseas Press Club. . . . Max E. Youngstein, UA veep, has accepted the post of dinner chairman in the motion picture industry drive in behalf of the 1953 JDA campaign. A dinner at the Hotel Pierre on Oct. 21 will spark opening of the industry drive, of which W. M. German is overall chairman. . . . The N. Y. Variety Club Foundation to Combat Epilepsy, is sponsoring a drawing for two Cadillac "62" sedans, which will be held Oct. 1 at the Club's annual golf tournament at Westchester Biltmore Country Club in Rye.

PHILADELPHIA

Plushiest film palace in the mushrooming industrial area of lower Bucks County will be opened in Levittown next June. Fox Ents. will erect a 1200-seat house with wide-screen and facilities for 3-D and TV included. . . . Stanley-Warner has closed the Landsdowne Theatre. . . . Methods of fire prevention will be illustrated in a sound and color film being produced for the Philadelphia Fire Dept., scheduled for presention during Fire Prevention Week in Oct. . . . Adolph Kornspan a director of the Fox orchestra when that theatre opened in 1923 and later general conductor of the Mastbaum orchestra, passed away.

Sugar Ray Robinson made his first appearance as a dancer here at the Uptown Theatre on Sept. 2. Owner Sam Stiefel signed him to a week's contract. . . . The Mastbaum recently showed an all day preview of "Island in the Sky" and "The Master of Ballantrae" on its new giant screen in Warnerphonie Sound. . . . Trans-Lux Theatre showing "Moulin Rouge" in its 26th record breaking week. . . . Stanley-Warner is waiting for the go-ahead sign from the Dept. of Justice before participating in any film producton by Cinerama. Takeover of its exhibition and production rights by S-W will cost the chain a total of $2,562,637. . . . Larry Levy, mgr. of Loew's Colonial in Reading since 1944, has been transferred to Providence, R. I., where he will manage the Loew's State.

PORTLAND-SEATTLE

John Hamrick's old Roxy Theatre, Portland, reopened to good business with a 25¢ admission policy and films of 10 to 20 year vintage. . . . J. J. Parker's United Artists Theatre, Portland, is scheduled for early Sept. reopening, following large modernization program. . . . Harry Ulsh sold his Empire and Island theatres, Anacortes, Wash., to John Kane and Charles Schuler, old-time exhibitors from Tacoma. . . . J. R. Watrous, Forrest Grove, Ore. exhibitor, celebrated his 72nd birthday and turned over operation of his two theatres to his son, John. . . . J. H. Hillard opened his Hi-Way Theatre at McMinnville, Ore., for 500 cars. . . . M. A. Mattacheck, McMinnville operator, retired under expert nursing care at his mountain home in High Cascades. Theatres continue under management of his son. . . . Buck Smith and Vito Cottone have taken a long term lease on the 900-seat Parkland at Parkland, Wash. . . . National Screen Service added Harry Lewis, formerly with Favorite and Lippert, to its sales staff.

Evergreen's decision to consolidate operations will result in transferring stage attractions from the Mayfair, Portland, to the Oriental this fall. Renovation of the Mayfair starts Sept. 1 and it will open in Nov. as the New Fox Theatre. Herb Royster, mgr. of the Mayfair will be moved to the Oriental and Don Marzolf, present Oriental mgr., goes to the Kiggins Theatre in Vancouver, replacing Jerry Proctor. Proctor will be transferred to the Fox in Spokane as asst. to mgr. Hamaker. Oscar Nyberg, mgr. of the Paramount will be installed as mgr. of the New Fox. . . . M. M. Mesher, for many years associated with Evergreen, will shortly be back on Broadway in Portland. Mesher is now pres. of Portland Paramount Theatres Corp., which will operate the 3000-seat Paramount starting Nov. 1, at which time it will be equipped with the latest theatre developments. . . . Smith Enterprises, booking specialists, are taking over additional theatres in the Inland Empire.

PROVIDENCE

Despite arguments for and against two proposed ozoners in Middletown, R. I., the Town Council granted a license to Minassian Brothers for a project on Aquidneck Ave. and has under consideration Orville O. Smith's application for a theatre on the Sherman estate on Connell Highway. One of the remonstrants to the Minassian license was Smith. A hot battle looms in the offing. . . . The Palace, following the lead of other local nabes, has acquired a piece of ground adjoining the theatre to provide free parking for its patrons.

ST. LOUIS

A. Ray Parker, Mayor of Brentwood, will head Broadway Drive-In, Inc., which is to own and operate the first ozoner to be located within the city limits of St. L. and to cost about $200,000. Construction of the 750-car project is to start this fall. . . . Paramount has designated Aug. 30 to Dec. 5 as the Adolph Zukor Golden Jubilee Salute. The local branch will call the final week "Edna Boyne Week" to honor booker Edna (Buck) Boyne. . . . Veto of the tax relief bill killed all hope of keeping the '90-seat Aloma Theatre at Stewardson, Ill. open, as far as owner-mgr. Norman B. Merold was concerned, and he closed the house permanently. . . . Maria Logsdon, who answered the KWK Fanchon Marco $3,750 jackpot question on Aug. 21, admitted later that she won it with a "guess." . . . Frank Speros, owner of the Marquette Theatre, became a grandpa with the birth of twin daughters to Mr. & Mrs. Bill Speros. . . . The 9th annual fire

ST. LOUIS (cont'd.)

and personnel safety school presented by the Fire Dept. and Safety Council will be conducted on Mondays from Sept. 14 thru Nov. 2. . . . Word has reached film row that Mrs. Grayce Hays, who with her late husband operated the Grand Theatre at Sullivan, Ill., passed away in Hollywood, Calif.

John Falk, mgr. of the Grand and Orpheum in Eldorado, Ill., reported collections totaling $106 for the Korean relief fund. . . . Wehrenberg-Krueger theatre interests awarded a contract to the local branch of National Theatre Supply for projection and sound equipment for their South Drive-In, to be located at the Lemay Ferry and Buckley roads. Construction on the $350,000 project is scheduled to start in Sept. . . . George Barber is rushing construction of his 500-car ozoner on Route 36 west of Tuscola, Ill., with a view to an early Sept. opening. . . . Lester Levy, veteran film salesman, checked out of Starkloff Memorial Hospital.

A new ozoner, about four blocks west of the Starlight at Lake Edwards, is being built by a tavern owner directly across the road from his place of business. . . . Durwood Theatres will start on a 500-car ozoner east of Jefferson City, Mo., which, according to Stanley H. Durwood, will have the widest screen in the state and be equipped for all types of 3-D presentations. . . . Welcome news to exhibitors here was the announcement that former Mayor Aloys P. Kaufmann was named pres. of the Chamber of Commerce to succeed George C. Smith on Jan. 1. . . . New salesmen at UA are Everett Pierce, upped from booker, and T. D. Beninati, former operator of the Mars Theatre at Marissa, Ill. . . . Suit of Hornstein, Inc., vs. Paramount-Century, involving a $2,500 commission on sale of a TV set for the New Shenandoah Theatre, later cancelled by the theatre owner, has been settled out of court.

The recently opened WTVI at Belleville, Ill., operating on Channel 54 and affiliated with the DuMont network, will include 20 games by the St. Louis Browns and 14 professional football games, also the Bishop Fulton J. Sheen programs, Life Begins at 80, Amos and Andy, and Captain Video. . . . KSD-TV will carry the full schedule of televised college football games this fall that have been arranged by the NCAA for telecast by NBC. . . . Edward F .Murphy was named program director for KSTM-TV, which takes to the air on Sept. 27 on Channel 36. . . . The Airway Drive-In, operated by C. W. Locke of Memphis, Mo., was used to provide free parking space for farmers who attended the field day at the Paul and Robert Cone Farm, three miles east of Memphis.

SAN FRANCISCO

General Theatrical has taken over the Vista, Rio Vista, from H. E. Brown. . . . The Robert Clark Agency is now handling the Popkin Package, formerly distributed by United Artists. . . . Teddy Gelber, former Studio Drive-In mgr., San Mateo, is now with the Petri Wine Co. . . . The Film Colony Girls Club, headed by pres. Helene Shearer of Blumenfeld Theatres, is planning a fashion show and preview party at Gerald Hardy's Presidio Theatre for Sept. 26, at 1:30 p.m., for benefit of the Variety Club Blind Babies Fund. Hardy is turning his theatre over to the Club members free of charge and several S. F. merchants are aiding the benefit.

WASHINGTON

Regular weekly stage shows will be discontinued at Loew's Capitol Theatre beginning Oct. 1. Orville Crouch, eastern div. mgr. of Loew's gave "economy reasons" as the cause but added that top package stage show will be given.

AA Sets Sales Campaign From Nov. Thru Jan.

Morey R. Goldstein, Allied Artists vice-president and general sales manager, announced this week that the company will hold a branch managers' sales drive during the 13-week period beginning Nov. 6 and ending Jan. 29. The drive conducted by each branch will be named in honor of the branch manager.

"Slade," a Lindsley Parsons production, co-starring Mark Stevens and Dorothy Malone, has been selected as the picture to launch the drive. The company's 30 domestic exchanges have been divided into three groups for the purpose of the drive.



Myra Hansen, winner of the title of "Miss United States" in the recent "Miss Universe" contest, who has a part in U-I's "The All American," is briefed by company execs in N.Y. prior to starting a tour on behalf of the picture. L. to R.: Foster M. Blake, western sales mgr.; P. T. Dana, eastern s.m.; (seated) Ray Moon, asst. gen. s.m., and (right) Norman Elson, head of Embassy Newsreel Theatres, who happened to be conferring with U-I execs at the time.

News From London

At summer's end British exhibitors are looking back on their first season's acquaintance with 3-D and wide-screen presentation. Their initially cautious approach to the new media has been tempered by the sight of long queues outside houses showing such major 3-D attractions as Warner's "House of Wax." This film has been the outstanding money spinner this summer—not even the hottest weather deterred the public whenever this film was billed.

* * *

All the same, it is still felt in England that the novelty value of 3-D is not enough by itself to rescue the trade from its doldrums. Great harm could be done to the future of these new media, the British trade thinks, if the public were to get its lasting impression from 3-D quickies cashing in on current publicity. New techniques are no substitute for good scripts, good acting and good production. This was seen this summer in England when first-rate flatties easily held their own with the spectacular third dimensionals. "Call Me Madam" has been one case, Rank's "The Cruel Sea" another and, for obvious reasons, the Coronation picture "A Queen is Crowned."

* * *

Exhibitors, therefore, are strongly resisting attempts to charge higher rentals for films in the new media. Both M-G-M and Warners have been told bluntly by the Cinematograph Exhibitors Association last week that if "Quo Vadis" and "House of Wax" are as good as claimed they will get additional revenue from greater patronage; but they should not increase film rentals which have prevailed so long. In a letter circulated to all members, CEA General Secretary W. R. Fuller says that exhibitors are being misinformed if they are told that 3-D means a repetition of the boom which followed the introduction of the talkies. "If 70 percent instead of the customary 50 per cent is paid to renters for one such film," Mr. Fuller points out, "where will the money be to meet losses from films that do not attract additional business?"

* * *

"If 3-D is to be of use to British exhibitors it must be less expensive and not mean increased rentals," he continued. "It would mean commercial suicide if exhibitors proceed to establish a 70 percent film rental precedent for 3-D pictures." In addition, higher rentals would be reflected in Entertainment Tax statistics and might well adversely influence the trade's cut-the-tax campaign. Another factor to be borne in mind especially by the American companies is the effect higher rentals might have on the dollar position.

Vistarama Lenses Ready

HOLLYWOOD.—Carl Dudley, president of the Vistarama Corp. and Dudley Pictures Corp., has announced that Vistarama projection lenses are now available for bookings which have been scheduled for "Aloha Nui!" first anamorphic wide-screen motion picture to be completed and given national release. The Vistarama-lensed featurette, on the new Eastman tungsten color film and with stereophonic sound, is scheduled for openings in Los Angeles, Chicago and New York during the first two weeks in September. Western debut will be Sept. 3.

Film In Denmark Slated By Heard For 3-D, Color

Producer Paul Heard, head of Paul Heard, Inc., is branching out into the theatrical field. Heard, one of the top producers of religious films in the world, will make his first feature film for general release in Copenhagen, Denmark. It will be the first major American feature production made in Denmark.

Heard will bring his own director abroad with him, as well as an American star. The film will be a comedy, which Heard describes as being "the Lubitsch type." The Royal Danish ballet will take part in the picture, which will be lensed in color and 3D.

Heard plans to do more films after this initial venture for general theatrical release. His film, "Prejudice," was theatrically released, but it was originally made as a religious film.

As one of the reasons for his entry in the new market, Heard, who has made about 30 religious films and produced the TV series, "What's Your Trouble," explained, "people have discovered they can see as many bad pictures on TV as they care to and have demanded good pictures when they go to the theatre. Movies have an excellent future for higher quality films."

Like American Movies

Heard's feature will be a high budget affair, he emphasized. He spent two weeks at the Ballet Festival in Denmark. He reports that a top budget film for the Danes is about $100,000. There are three or four studios there, the outstanding of which are Nordisk and Palladium. He also reported that American films are very popular in Denmark.

Heard, who will also produce a series of dramatizations on a public service basis of Dr. Peale's best seller, "The Power of Positive Thinking," with Dr. Peale playing himself, will work out his own distribution deal on the film he will make in Denmark.

He will also try to blend his actors with the real people in the background for authenticity. Heard's film, "We Hold These Truths," was an award winner at the Stamford Film Festival.

Nord Single- Film System Shown For Coast Exhibs

HOLLYWOOD.—Demonstration of the Nord Process, single-film 3-D projection system recently shown in the New York area, took place this week in the Picfair Theatre, Los Angeles. Meanwhile, a new financial interest entered the project when Dan Elman, production executive, acquired substantial stock in the venture.

While showings so far have included only black-and-white footage, Elman stated that certain studios are transferring two-strip 3-D color films to the Nord single-strip system. When the film is ready, a demonstration in color will be held, he stated.

At the question-and-answer period following the demonstration, the west coast exhibitors were told of the inexpensive Nord "kit," which can convert any theatre for 3-D at a relatively inexpensive cost. They also heard of the other advantages supposedly gained by using this system.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Judy Holliday will essay her first film musical at the head of an all-star cast for "My Sister Eileen," to be made in Technicolor, as one of Columbia's top musical productions, under arrangements completed by Columbia President Harry Cohn. A tentative starting date of Nov. 1 has been set by executive producer Jerry Wald. Fred Kohlmar will produce. Although this is her first film musical, Miss Holliday was known for song-and-dance performances on Broadway before she turned to dramatic roles.

* * *

Lori Nelson, U-I star, had her option lifted by the studio. . . . Peruvian songstress Yma Sumac has been signed by Paramount for her screen debut in "Legend of the Inca." The story is set in Peru and the backgrounds have already been photographed high in the Andes. Viveca Lindfors and Wendell Corey co-star with Charlton Heston in this Technicolor film which Director Jerry Hopper will put back before the camera for principal photography in the near future. Mel Epstein produces. . . . Gale Storm, Eleanor Parker and Pat O'Brien will be among those representing the entertainment industry on the judging committee of the fifth annual Roy Rogers National School Safety Awards program.

* * *

Cecil B. DeMille has signed a contract to write his long awaited autobiography, it was announced by Prentice-Hall, prominent New York publishers. Mr. DeMille will start work on the book with a tentative publication date set for 1955. . . . "Bronco Apache" will be the first film that Producer Harold Hecht of Norma Productions will deliver to United Artists under his Norma banner. Hecht has a two-picture releasing deal with UA. The second film will be "Vera Cruz." Burt Lancaster stars in "Bronco Apache."

* * *

Herman Cohen, president of Abtcon Pictures, Inc., has announced a change in schedules, and has begun production with his picture, "River Beat," Sept. 4, to be shot in London. Film stars Phyllis Kirk and Donald Houston and will be directed by Guy Green. When Cohen returns from England, his picture, "Target—Earth" will start shooting at the California Studios Oct. 28 with Sherman Rose directing. . . . Dan Duryea signed a two-picture contract with Universal-International. First assignment under the new pact will be a starring role in "Fort Laramie," with John Payne and Mari Blanchard as co-stars. Ted Richmond is producing and Jesse Hibbs directing the feature, which is being lensed in Technicolor.

* * *

Ann Sheridan is currently negotiating with a group of Mexican industrialists to star in six films to be made during the next three years. All pictures would be made in English with additional top American stars and would be shot in Mexico and the U.S. It is understood that at least one B. Traven property is involved in the deal, with Miss Sheridan given free rein in selecting the films. She will also continue her Hollywood films and TV activities.

* * *

Sterling Hayden was signed to star in "Arrow In The Dust," which producer Hayes Goetz will put before the color cameras for Allied Artists Sept. 17. Lesley Selander has been set as director. . . . Warner Brothers has signed John Wayne to star in "The Sea Chase," based on the novel by Andrew Geer. The film will be directed by John Farrow. Wayne will play a skipper whose ship is involved in a thrilling chase over war-menaced seas. . . . Frank Seltzer will produce "The Big Kill" with Joe Newman as director and has signed Ed and Edna Anhalt to do the screen play. It is a modern story concerned with the fight against hoof and mouth disease in cattle. Seltzer will go into production in Mexico in January. Working from an original idea by himself and Newman, Seltzer has the cooperation of the Mexican Government and the U.S. Department of Agriculture. He will film using one of the wide screen systems and stereophonic sound.

* * *

Danny Kaye will co-star with Bing Crosby in Paramount's "White Christmas." Kaye will take over the role originally announced for Donald O'Connor, who has been forced by his sudden illness to withdraw from the film. Rosemary Clooney and Vera Ellen are the femme stars of the musical, which will be directed by Michael Curtiz with Robert Emmett Dolan producing. . . . "The Three Sons of Zante," an original story by Thelma Robinson, was bought by Universal-International. It was assigned to Richard Wilson to produce. . . . J. E. MacDougall has joined Cap Palmer Productions as associate producer. . . . Ray Jones, head portrait photographer at U-I, signed a new one-year contract with the studio. Contract marks his 26th year with the studio.

* * *

World rights to "Queen of Sheba," $1,000,000 spectacle produced by Laura Film in Rome, have been acquired by Bernie Luber and William Pizor. Luber, recently returned to Hollywood after dubbing the film in English in Paris, is now working out releasing arrangements. Cast of the film is headed by Gino Cervi and Marina Berte, who appeared in "Quo Vadis." It was directed by Pietro Francisci. Luber produced "The Man From Cairo" in Rome with George Raft, and "I'll Get You" in London, with Raft and Sally Gray. Both productions are for Robert L. Lippert release. . . . Nick Ray checked onto the Republic lot to begin final preparations for "Johnny Guitar," the Joan Crawford starrer, which Ray will produce and direct. The wide screen outdoor adventure yarn marks Miss Crawford's initial oater, which will be filmed in color. Ray plans to give the film the "go" signal in late September and is currently negotiating for two top male stars to co-star with the actress.

(Continued on next page)

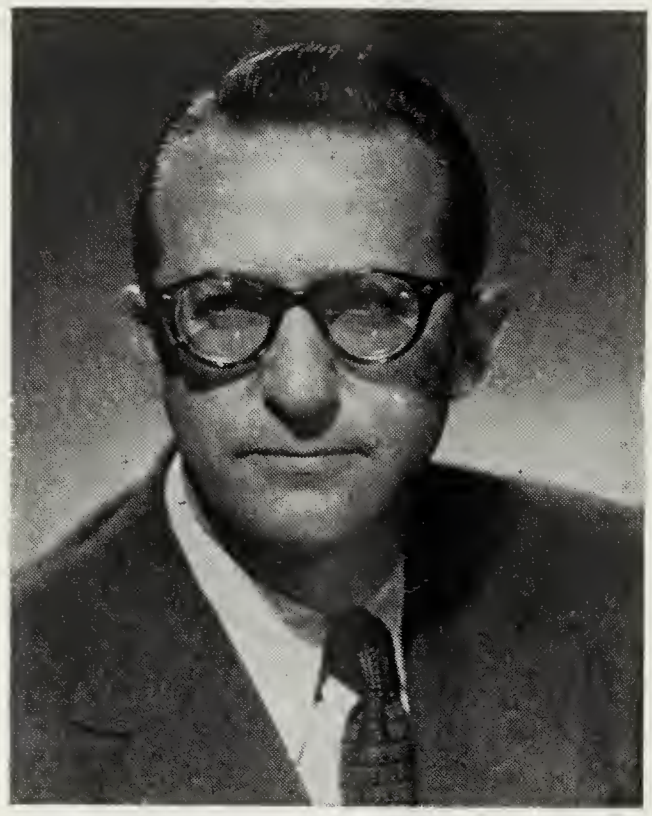
Producer Gottlieb Calls Video Pix Comics' Training Ground

By Richard Bernstein

"Years ago, pictures were made that should never have been made," explained Producer Alex Gottlieb during a luncheon interview. "With fewer films being made today, there has been a concentrated emphasis on quality. The vanguard of these quality films are the pictures that are responsible for the current box office upsurge. Movies are almost fully creative today."

Gottlieb, a relaxed man, likes to produce motion pictures. He has just finished a comedy, "Marry Me Again," which he produced independently for RKO release with Marie Wilson and Robert Cummings co-starred. He describes this as a 3-W picture —"Wilson, Wide Screen, Wow!"

Gottlieb has a reputation as a fast-moving producer. "You've got to move fast," he says, "when you're turning out three or four pictures a year as I did for Warner Brothers for five years."



ALEX GOTTLIEB

Has Full Responsibility

It seems that a movie takes from six to nine months to turn out and the producer is responsible for everything from the script to the hiring of the stars, to the approval of the wardrobes, props, sets and budgets.

This last is the key to the entire operation and Gottlieb, who has been an independent producer two years and in his entire career has produced some 30 movies, claims never to have spent more than the original estimate on any of his pictures.

Gottlieb is following "Marry Me Again" with another comedy, "Susan Slept Here," written by Steve Fisher and himself. Topping his cast are stars Debbie Reynolds, borrowed from M-G-M, and Dan Dailey. The film will be directed by Frank Tashlin. Its story relates the events in the life of a young girl given to a writer as Christmas present. Dailey is the writer, Debbie the young girl.

Gottlieb is also preparing "Five Bullets," which he wrote himself. It is described as a western picture with an off-beat revenge theme. For this, he wants a big major male star for the lead.

Gets Top People

The producer pointed out: "the independent producer has a problem. He has to get people in the free-lance field. Big name independent stars are expensive, so he has to settle for other names, sometimes. I've been lucky in getting top people all the time."

What's Hollywood's toughest problem today? "The roughest problem of all time," explains Gottlieb "is where Hollywood will get its future comedy stars. There is no training ground for people today. Movies will have to get them out of TV. Video will be the training ground for films."

It seems that nowadays in Hollywood a producer-writer is something out of the ordinary; there are director-writers, but not too many producer-writers.

Gottlieb, who wrote the original story for "Again," explained that there is an advantage to being a producer-writer. "A producer will cast his story properly," he explained. "However, production mounting is just a matter of taste. If you have good taste, your production looks good."

"The only people who seem to like comedies," Gottlieb said with a chuckle, "are audiences." Just what makes audiences like comedies? Producer Gottlieb answered with: "Comedies have audience identification."

Gottlieb's ability to make excellent films has kept him among the top 20 box office producers for the past 10 years. The public has spent some 60 million dollars on his films.

Among some of the top Gottlieb produced films are "Buck Privates," the film that helped skyrocket Abbott and Costello to success; "The Time, The Place and the Girl" and "Romance On The High Seas." Prior to making "Marry Me Again," Gottlieb produced "The Blue Gardenia" for Warners.

Jane Powell In Biopic

M-G-M announced this week that Jane Powell will be starred in "Love Me or Leave Me," based on the life of Ruth Etting, the singer. Title was suggested by one of Miss Etting's most famous songs. Miss Powell has a busy schedule ahead, as she is also to star in "The Sobbin' Women" and "Hit the Deck."

Title Changes

United Artists: "**Wicked Woman**" is the new title for "Free and Easy." (Stars Richard Egan and Beverly Michaels; Russell Rouse directed and Clarence Greene produced). "**Camel Corps**" is the new title for "Camels West." (Stars Rod Cameron and Joanne Dru; Ray Nazarro directed and Edward Small produced).

RKO: "**Appointment in Honduras**" is the final title for "Jungle Fury." (Stars Glenn Ford and Ann Sheridan; from Alpine Productions).

HOLLYWOOD

(*Continued from preceding page*)

George Sherman signed a new non-exclusive directorial contract with Universal-International calling for two pictures a year for the next three years. The contract replaces Sherman's present seven year exclusive contract which expires on completion of the forthcoming Tony Curtis-Piper Laurie starrer, "Johnny Dark," which he will direct. . . . Joseph Mankiewicz has set his deal with the Heller Bros., English financiers, for the backing of his first overseas production, "The Barefoot Contessa," starring James Mason. . . . Art Cohn is in Rome preparing the screen play of "Cavaleria Rusticana" for Roberto Rossellini.

* * *

Dore Schary has purchased "Not Too Big A Dream," the story of a Californian of Armenian descent, as a starring role for Spencer Tracy. The film is being adapted by A. I. Bezzerides from his original story. . . . Yvonne De Carlo is in Ireland co-starring with Barry Fitzgerald in "O'Leary Night." Mario Zampi is directing. . . . Director Joe Newman announced that he has purchased "This Island Earth," a science fiction novel by Raymond F. Jones, and will produce and direct it this fall under the banner of Joseph Newman Productions. Newman has signed George Callahan to write the screen play. He revealed that he is negotiating with Richard Widmark, Ruth Roman and Glenn Ford to portray the three major roles in the film.

* * *

Elliott Daniel has been set to do the score and conduct for Abner Greshler's "Yesterday and Today." . . . The picture industry is muffling a golden opportunity by not stressing more talks by industry representatives before college and university groups, Director-writer Claude Binyon charged in an address sponsored by the North Hollywood Business Association Forum. "As far as the motion picture business is concerned," Binyon declared, "the college age is the critical age group, because statistics have shown that movie attendance charts drop slowly but steadily from the age of 20 years on.

Watt Assumes Rep Post

Milt Watt was appointed Republic Studio Publicity Director succeeding Mickey Gross, who resigned to devote his activities to the personal management of Republic western star Rex Allen. Watt assumed his new post Sept. 1. He has been assistant publicity director at Republic for the past three years. Over a period of years, he has been associated with Paramount, Fox, Columbia, David O. Selznick and United Artists.

Tour Will Plug "Ground"

Following close on the heels of the 16-city tour by Elaine Stewart, co-star of Dore Schary's production, "Take the High Ground," M-G-M has arranged to bring over from Nairobi, South Africa, Frank (Bunny) Allen, most noted of Africa's daring "White Hunters," to continue the company's program of taking newsworthy personalities on tour. Allen was in charge of the safari during the filming of "Mogambo" in Africa. He is due to arrive Sept. 10 for a tour of 18 cities already lined up.

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Feb. 8th	5316	Tangier Incident	77	George Brent, Mari Aldon
Feb. 15th	5318	Jalopy	62	Leo Gorcey, Huntz Hall, Bernard Gorcey
Feb. 22nd	5302	Kansas Pacific (Cinecolor)	73	Sterling Hayden, Eve Miller
Mar. 8th	5326	White Lighting	61	Stanley Clements, Barbara Bestar
Mar. 22nd	5323	The Homesteaders	62	Wild Bill Elliott, Robert Lowrey, J. Seay
Mar. 29th	5303	Fort Vengeance (Cinecolor)	75	James Craig, Rita Moreno
Apr. 12th	5233	The Markman	61	Wayne Morris, Elena Verdugo
Apr. 19th	5329	Trail Blazers	64	Alan Hale, Jr.
Apr. 26th	5310	Cow Country	82	Edmond O'Brien, Helen Westcott
May 10th	5324	Rebel City	63	Wild Bill Elliott, Marjorie Lord
May 24th	5319	Loose In London	62	Leo Gorcey, Huntz Hall
May 31st	5311	Roar of the Crowd (Cinecolor)	71	Howard Duff, Helene Stanley
June 21st	5314	Safari Drums	71	Johnny Sheffield, Barbara Bestar
June 28th	5309	Son of Belle Star (Cinecolor)	70	Keith Larson, Peggie Castle
July 26th	3101	The Maze (3D, Natural Vision)	81	Richard Carlson, Veronica Hurst
Aug. 23rd	5307	Affair in Monte Carlo (Technicolor)	75	Merle Oberon, Richard Todd

COLUMBIA

Feb.	511	Last of the Comanches (Technicolor)	85	Broderick Crawford, Barbara Hale
Feb.	517	Target Hong Kong	66	Richard Denning, Nancy Gates
Mar.	521	The Member of the Wedding	91	Ethel Waters, Julie Harris, Brandon DeWilde
Mar.	524	Prince of Pirates (Tech.)	80	John Derek, Barbara Rush
Mar.	534	All Ashore (Tech.)	80	Mickey Rooney, Peggy Ryan
Mar.	539	Savage Mutiny	73	Johnny Weismuller, Angela Stevens
Mar.	543	Five Angles on Murder	88	Jean Kent, Dick Bogarde
Apr.	541	The Glass Wall	80	Vittorio Gassman, Gloria Grahame
Apr.	537	Jack McCall, Desperado Tech.)	76	George Montgomery, Angela Stevens
Apr.	528	One Girl's Confession	74	Cleo Moore, Hugo Haas, Glenn Langan
Apr.	525	Problem Girls	70	Helen Walker, Ross Elliott, Susan Morrow
Apr.	547	Man in the Dark (3D)	76	Edmond O'Brien, Audrey Totter
May		Fort Ti (3D Technicolor)	78	George Montgomery, Joan Vohs
May	522	Ambush at Tomahawk Gap (Technicolor)	73	John Hodiak, John Derek
May	583	Serpent of the Nile (Technicolor)	81	Rhonda Fleming, William Lundigan
June	520	The Juggler	86	Kirk Douglas, Milly Vitale
June	544	Siren of Bagdad (Technicolor)	72	Paul Heinreid, Patricia Medina, Hans Conreid
June	529	The 49th Man	73	Richard Denning, Suzanne, Dalbert
July	553	Let's Do It Again	95	Jane Wyman, Ray Milland, Aldo Ray
July	535	The Last Posse	73	Broderick Crawford, John Derek, Wanda Hendrix
July	549	Flame of Calcutta	70	Denise Darcel, Patric Knowles
Aug.	604	The 5000 Fingers of Dr. T. (Tech.)	88	Peter Lind Hayes, Mary Healy, Hans Conrad, Tommy Rettis
Aug.	606	Cruisin' Down The River (Tech.)	81	Dick Haymes, Audrey Totter, Billy Daniels
Aug.	536	Mission Over Korea	86	John Hodiak, John Derek, Audrey Totter, Maureen O'Sullivan
Aug.	608	Valley of the Headhunters	67	Johnny Weissmuller, Christine Larsen
Aug.	605	The Stranger Wore A Gun (Tech.-3-D)	81	Randolph Scott, Claire Trevor
Sept.	616	From Here To Eternity	118	Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra, Donna Reed
Sept.	609	China Venture	83	Edmond O'Brien, Barry Sullivan, Jocelyn Brando
Sept.	610	Conquest of Cochise (Tech.)	70	John Hodiak, Robert Stack, Joy Page
Sept.	611	Sky Commando	69	Dan Duryea, Frances Gifford, Touch Conners
Sept.	.....	The Untamed Breed (Reprint)	79	Sonny Tufts, Barbara Britton, George "Gabby" Hayes

Westerns

Mar.	572	On Top of Old Smoky	59	Gene Autry, Gail Davis
May	574	Goldtown Ghost Riders	59	Gene Autry, Smiley Burnette
July	575	Pack Train	57	Gene Autry, Smiley Burnette, Gail Davis
Sept.	576	Saginaw Trail	56	Gene Autry, Smiley Burnette, Conne Marshall

I. F. E.

Release Date	Release No.	Production	Time (min.)	Cast
		American Dialogue		
		1952		
		Les Miserables	110	Valentina Cortese, Gino Cervi
		1953		
January		Anna	96	Silvana Mangano, Vittorio Gassman, Raf Vallone
May		O. K. Nero	88	Silvana Pampanini, Gino Cervi, Walter Chiari
September		The Secret Conclave	80	Henry Vidon
September		The Young Caruso	77	Gina Lollobrigida, Voice of Mario Del Monaco
September		Three Girls From Rome	85	Lucia Bose, Cosetta Greco, Liliana Bonfatti
		Subtitled (English)—Italian Dialogue		
		1952		
		Mill On The Po	96	Carla Del Poggio, Jacques Sernas
		Under The Olive Tree	104	Lucia Bose, Folco Lulli, Raf Vallone
		Miss Italia	90	Constance Dowling, Gina Lollobrigida, Richard Ney
		Path Of Hope	101	Raf Vallone, Elena Varzi
		1953		
January		The White Line	75	Gina Lollobrigida, Raf Vallone
January		Man With Grey Gloves	102	Mario Del Monaco, Annette Bach
May (Pre-release)		Little World of Don Camillo	96	Fernandel, Gino Cervi
May (Pre-release)		Bellissima	108	Anna Magnani, Walter Chiari

LIPPERT PRODUCTIONS

Feb. 13th	5207	The Tall Texan	84	Lloyd Bridges, Lee J. Cobb, Marie Windsor, Luther Adler
Mar. 13th	5220	A Day in the Country	15	3-Dimension Featurette
Mar. 20th	5214	Perils of the Jungle	63	Clyde Beatty
Mar. 27th	5224	White Goddess	73	Jon Hall
Apr. 10th	5211	Bad Blonde	80	Barbara Payton, Tony Wright
Apr. 17th	5213	Bachelor in Paris	83	Dennis Price, Anne Vernon, Mischa Auer
May 1st	5227	College Capers	15	3-Dimension Featurette
May 15th	5217	Twilight Women	89	Freda Jackson, Rene Ray, Lois Maxwell
May 22nd	5215	Ali Baba Nights (Re-Release)	76	Anna May Wong
May 29th	5218	The Slasher	75	James Kenney, Joan Collins
June 5th	5205	Johnny, the Giant Killer (Technicolor)	70	Animated Cartoon Feature
June 12th	5228	Ghost Ship	69	Hazel Court, Dermot Walsh
July 1st	5229	Eyes of the Jungle	79	Jon Hall
July 17th	5221	Great Jesse James Raid (Anscocolor)	73	Willard Parker, Barbara Payton, Tom Neal, Wallace Ford
July 17th	5307	Bandit Island	27	3-Dimension Featurette
				Glenn Langan, Lon Chaney, Jim Davis
Aug. 7th	5301	Spaceways	76	Howard Duff, Eva Bartok
Sept. 11th	5303	Norman Conquest	.....	Tom Conway, Eva Bartok, Joy Shelton
Sept. 4th	5315	Project Moon Base	.....	Donna Martell, Ross Ford, Hayden Rorke
Sept. 18th	5316	Shadow Man	.....	Cesar Romero
Sept. 18th	5313	The Iron Mask (Rerelease)	.....	Douglas Fairbanks
Sept. 25th	5225	Sins of Jezebel (Anscocolor)	.....	Paulette Goddard, George Nader, John Hoyt, Eduard Franz
Sept. 25th	5314	Mr. Robinson Crusoe (Re-Release)	.....	Douglas Fairbanks
Oct. 2nd	5306	Undercover Agent	.....	Dermot Walsh, Hazel Court
Oct. 9th	5222	The Figthing Men	.....	Special Cast
Oct. 16th	5302	The Man from Cairo	.....	George Raft, Gianna Maria Canale

METRO-GOLDWYN-MAYER

1952-53

Jan.	313	Above and Beyond	122	Robert Taylor, Eleanor Parker
	314	The Desperate Search	71	Howard Keel, Jane Greer
	315	The Bad and the Beautiful	118	Lana Turner, Kirk Douglas, Dick Powell
	316	The Clown	91	Red Skelton, Jane Greer
Feb.	307	Ivanhoe (Technicolor)	106	Robert Taylor, Elizabeth Taylor
	318	The Naked Spur (Technicolor)	94	James Stewart, Robert Ryan
	320	Rogue's March	83	Peter Lawford, Richard Greene
	317	Jeopardy	69	Barbara Stanwyck, Barry Sullivan
Mar.	323	I Love Melvin (Technicolor)	77	Donald O'Connor, Debbie Reynolds
	322	Confidentially Connie	71	Van Johnson, Janet Leigh
	321	Battle Circus	90	Humphrey Bogart, June Allyson
	328	The Girl Who Had Everything	69	Elizabeth Taylor, Fernando Lamas, William Powell

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
Apr.	324	Sombrero (Technicolor)	103	Ricardo Montalban, Pier Angeli
	325	Small Town Girl (Technicolor)	93	Jane Powell, Farley Granger
	329	Code Two	69	Sally Forrest, Ralph Meeker, Keenan Wynn
	326	Bright Road	69	Dorothy Dandridge, Robert Horton, Harry Belafonte
May	330	Cry of the Hunted	80	Vittorio Gassman, Polly Bergen
	327	Never Let Me Go	94	Clark Gable, Gene Tierney
	332	Fast Company	68	Howard Keel, Polly Bergen
	331	Remains To Be Seen	89	June Allyson, Van Johnson
	333	Young Bess (Tech.)	112	Jean Simmons, Stewart Granger, Deborah Kerr
June	334	A Slight Case of Larceny	71	Mickey Rooney, Eddie Bracken
	337	Arena—(Color-3D) Ansco	71	Gig Young, Polly Bergen
	336	Scandal at Scourie (Technicolor)	90	Greer Garson, Walter Pidgeon
	335	Dream Wife	99	Cary Grant, Deborah Kerr
	338	The Story of 3 Loves (Tech.)	122	All Star

PARAMOUNT

1952-53

January	5210	Thunder In The East	98	Alan Ladd, Deborah Kerr
January	5211	Tropic Zone (Technicolor)	94	Ronald Reagon, Rhonda Fleming
February	5212	The Stooge	100	Dean Martin, Jerry Lewis
March	5213	Come Back Little Sheba (Special pre-release engagements only)	99	Burt Lancaster, Shirley Booth
March	5214	The Stars Are Singing (Technicolor)	99	Anna Maria Alberghetti, Rosemary Clooney, Lauritz Melchior.
April	5215	The Girls of Pleasure Island (Technicolor)	95	Don Taylor, Leo Genn, Elsa Lanchester
April	5216	Off Limits	89	Bob Hope, Mickey Rooney, Marilyn Maxwell
May	5217	Pony Express (Technicolor)	101	Charlton Heston, Rhonda Fleming, Forrest Tucker, Jan Sterling
May	5129	The Greatest Show on Earth (Technicolor) (Academy Award Release)	153	Betty Hutton, Charlton Heston, Dorothy Lamour, James Stewart, Cornel Wilde, Gloria Grahame
May	5230	Sangaree (Technicolor) (3-D & Conventional)	94	Fernando Lamas, Arlene Dahl, Patricia Medina
June	5220	Jamaica Run (Technicolor)	92	Ray Milland, Arlene Dahl
June	5221	The Vanquished (Technicolor)	84	John Payne, Coleen Gray, Lyle Bettger, Jan Sterling, Willard Parker
June	5222	Scared Stiff	108	Dean Martin, Jerry Lewis, Lizabeth Scott, Carmen Miranda
July	5223	Houdini (Techuicolor)	106	Tony Curtis, Janet Leigh
July	5224	Stalag 17	120	William Holden, Don Taylor, Otto Preminger
Aug.	5225	Shane (Technicolor)	117	Alan Ladd, Jean Arthur, Van Heflin, Brandon de Wilde
Aug.	5227	Arrowhead (Technicolor)	105	Charlton Heston, Jack Palance, Mary Sinclair
Sept.	5301	Roman Holiday	119	Gregory Peck, Audrey Hepburn
Sept.	5302	The Caddy	95	Dean Martin, Jerry Lewis, Donna Reed
Oct.	5303	The War of the Worlds (Technicolor)	85	Gene Barry, Ann Robinson
Oct.	5304	Little Boy Lost	95	Bing Crosby, Nicole Maurey, Christian Fourcade, Claude Dauphin

RKO-RADIO

Jan.	368	Androcles and the Lion	98	Jean Simmons, Victor Mature
Jan.	371	Never Wave at a Wac	87	Rosalind Russell, Paul Douglas
Jan.	313	No Time for Flowers	83	Viveca Lindfors, Paul Christian
Feb.	392	Peter Pan (Tech.)	76	Special Pre-release
Feb.	312	Angel Face	93	Jean Simmons, Robert Mitchum
Feb.	315	Sword of Venus	73	Robert Clarke, Catherine McLeod
Mar.	314	The Hitch-Hiker	71	Edmond O'Brien, Frank Lovejoy
Mar.	387	Fort Apache (Re-issue)	128	John Wayne, Shirley Temple
Mar.	388	Blood on the Moon (Re-issue)	88	Robert Mitchum, Barbara Bel Geddes
April	316	Count the Hours	74	Teresa Wright, MacDonald Carey
April	317	Port Sinister	65	James Warren, Lynne Roberts
May	318	Split Second	85	Stephen McNally, Jan Sterling
May	320	Sea Devils (Technicolor)	91	Yvonne DeCarlo, Rock Hudson
May	321	Below the Sahara (Technicolor)	65	Armand and Mickey Denis
May		Louisiana Territory (Color-3D)		Val Winter, Leo Zinser
June	323	Affair With a Stranger (Technicolor)	87 65	Jean Simmons, Victor Mature
June	324	Tarzan and the She-Devil	76	Lex Barker, Joyce MacKenzie
July	402	Devil's Canyon (Tech.) Regular 3-D	92	Dale Robertson, Virginia Mayo
July	442	Devil's Canyon (Tech.) With Stereopohnic	92	Dale Robertson, Virginia Mayo
July	401	Second Chance (Tech.) Regular 3-D	82	Robert Mitchum, Linda Darnell
July	441	Second Chance (Tech.) With Stereophonic	82	Robert Mitchum, Linda Darnell
July	403	The Sea Around Us (Color)	61	Documentary

REALART

Feb.	----	Mr. Pip (Reissue)	101	Warren Hull, Phillips Holmes
Feb.	----	The House of the 7 Gables (Reissue)	97	George Sanders, Vincent Price, Margaret Lindsay
Feb.	----	Johnny Comes Marching Home (Reissue)	74	Donald O'Connor, Allan Jones
Feb.	----	Private Buckaroo (Reissue)	68	Harry James
Feb.	----	Admiral Was A Lady	----	Wanda Hendrix, Edmond O'Brien
Mar.	----	Dark Streets of Cairo (Re-issue)	59	Sigrid Gurie, George Zucco
		Chinatown Squad (Re-issue)	66	Valarie Hobson, Lyle Talbot
		Salome, Where She Danced (Re-issue) (Technicolor)	97	Yvonne DeCarlo, Rod Cameron
		In Society (Re-issue)	83	Bud Abbott, Lou Costello
April	----	Flying Saucer (Re-issue)	69	Mikel Conrad, Pat Garrison
		The Atomic Monster (Re-issue) (Formerly "The Man Made Monster")	65	Lon Chaney, Lionel Atwill
May	----	Tiger Island (Re-issue)	72	Charles Bickford, Elizabeth Young
		Strange Conquest (Re-issue)	64	Jane Wyatt, Julie Bishop

REPUBLIC

Feb. 1st	5241	Marshal of Cedar Rock	54	Allan "Rocky" Lane, Eddy Waller, Phyllis Coates
Feb. 15th	5203	San Antone	90	Rod Cameron, Arleen Whelan, Forrest Tucker, Katy Jurado
Feb. 25th	5146	Old Overland Trail	60	Rex Allen, Roy Barcroft, Virginia Hall
Mar. 20th	5204	Woman They Almost Lynched	90	John Lund, Brian Donlevy, Audrey Totter, Joan Leslie
Mar. 30th	5205	The Lady Wants Mink (Trucolor)	92	Ruth Hussey, Dennis O'Keefe, Eve Arden
Apr. 5th	5206	A Perilous Journey	90	Vera Ralston, David Brian, Scott Brady
Apr. 28th	5207	Fair Wind To Java	92	Fred MacMurray, Vera Ralston, Robert Douglas, Victor McLaglen
May 2nd	5208	The Sun Shines Bright	90	Charles Winninger, Arleen Whelan, John Russell
May 8th	5231	Iron Mountain Trail	54	Rex Allen, Slim Pickens
May 15th	5242	Savage Frontier	54	Allan "Rocky" Lane, Eddy Waller, Bob Steele
June 12th	5209	City That Never Sleeps	90	Gig Young, Mala Powers, Edward Arnold, Marie Windsor
July 15th	5210	Sweethearts On Parade	90	Ray Middleton, Lucille Norman, Eileen Christy, Bill Shirley, Estelita
Aug. 5th	5232	Down Laredo Way	54	Rex Allen, Slim Pickens, Doris Drake
Aug. 8th	5243	Bandits Of The West	54	Allan "Rocky" Lane, Eddy Waller, Cathy Downs
Aug. 15th	5211	Champ For A Day	90	Alex Nicol, Audrey Totter, Charles Winninger, Hope Emerson
Oct. 15th	----	Sea of Lost Ships	----	John Derek, Wanda Hendrix, Walter Brennan, Richard Jaeckel

TWENTIETH CENTURY-FOX

Feb.	305	Taxi	77	Dan Dailey, Constance Smith
Feb.	306	Niagara (Technicolor)	89	Marilyn Monroe, Joseph Cotten, Jean Peters
Feb.	308	Treasure of the Golden Condor (Technicolor)	93	Cornel Wilde, Constance Smith
Feb.	309	The Silver Whip	73	Dale Robertson, Rory Calhoun, Robert Wagner
Feb.	316	The Star	89	Bette Davis, Sterling Hayden
Mar.	305	Taxi	77	Dan Dailey, Constance Smith
		Down Among the Sheltering Palms (Technicolor)	87	Mitzi Gaynor, William Lundigan, Jane Greer, David Wayne
Mar.	313	Destination Gobi (Tech.)	89	Richard Widmark, Judy Dan
Mar.	350	Call of the Wild (Re-release)	81	Clark Gable, Loretta Young
Mar.	351	My Darling Clementine (Re-release)	97	Henry Fonda, Linda Darnell, Victor Mature, Walter Brennan
April	312	The President's Lady	96	Susan Hayward, Charlton Heston, Fay Bainter

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
April	311	Call Me Madam (Tech.)	114	Ethel Merman, Donald O'Connor
Apr.	310	Tonight We Sing (Tech.)	109	David Wayne, Ezio Pinza, Roberta Peters
May	318	Titanic	98	Clifton Webb, Barbara Stanwyck, Robert Wagner
May	315	Man On a Tightrope	105	Fredric March, Terry Moore, Gloria Grahame, Cameron Mitchell
May	314	Invaders From Mars (Cinecolor)	78	Helene Carter, Arthur Branz, Jimmy Hunt
May	319	The Desert Rats	88	Richard Burton, Robert Newton
May	352	Gentleman's Agreement (Re-release)	118	Gregory Peck, Dorothy McGuire, Celeste Holm
May	353	Snake Pit (Re-release)	108	Olivia deHavilland, Mark Stevens
June	320	The Girl Next Door (Tech.)	92	Dan Dailey, June Haver, Dennis Day
June	321	Powder River (Tech.)	78	Rory Calhoun, Corinne Calvet, Cameron Mitchell
June	322	Pickup On South Street	80	Richard Widmark, Jean Peters, Thelma Ritter
July	324	White Witch Doctor (Tech.)	96	Susan Hayward, Robert Mitchum
July	323	The Glory Brigade	82	Victor Mature
July	307	The Farmer Takes a Wife (Tech.)	81	Betty Grable, Dale Robertson ,Thelma Ritter, John Carroll
July	325	The Kid From Left Field	80	Dan Dailey, Anne Bancroft
July	355	Road House (re issue)	95	Richard Widmark, Ida Lupino, Cornel Wilde
July	354	Kiss of Death (re issue)	99	Richard Widmark, Victor Mature, Brian Donlevy
July	330	Dangerous Crossing	75	Jeanne Crain, Michael Rennie
Aug.	329	Inferno (3-D and Technicolor)	83	Robert Ryan, Rhonda Fleming, William Lundigan
Aug.	326	Gentlemen Prefer Blondes (Technicolor)	91	Jane Russell, Marilyn Monroe, Charles Coburn
Aug.	327	C. S. Forester's Sailor of the King	83	Jeffrey Hunter, Michael Rennie, Wendy Hiller
Sept.	331	Mister Scoutmaster	87	Clifton Webb, George Winslow, Edmund Gwenn, Frances Dee
Sept.	328	City of Bad Men (Tech.)	82	Jeanne Crain, Dale Robertson, Richard Boone, Lloyd Bridges
Sept.	332	A Blueprint For Murder	76	Joseph Cotten, Jean Peters, Gary Merrill
Sept.	356	Broken Arrow (Tech.) Re-release)	93	James Stewart, Jeff Chandler, Debra Paget
Sept.	357	1 Was A Male War Brde (Re-release)	105	Ann Sherdain, Cary Grant
Oct.	333	Thy Neighbor's Wife	77	Hugo Haas, Cleo Moore
Oct.	334	Vicki	....	Jeanne Crain, Jean Peters, Elliott Reid

UNITED ARTISTS

NO RELEASE NUMBERS

Release Date	Production	Time (min.)	Cast
Jan. 16th	Kansas City Confidential	98	John Payne, Coleen Gray, Preston Foster
Jan. 23rd	Guerrilla Girl	81	Helmut Dantine, Marianna
Jan. 30th	Luxury Girls	96	Susan Stephen, Anna Maria Ferrer
Feb. 6th	Limelight	140	Charles Chaplin, Claire Bloom, Nigel Bruce
Feb. 18th	Magnetic Monster	75	Richard Carlson, Jean Byron
Feb. 27th	Bandits of Corsica	81	Richard Greene, Paula Raymond
Mar. 6th	Moulin Rouge (Technicolor)	118	Jose Ferrer, Zsa Zsa Gabor, Colette Marchand
Mar. 13th	Bwana Devil (3-D Color)	85	Robert Stack, Barbara Britton
Mar. 27th	Son of the Renegade	57	John Carpenter, Lori Irving
Apr. 15th	Love Happy (Re-release)	85	Marx Bros.
Apr. 15th	Africa Screams (Re-release)	79	Bud Abbott, Lou Costello, Hillary Brooke
Apr. 22th	The Assassin	90	Richard Todd, Eva Bartok
April 28th	"Mahatma Ghandi—Twentieth Century Prophet"	81	Documentary Narrated By Quentin Reynolds
May 8th	That Man From Tangier	88	Nils Asther, Nancy Coleman
May 15th	"Shoot First"	88	Joel McCrea, Evelyn Keyes
May 15th	"Phantom From Space"	72	Ted Cooper, Rudolph Anders, Noreen Nash
May 27th	Raiders of the Seven Seas	88	John Payne, Donna Reed
June 5th	Volcano	106	Anna Magnani, Geraldine Brooks
June 10th	The Twonky	72	Hans Conried, Gloria Blondell
June 12th	Genghis Khan	78	Elvira Reyes, Lou Salvador
June 19th	The Neanderthal Man	78	Robert Shane, Dorris Merrick
June 26th	The Marshal's Daughter	71	Laurie Anders, Ken Murray
July 10th	Return To Paradise	103	Gary Cooper, Roberta Haynes
July 15th	Fort Algiers	78	Yvonne de Carlo, Carlos Thompson
July 17th	The Moon Is Blue	99	William Holden, Maggie McNamara
July 22nd	My Heart Goes Crazy	78	Sid Fields, Greta Gynt
July 24th	Gun Belt	77	Geo. Montgomery, Tab Hunter, Helen Westcott
July 31st	Vice Squad	87	Edward G. Robinson, Paulette Goddard

NO RELEASE NUMBERS

Release Date	Production	Time (min.)	Cast
Aug. 7th	Melba	113	Patrice Munsel, Robert Morley
Aug. 12th	Captain Scarlett	75	Richard Greene, Leonora Amar
Aug. 14th	I, the Jury	87	Biff Elliot, Peggy Castle
Aug. 21st	The Gay Adventure	82	Burgess Meredith, Paula Valenska
Aug. 28th	War Paint	89	Robert Stack, Joan Taylor
Sept. 1st	No Escape	76	Lew Ayres, Marjorie Steele
Sept. 4th	Sabre Jet	....	Robert Stack, Coleen Gray
Sept. 11th	99 River Street	83	John Payne, Evelyn Keyes
Sept. 18th	The Joe Louis Story	....	Coley Wallace, Hilda Simms
Sept. 25th	The Fake	80	Dennis O'Keefe, Coleen Gray
Sept. 30th	Donovan's Brain	....	Lew Ayres, Nancy Davis

UNIVERSAL

1952-53

Release Date	Release No.	Production	Time (min.)	Cast
Jan.	306	The Lawless Breed (Technicolor)	83	Rock Hudson, Julia Adams, Mary Castle
Jan.	307	Meet Me at the Fair (Technicolor)	87	Dan Dailey, Diana Lynn, Hugh O'Brien
Jan.	309	The Redhead from Wyoming (Technicolor	80	Maureen O'Hara, Alex Nicol, Robert Strauss
Feb.	310	The Mississippi Gambler (Technicolor)	98	Tyrone Power, Piper Laurie, Julia Adams
Feb.	311	Girls in the Night	83	Patricia Hardy, Harvey Lembeck, Glenda Farrell
March	308	City Beneath the Sea (Technicolor)	87	Robert Ryan, Susan Ball, Anthony Quinn
March	312	Gunsmoke (Technicolor)	79	Audie Murphy, Susan Cabot, Paul Kelly
March	313	Seminole (Technicolor)	86	Rock Hudson, Barbara Hale, Anthony Quinn
Apr.	314	Ma and Pa Kettle on Vacation	75	Marjorie Main, Percy Kilbride
Apr.	315	Desert Legion (Technicolor)	86	Alan Ladd, Richard Conte, Arlene Dahl
Apr.	316	Abbott and Costello Go To Mars	77	Bud Abbott, Lou Costello, Mari Blanchard
May	317	The Lone Hand (Technicolor)	79½	Joel McCrea, Barbara Hale, Alex Nicol
May	318	Law and Order (Technicolor)	80	Ronald Reagan, Dorothy Malone, Preston Foster
May	319	It Happens Every Thursday	80	Loretta Young, John Forsythe
June	320	Column South (Technicolor)	84	Audie Murphy, Joan Evans , Robert Sterling,
June	321	Take Me To Town (Technicolor)	81	Ann Sheridan, Sterling Hayden
June	322	It Came From Outer Space (3D)	82	Richard Carlson, Barbara Rush
June	323	A Queen Is Crowned (Technicolor)	66	Narrated by Sir Laurence Olivier
July	325	All I Desire	79½	Barbara Stanwyck, Richard Carlson
July	324	Frances Covers the Big Town	86	Donald O'Connor, Nancy Guild
July	326	The Great Sioux Uprising (Technicolor)	80	Jeff Chandler, Faith Domergue
Aug.	327	Thunder Bay (Technicolor)	102	James Stewart, Joanne Dru, Gilbert Roland, Dan Duryea
Aug.	328	The Man From The Alamo (Technicolor)	79	Glenn Ford, Julia Adams
Aug.	329	Abbott and Costello Meet Dr. Jekyll and Mr. Hyde	77	Bud Abbott, Lou Costello, Boris Karloff
Sept.	331	The Stand at Apache River (Technicolor)	77	Stephen McNally, Julia Adams
Sept.	332	The Golden Blade (Tech.)	80½	Rock Hudson, Piper Laurie
Sept.	330	Wings of the Hawk (Tech.)	80½	Van Heflin, Julia Adams

WARNER BROS.-FIRST NATIONAL

1952-53

Release Date	Release No.	Production	Time (min.)	Cast
Feb. 14th	212	The Jazz Singer (Technicolor)	107	Danny Thomas, Peggy Lee
Feb. 28th	213	I Confess	95	Montgomery Clift, Anne Baxter
Mar. 14th	214	She's Back on Broadway (Warnercolor)	95	Virginia Mayo, Gene Nelson
Mar. 28th	215	The Blue Gardenia	90	Anne Baxter, Richard Conte
Apr . 4th	216	Trouble Along The Way	110	John Wayne, Donna Reed, Charles Coburn
Apr. 18th	217	The System	90	Frank Lovejoy, Joan Wel-
Apr. 25th	218	The House of Wax (Warnercolor-3D-Natural Vision	88	Vincent Price, Phyllis Kirk, Frank Lovejoy
May 2nd	219	By the Light of the Silvery Moon (Tech.)	102	Doris Day, Gordon MacRae
May 30th	220	The Desert Song (Technicolor)	110	Kathryn Grayson, Gordon MacRae
June 13th	221	The Beast From 20,000 Fathoms	80	Paul Christian, Paula Raymond
June 27th	222	South Sea Woman	99	Burt Lancaster, Virginia Mayo
July 11th	223	The Charge at Feather River	96	Guy Madison, Frank Lovejoy, Helen Westcott
Aug. 1st	225	The Master of Ballantral	89	Errol Flynn, Beatrice Campbell
Sept. 5th	301	Island In The Sky (Available with Warner-Phonic Sound)	109	John Wayne, Lloyd Nolan, Walter Abel
Sept. 19th	303	The Moonlighter Photographed in Natural Vision 3-Dimension	77	Barbara Stanwyck, Fred MacMurray
Sept. 26th	304	The Beggar's Opera Special Engagements Only (Color by Technicolor)	94	Laurence Olvier
Oct. 3rd	305	A Lion Is In The Street Color by Technicolor)	88	James Cagney, Barbara Hale, Anne Francis

SETTING THE HOTTEST BOXOFFICE PACE IN THE BUSINESS!

"Moon is Blue" is outgrossing "High Noon", "African Queen", coast-to-coast, in big and small cities – north and south. And it's 100% holdover!

HOUSTON – METROPOLITAN – WACO – WACO THEATRE – AS IN ALL OTHER INTERSTATE THEATRES IN TEXAS – RECORD-BREAKING BUSINESS. SAN FRANCISCO – UNITED ARTISTS – 6TH SENSATIONAL WEEK. CHICAGO – WOODS – SOCK IN ITS 6TH WEEK. LOS ANGELES – RIALTO AND FOUR STAR – BROKE EVERY HOUSE RECORD, IN ITS 5TH WEEK. NEW YORK – VICTORIA AND SUTTON – 4TH SMASH WEEK. DENVER – ALADDIN – 3RD GREAT WEEK AND STILL SMASHING ALL RECORDS. WASHINGTON, D. C. – PLAYHOUSE AND DUPONT – TERRIFIC IN ITS 3RD WEEK. CONNECTICUT – STANLEY WARNER THEATRES REPORT OUTSTANDING GROSSES. CHARLESTON, W. VA. – KEARSE – TOPPING ALL OTHERS.

Circuits and Independents all over are coining money with . . .

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THE MOON IS BLUE

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MAGGIE McNAMARA
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Produced and Directed by
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A PREMINGER-HERBERT
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In this issue

NEWS

PRODUCT POSITION AT HIGHEST LEVEL—BALABAN

PRODUCTION ACTIVITY AT U-I

CINERAMA SEEKS PATENTS FOR CINEMASCOPE IMPROVEMENTS

RECORD UA LINE-UP BOASTS 47% FOR RELEASE DURING NEXT 12 MONTHS

ISSUED WARNS ON EXTENDED RUNS

REVIEWS

Pages 5, 9, 14, 18

EQUIPMENT

Pages 24—33

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TWO STORIES OF FAITH

FOR some months now, the industry has had an acute awareness that it is on the threshhold of a new era. With the world premiere of "The Robe" at the Roxy Theatre in New York this week, that era has begun.

"The Robe" would undoubtedly be a money-making and artistic success and a credit to the industry if produced in any process. It is an inspirational story of faith invested with top production value and proven story appeal. Our review of the film may be read on page 5.

But here we are more concerned with Cinema-

(See Page 3)

DR. LEO'S REPORT ON THE AMERICAN FEMALE!

(And females all over the world)

From 9 to 90 the ladies will love these great M-G-M pictures screened last week at M-G-M's "SEE FOR YOURSELF" Conference in California. SEE FOR YOURSELF at the nation-wide Trade Shows. No woman could resist these M-G-M Big Ones:



"MOGAMBO"—Girls from 9 to 90 get Technicolor goose-pimples at the battle of the sexes, as well as at the battle of the gorillas. Better than "King Solomon's Mines." Clark Gable, Ava Gardner are sensational. Filmed on safari in Africa, greatest of them all!

"KISS ME KATE"—Those famed love songs by Cole Porter that make the ladies swoon are even more romantic in M-G-M's BIG Technicolor production of the famed stage hit of two continents. Kathryn Grayson, Howard Keel (*those "Show Boat" sweeties*) ecstatically reunited. Sure-fire feminine!

"ALL THE BROTHERS WERE VALIANT"—Oh! how the ladies will love this swashbuckling Technicolor adventure spectacle. Brother against brother for a beautiful bride. Whale hunts, South Sea romance, pearl fortunes—its got everything! Star power: Robert Taylor, Stewart Granger, Ann Blyth.

"TAKE THE HIGH GROUND!"—High, wide and handsome Ansco color entertainment starring Richard Widmark, Karl Malden and beautiful new favorite Elaine Stewart. Mothers, sisters, sweethearts will watch this stirring, funny story of their lads in the training camps with fascinated enjoyment.

"ESCAPE FROM FORT BRAVO"—Feminine hearts will flutter when a Southern belle secretly helps the escape of prisoners and yields to romance. Ansco color wilderness backgrounds. Savage Apache sequence. William Holden, gorgeous Eleanor Parker, John Forsythe and cast of hundreds.

"TORCH SONG"—The star beloved by all women Joan Crawford co-starring with Michael Wilding follows her "Sudden Fear" triumph with a powerful romance in which the man you'd least expect her to fall in love with gets under her skin. Joan for the first time in Technicolor is marvelous!

"EASY TO LOVE"—A holiday treat that every guy will *have* to take his gal to see. It's Esther William's top Technicolor attraction, musically joyous, brilliant in spectacular wonders. Filmed in Cyprus Gardens, Florida in the magnificent M-G-M manner. Van Johnson and Tony Martin both in love with Esther!

"RHAPSODY"—No woman could resist this powerful love story of the musical world, with its Continental backgrounds, filmed in Technicolor. Elizabeth Taylor as the wealthy girl who *must* dominate her men. New star Vittorio Gassman and stage star John Ericson as the men desperately in love.

PLUS MORE M-G-M BIG ONES! AND THE MEN WILL BE EQUALLY SOLD!

September 19, 1953
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THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Scope, which was accorded an enthusiastic reception by the public and the press at the premiere of the film.

Presentation of "The Robe" was much more effective by virtue of CinemaScope. The audience, including this writer, was clothed with a feeling of closeness to and participation in the action. In close-ups, there is a surprising and heightened sense of intimacy.

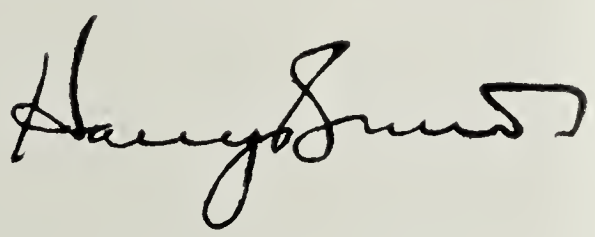
CinemaScope, with dignity and restraint, furnished a broad canvas and captured the scenes of breath-taking beauty, spectacle and grandeur.

If anything, CinemaScope was underplayed. Its potential will be expanded with use since the process adds reality and flexibility without limit.

We have no doubt that CinemaScope will earn critical as well as public acclaim, the latter backed up by solid boxoffice receipts. Coupled with stereophonic sound, CinemaScope represents a tremendous forward step in the technology of motion pictures. With "The Robe," it has become a permanent enhancement of the medium.

And, like "The Robe," the story of CinemaScope and its development is one of inspiration, faith and courage. It has furnished a great object lesson for the industry, pointing to new horizons and a limitless future. The industry owes a debt of gratitude to Spyros P. Skouras, president of 20th Century-Fox, for his vision and to all his associates, Darryl F. Zanuck, Al Lichtman, Charles Einfeld and Earl Sponable for bringing this dream to fruition.

And as we go to press at our deadline, Thursday, September 17, 1953, *at 8:30 A.M.*, I am happy to report that the line in front of the Roxy Theatre completely surrounds the entire block (one of the longest in New York). This is one of the longest queues ever seen for a motion picture!



OK, UA!

With the announcement of reduced production schedules by several of the major film companies, exhibition can take some comfort from United Artists' statement that it would release 48 features through next year, representing a $40,000,000 production cost.

This is an all-time record for the company and an unprecedented $5,000,000 advertising budget has been set up to promote these films.

An inspection of the company's list of producers, directors and stars is most impressive and furnishes proof positive that management has made terrific progress. This is a company which intends to fill exhibitor needs for a continuing flow of product and is entitled to support.

A Natural!

With 7 successive box office attractions scheduled for release, M-G-M has prepared a "Lucky 7" Showmanship Contest designed to spur long-range promotion thinking on the part of exhibitors and to keep in mind that this is a time for pictures to be sold to the hilt.

There are generous awards which will find Metro footing the bill for the winning campaigns with special cash prizes for the managers who create and execute the promotions.

Exhibitors are urged to attend the M-G-M "See For Yourself" screenings and participate. It's a natural!

"Free of Barnacles"

Another encouraging note this week was the statement of Barney Balaban, president of Paramount Pictures, that his company is prepared to pour more money into production during the next year than was appropriated this year or in the two preceding years. He stated that the company was now "free of barnacles" and at its highest level, product-wise, in terms of quality and box office.

Balaban stated that Paramount was in a position to deliver the kind of pictures required by its exhibitor customers and foresaw good times ahead for the industry. This is an optimistic prediction from a most responsible source.

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Paramount Product Position At Highest Level—Balaban

Paramount's product position at present is at its highest level both in film quality and box office values, company executives Barney Balaban and Adolph Zukor told a motion picture trade press publishers and editors luncheon this week in Zukor's honor.

Both Zukor and Balaban foresaw sustained good times in store for Paramount and its exhibitor customers, and trade press executives heard A. W. Schwalberg, president of Paramount Film Distributing Corp., announce nine pictures for release September through December, indicating that more would be added to the four months' list shortly.

The special luncheon, held in the home office executive dining room, was sparked by two occasions concerning Zukor: the publication of his autobiography, "The Public is Never Wrong," and the beginning of the Adoloph Zukor Golden Jubilee Salute, a 14-week sales campaign in honor of the board chairman's half-century in motion pictures.

Zukor Writes Book

Znkor personally presented trade press executives present with copies of "The Public Is Never Wrong," scheduled for publication by G. P. Putnam's Sons on September 28.

The board chairman left Sept. 15 for the Coast to review new product. He will leave for Europe Oct. 9 on a one-month tour of capitals as part of the Golden Jubilee Salute, which began Aug. 20. George Weltner, President of Paramount International Films, Inc., will accompany him.

Paramount has in release at present the largest group of box office leaders in its history, Balaban stated, citing "Stalag 17", "Shane", "Scared Stiff", "Roman Holiday", "The Caddy", "Sangaree", "Houdini", "The War of the Worlds", Pony Express" and "Arrowhead". All of these, he added, are running far ahead of the box office potentials forecast for them on release.

"Free of Barnacles"

The reason for this success, the Paramount president declared, was a policy begun in the early post-war years, which made the company "free of barnacles," such as the making of pictures to keep contract talent busy, and highlighting instead careful production planning and maximum emphasis on star and story quality.

This will pay off in the long run, despite threats to motion picture theatre entertainment by other forms of amusement, Balaban emphasized.

The company leader credited Schwalberg's distribution organization and the work of Jerry Pickman's advertising, publicity and exploitation department with performing effectively in the current sales campaign.

Balaban announced that Paramount would deliver five more features this year than had been planned last March, bringing the production budget up $7,000,000 to $8,000,000.

Zukor has served as an inspiration as well as active contributor to the present management team since 1936, when it assumed control, Balaban stated.

"In those early days, our concern was picking up the pieces and keeping them together," Balaban observed, when introducing the board chairman. "Some of the men in this room helped in that."

"Today," he added, "the situation is different. The company and its product are both coming along."

Business has proved better than anticipated since July 1, Zukor declared, expressing satisfaction that company business stood a good chance of exceeding that done any year in the past during his Jubilee year.

He was extremely pleased by the large number of letters from exhibitors which have come in since the start of the 50 year celebration.

"As far as I am concerned," the board chairman stated, "I have not an enemy in the world, and I wish everyone well. I couldn't wish a better life. It was all worth while."

During his European tour, Zukor will attend the Command Film Performance in London, flying there by jet from Rome.

Execs Present

In addition to Balaban, Zukor and Schwalberg, Paramount executives present at the dinner included: Paul Raibourn, vice-president; E. K. "Ted" O'Shea, distribution vice-president; Jerry Pickman, vice-president in charge of advertising, publicity and exploitation; Russel Holman, Eastern production manager; Herbert Steinberg, publicity manager, and others.

Also present were Walter Minton, Jr. advertising director of G. P. Putnam's Sons, publishers of "The Public is Never Wrong," and Dale Kramer, who worked with Zukor on the book.

Schwalberg announced the four-month release schedule as follows:

SEPTEMBER—"Roman Holiday," with William Wyler as producer and director, and starring Gregory Peck and Audrey Hepburn; "The Caddy," with Dean Martin and Jerry Lewis.

OCTOBER—"Little Boy Lost," starring Bing Crosby, produced by William Perlberg and George Seaton; "The War of the

(*Continued on page* 11)

CinemaScope Short Now In Production

Production has already begun on a CinemaScope travelogue, now being filmed in France, Professor Henri Chretien, inventor of the anamorphic lens system who is visiting this country to attend premieres throughout the U. S., of the first CinemaScope release, "The Robe," stated this week. The French scientist explained that the short is being prepared to accompany showings of the Biblical film when it goes into general release.

Although he has nothing to do with licensing producers or films for the making of pictures in the new medium on which he has been working since 1928, the inventor stated that he was involved in the making of this film. A November release date was noted as probable on the short.

Peak Production Activity At U-I

Production activities at Universal-International will hit a peak for 1953 during the next three months according to Edward Muhl, vice president in charge of production who revealed this week that 12 major pictures are scheduled to go before the cameras during the 90 day period. This will give the studio from four to six films shooting constantly from now to the Christmas holidays.

Ten of the new starters will be in Technicolor; one will be in 3-D. Launching of these pictures will give U-I a total of 32 films put into production since last Jan. 1. Of the pictures already completed or currently shooting, 11 are in Technicolor, two in 3-D and Technicolor, two black and white in 3-D, and five in black and white.

New Starters

Leading the list of new starters will be the Technicolor "Johnny Dark", starring Tony Curtis and Piper Laurie, with George Sherman directing and William Alland producing. This will be followed by "Magnificent Obsession", one of the studio's most important pictures in Technicolor starring Jane Wyman and Rock Hudson. It will be produced by Ross Hunter and directed by Douglas Sirk.

Others scheduled for production in the next 90 days are the 3-D film, "Black Lagoon"; "Drums Along the River", Technicolor; "Tanganyika", Technicolor; "Echo Canyon", Technicolor; "Fireman Save My Child", to be filmed in 3-D with Abbott and Costello; the Technicolor "Spring Song"; and "Francis Joins the Wacs".

The remaining three starters will be announced as soon as negotiations now in progress with several stars are completed.

Chretien Seeks Patents For Lens Improvements On CinemaScope Process

Improvements now being made on CinemaScope lenses will further simplify the production of films in that medium, according to Professor Henri Chretien, inventor of the anamorphic lens system, in a trade press interview this week. The white-haired scientist has come on this, his fifth trip to America, at the invitation of Spyros P. Skouras, president of 20th Century-Fox, who is pioneering the new process with the opening of "The Robe," first CinemaScope release.

The professor, who will travel to CinemaScope premieres in Philadelphia, Chicago and California following the New York opening, stated that the new lenses will require only one cameraman to focus moving panoramic shots instead of the two now required. He could not say at what time the improvements, for which patents have been applied for, would be completed.

While relating the story of the current interest in anamorphic lenses, which Professor Chretien invented back in 1928, the retired Sorbonne teacher revealed that many other companies contacted him before 20th-Fox, but that the latter studio was the first to come to terms with him. The professor wanted an immediate order for 500 lenses plus the rebuilding of his laboratories and equipment which had been destroyed during the war, he said.

Develop Techniques; Encourage Research, Urges SMPTE Prexy

Stating that the motion picture industry "must be dynamic to survive," Herbert Barnett, president of the Society of Motion Picture and Television Engineers, last week urged the encouragement of research and development of new techniques in this field to insure against industry-wide economic doldrums.

"The industry should never forget how fortunate it is to have a veritable storehouse of technical developments ready and waiting for the day of need," Barnett told guests at an SMPTE luncheon last week honoring Prof. Henri Chretien, designer of the CinemaScope lens system.

Referring to recently introduced developments like panoramic pictures, stereoscopic films and stereophonic sound, the SMPTE president warned "that we can't relax and expect the present stock of new techniques to carry us forever."

Support Technology

"If the lesson of this experience is heeded, the industry will see to it that research and technology are supported and given their rightful place of importance."

"Few other products involve so many arts and sciences and skills as ours," Barnett added. "Yet we depend, not on our own resources, but upon Prof. Chretien and his kind for our very existence and future."

Barnett listed the on-slaught of post-war material and other goods like the automobile, television, electrical appliances, and housing, and "their hard-hitting advertising" with "snatching 25-million customers right out of our theatres."

He singled out drive-in theatre owners for their ingenuity in solving the problem of how to utilize one competitive product, the automobile, "to bring people back to the movies."

"CinemaScope and the manner in which it is being employed is an inspiration," the SMPTE president went on, crediting "its influence in nurturing an industry on the come-back trail. So long as we have imagination and determination as displayed here there will be motion picture business."

Credits to Scientists

In addition to Prof. Chretien, who arrived here from France to attend the premiere of "The Robe" this week, Barnett also credited Fred Waller, the inventor of the Cinerama process, R. T. Kriebel of the Polaroid Corp., and John A. Norling, stereoscopy authority for their contributions to new motion picture techniques.

Also signaled out for credit were Dr. Harvey Fletcher and William B. Snow, "the grandfathers of stereophonic sound," and Lorin Grignon of 20th Century Fox, "whose work on the applications of stereophony has become a beacon for others to follow."

"Progress is hard to stop when there are front-office executives such as Spyros Skouras and Darryl Zanuck with the courage to make momentous decisions and the wisdom to back these decisions with every resource at their command," the SMPTE prexy continued.

Earl J. Sponable, director of research and development for 20th Fox, was added by Barnett to the list of those who have aided with the new techniques.

"The Robe"

(20th-Fox) CinemaScope Technicolor 135 Min.

Cast: Richard Burton, Jean Simmons, Victor Mature, Michael Rennie, Jay Robinson, Dean Jagger, Torin Thatcher, Richard Boone, Betta St. John, Jeff Morrow, Ernest Thesiger, Dawn Addams, Leon Askin, Helen Beverley, Frank Pulaski, David Leonard, Michael Ansara, Jay Novello, Nicholas Koster, Frank De Kova, Harry Shearer, Francis Pierlot, Emmett Lynn, Thomas Brown Henry, Sally Corner, Rosalind Ivan, Anthony Eustrel, Arthur Page, Pamela Robinson, Peter Raynolds.

Credits: Produced by Frank Ross; Directed by Henry Koster; Screen play by Philip Dunne; Adaptation by Gina Kaus; From the novel by Lloyd C. Douglas.

In a multitude of respects the most significant motion picture since D. W. Griffith's "The Birth of a Nation" was unveiled this week by 20th Century-Fox. The picture, of course, is "The Robe," the long-awaited filmic adaptation of the late Lloyd C. Douglas' tremendously popular novel about the early days of Christianity. "The Robe" incorporates in its presentation 20th-Fox's two new and revolutionary developments: the enormously wide and slightly curved screen of CinemaScope and aural reproduction via a stereophonic unit of four magnetic sound tracks. The result is an excellently balanced unit of inspirational entertainment that will certainly sweep film theatres of most nations of the world as one of the highest grossing motion pictures in history.

In recreating the turbulent era of world history during which the story of "The Robe" takes place, 20th-Fox has spared no expense. The $4,000,000 invested in the production pays off in magnificent sets of ancient Roman palatial architecture, vibrant Jerusalem market squares and winding streets of the old Near East. All this, plus a cast of thousands, spells spectacle. And that, due to the grand nature of CinemaScope, is magnified a thousandfold in "The Robe."

Known to millions of Americans, the story of "The Robe" involves a tale of faith in religion and humanity. As seen through the personal adventures of a Roman Tribune, played to perfection by the new star, Robert Burton, the events prior to and following the crucifixion of Jesus take on strong meaning and dramatic impact. The universality of the theme generates a maximum of appeal—appeal that will capture the emotions of all.

There is also romance and action in "The Robe." Burton's scenes with Jean Simmons have been delicately and tastefully handled for touching effect. Plot-wise, the principals figure in last-minute escapes, a sabre duel, frantic chases and rescues. These conflicts stem from the clash between Roman paganism and Christian faith. Events are made extremely vivid by intelligent use of Technicolor. Dramatic support is gained from the solid performances of the large supporting cast, headed by Victor Mature, Jay Robinson, Michael Rennie, Dean Jagger and Torin Thatcher.

The movement of the story is enhanced tremendously by the wondrous qualities of the magnetically reproduced stereophonic sound. Voices, noises, music are all amplified from the particular portion or portions of the screen which best suit the accompanying visual drama. In "The Robe," this new form of sound reproduction is expertly blended with the images on the screen to achieve an integrated sensation of illusion that has never heretofore been realized.

Propelled into the public eye by an advertising-publicity-exploitation campaign unprecedented in 20th-Fox's history, "The Robe" became a "must see" prior to its release. "The Robe" was long-awaited. It should live up to expectations.

STORY: In the days of Tiberius Caesar, just prior to the collapse of the pagan Roman Empire, Richard Burton, the Tribune Marcellus, incurs the disfavor of Jay Robinson, the tyrannical Prince Regent, and is banished to a military command in Jerusalem under Richard Boone, Pontius Pilate. Latter orders Burton to arrest a carpenter from Nazareth named Jesus, religious leader of a rebellious portion of the population. The arrest is made, via help of an informer, and Jesus is brought to Golgotha for crucifixion by Burton. Sympathizing with Jesus is Victor Mature, Burton's slave, who reverently takes possession of the robe worn by Jesus and won by Burton in a dice game. Suddenly a storm breaks out and Burton becomes stricken with guilt feelings. He shuns the robe and is cursed by Mature for supervising the crucifixion. Mature flees Burton, who returns to Rome as a result of pressure exerted by Jean Simmons, his fiancee. In Rome, Burton shows signs of insanity and Ernest Thesiger, Tiberius, orders him back to Palestine on a special mission to regain the robe in the superstitious belief that repossession will cure his condition. Back in Palestine, Burton encounters several Christians who lead him to Mature and the robe. But as a result of his search, Burton becomes imbued with the new spirit and converts to Christianity. He and Mature, together with Michael Rennie, Simon called Peter, tour the Near East proselityzing and wind up in Rome, where Mature is captured. Robinson tortures him for Burton's whereabouts but to no avail. Then Burton rescues Mature and gives himself up. At his trial, Burton refuses to renounce his new-found faith and goes to his death, accompanied by Jean, who, through love, has accepted his beliefs.

All Future Pix In CinemaScope—Ross

All motion pictures in the future will be produced in CinemaScope or related processes, Frank Ross, producer of "The Robe," predicted at a press luncheon this week.

Anamorphic lenses will replace old systems in the industry within a year, Ross told his guests, as he stated that "what we can do with standard film we can do with CinemaScope."

"CinemaScope will cut down costs" because of the time-saving factor in shooting a picture, the producer of the first picture filmed in this process declared. It takes one-third less time to shoot a picture in CinemaScope, he added, because of "the all-encompassing nature of a shot."

CinemaScope does, however, require more detailed preparation and scene rehearsal than former systems, Ross admitted.

"3-D hasn't had a fair chance yet" because of the failure of current pictures in this medium to use it to its best advantage, the producer of "The Robe" declared. "So far I don't like it much."



Exh
20

THESE BIG ONES ARE THE INDUSTRY'S HOTTEST ATTRACTIONS!

"GENTLEMEN PREFER BLONDES"
Technicolor
Smash Musical of the Year!

"WHITE WITCH DOCTOR"
Technicolor
In the Boxoffice Tradition of "Snows of Kilimanjaro"!

"VICKI"
That "Pickup" Gal, Jean Peters, Picking up where she left off!



SOON . . . The Robe TECHNICOLOR **THE FIRST MOTION**

bitors Prefer Century-Fox!

"MR. OUTMASTER"
Mopping up Everywhere!

"THE KID FROM LEFT FIELD"
Getting Big League Grosses!

"PICKUP ON SOUTH STREET"
Picking Up Great Business!

"TITANIC"
One of the Year's Big Ones!

"MAN ON A TIGHTROPE"
Headline-Hot Suspense Thriller!

"THE GLORY BRIGADE"
Packing 'Em In!

"SAILOR OF THE KING"
Another Top Attraction!

"POWDER RIVER"
Technicolor
Boxoffice Dynamite!

"THE GIRL NEXT DOOR"
Technicolor
Top-Money Musical!

"DANGEROUS CROSSING"
You'll Have Smooth Sailing With This One!

"A BLUEPRINT FOR MURDER"
Another Thriller with Jean Peters As You Like Her!

"THE DESERT RATS"
Date it For "Desert Fox" Business!

RE IN CINEMASCOPE YOU SEE IT WITHOUT GLASSES!

Record UA Line-Up Boasts 48 Pix For Release During Next 12 Months

A total of 48 features, 32 of which will be in color, will be released during the next 12 months by United Artists, it was announced by William J. Heineman, vice-president in charge of distribution at the conclusion of the company's three-day sales meeting held at the home office. The line-up, which is called the biggest in the company's history, will include at least six features in 3-D, one in CinemaScope and many in wide-screen.

An estimated production value of $40,000,000 is represented in the list, according to the distribution chief. He added that "for every month, we will have at least one blue-chip grosser." The first 12 features will be released during the rest of this year with the others to follow in 1954 on an average of three each month.

A record amount of from $4,500,000 to $5,000,000 will be spent on all forms of advertising during the next 12 months on behalf of line-up of 48 feature releases, Max E. Youngstein, vice-president revealed.

TV, Radio Stressed

Included in the program, supervised by Francis M. Winikus, national director of advertising, publicity and exploitation, will be an increased emphasis on television and radio, he added. Other media to be used will include co-operative newspaper and national magazine ads, the executive stated.

Slated for release this year are:

"CROSSED SWORDS," Pathecolor, produced by J. Barrett Mahon and Vittorio Vassarotti; directed by Milton Krims; starring Errol Flynn and Gina Lollobrigida.

"THE STEEL LADY," produced by Grant Whytock; directed by E. A. Dupont; starring Rod Cameron and Tab Hunter.

"DRAGON'S GOLD," produced and directed by Aubrey Wisberg and Jack Pollexfen; starring John Archer and Hillary Brooke.

"THE VILLAGE," produced by Lazar Wechsler and Kenneth L. Maidment; directed by Leopold Lindtberg; starring John Justin and Eva Dahlbeck.

"BEAT THE DEVIL," produced and directed by John Huston; starring Humphrey Bogart and Jennifer Jones.

"SHARK RIVER," color by Color Corp., produced and directed by John Rawlins; starring Steve Cochran and Carole Matthews.

"SONG OF THE LAND," color by Color corp., produced and directed by Henry S. Kesler; narrated by Marvin Miller.

"CAPTAIN JOHN SMITH AND POCAHANTAS," Pathecolor, produced by Wisberg and Pollexfen; directed by Lew Landers; starring Anthony Dexter and Jody Lawrence.

"ACT OF LOVE," produced and directed by Anatole Litvak; starring Kirk Douglas and Danny Robin.

Some in 3-D

"RIDERS TO THE STARS," Super Cinecolor, produced by Ivan Tors; directed by Richard Carlson; starring Carlson and William Lundigan.

"WICKED WOMAN," produced and directed by Clarence Greene and Russel Rouse for Edward Small; starring Richard Egan and Beverly Michaels.

"THE SCARLET SPEAR," Technicolor, produced and directed by George Breakston and Ray Stahl; starring John Archer and Martha Hyer.

Pictures completed or nearing completion for 1954 release include:

"CAMEL CORPS," Eastman color, 3-D, wide-screen, produced by Small; directed by Ray Nazarro; starring Rod Cameron and Joanne Dru.

"PERSONAL AFFAIR," produced by Anthony Darnborough; directed by Anthony Pelissier; starring Gene Tierney and Leo Genn.

"RING AROUND SATURN," Eastman color, 3-D, wide-screen, produced and directed by the Nassour Bros., with electrically animated puppets.

"STAR OF INDIA," Technicolor, wide-screen, produced by Raymond Stross; directed by Arthur Lubin; starring Cornel Wilde and Jean Wallace.

"MASK OF GOLD," Technicolor, produced by Aubrey Baring and Maxwell Setton; directed by Jack Lee; starring Van Heflin and Wanda Hendrix.

"THE MILLION POUND BANK NOTE," Technicolor version of Mark Twain's story; produced by John Bryan; directed by Ronald Neame; starring Gregory Peck and Jane Griffiths.

"THE STORY OF WILLIAM TELL," Pathecolor CinemaScope, produced by J. Barrett Nahon; directed by Jack Cardiff; starring Errol Flynn and Bruce Cabot.

"AMERICANO," Eastman color, wide-screen, produced by Robert Stillman; directed by Budd Boettiger; starring Glenn Ford and Arthur Kennedy.

"BEACHHEAD," Pathecolor, produced by Aubrey Schenck and Howard W. Koch; directed by Stuart Heisler; starring Tony Curtis and Frank Lovejoy.

"RETURN TO TREASURE ISLAND," Pathecolor, wide-screen, produced by Wisberg and Pollexfen; directed by E. A. Dupont for Edward Small; starring Dawn Addams and Tab Hunter.

"CHALLENGE THE WILD," Eastman color; produced and directed by Frank O. Graham.

"THE FIREBIRD," Technicolor, produced by Loren Marmstedt; directed by Hasse Ekman; starring Ellen Rasch and Tito Gobbi.

Pictures slated to start production before Jan. 1, 1954, for release in late Spring, Summer and Fall include:

"BRONCO APACHE," Technicolor, produced by Harold Hecht and Burt Lancaster; directed by Robert Aldrich; starring Lancaster.

"SPACE STATION, U.S.A.," Super CineColor, 3-D, produced by Ivan Tos; directed by Herb Strock; starring Herbert Marshall and Constance Dowling

"THE GOLDEN WARRIORS," produced by S. P. Eagle; directed by Elia Kazan; written by Bud Schulberg.

"THE BAREFOOT CONTESSA," produced and directed by Joseph L. Mankiewicz; starring James Mason.

"THE LONG WAIT," color, 3-D, produced by Victor Saville; directed by Lesser Samuels, adapted from the best-seller by Mickey Spillane.

"THE PURPLE PLAIN," Technicolor, released in association with J. Arthur Rank; directed by Robert Parrish; starring Gregory Peck.

"ALEXANDER THE GREAT," produced and directed by Robert Rossen.

"THE MILLION DOLLAR DIAMOND," 3-D, produced by Steve Pallos; directed by Dennis O'Keefe; starring O'Keefe and Louis Hayward.

List Weizmann Film

"CAPTAIN JAN," based on the book by Jan de Hartog; produced and directed by Brian Desmond Hurst.

"SITTING BULL," Technicolor, produced and directed by W. R. Frank; starring Dennis Morgan and Boris Karloff.

"SMOKE SIGNAL," produced and directed by Schenck.

"THE LIFE OF CHAIM WEIZMANN," based on Weismann's autobiography; produced by Meyer Weisgal; directed by Michael Powell and Emeric Pressburger.

"RETURN OF ZORRO," color, produced by Small; starring Anthony Dexter.

"KHYBER PASS," Technicolor, produced by Small; starring George Montgomery.

"SCREAMING EAGLES," produced by Small and Otto Ludwig; directed by Ray Nazarro; starring Rod Cameron and Tab Hunter.

"SILVER DOLLAR," Super CineColor, Wide-screen, produced by Small; directed by Fred Sears; starring Jock Mahoney and Peggie Castle.

"CANNIBAL ISLAND," 3-D, wide-screen, produced by Small; starring Lex Barker.

Films which will start production after Jan. 1, 1954, for 1954 release include:

"VERA CRUZ," Technicolor, produced by Hecht and Lancaster; starring Lancaster.

An untitled Anatole Litvak production.

"THE SILVER CHALICE," Technicolor, wide-screen, produced by Saville; based on Thomas Costain's best-seller.

"TIMBUKTU," Technicolor, produced by Small; directed by Heisler.

"KING SOLOMON AND HIS THOUSAND WIVES," color, produced by Small.

"DON QUIZOTE," Technicolor, wide-screen, produced by Eagle.

"THE WITNESS," produced by Eagle; written by Arthur Laurents.

Sales Meet Series Launched By UA

An intensive series of sales meetings in every branch throughout the U. S. and Canada to carry through the program established at the company's recent three-day national sales conference in New York was launched this week by United Artists.

The meetings, aimed to gear the company's entire sales force to handle the record product line-up of the 48 releases for 1953-54, will be held under the supervision of division and district managers who participated in the New York conference.

Indie Financing, 20 Class Movies Planned By Rep

Disclosures of the doubling of Republic's expenditure for its "20 announced super-deluxe feature productions" of 1953-54 plus the inauguration of a new studio policy which calls for "individually made" pictures and the financing of any independent producer or artist with a worthwhile idea has come from Herbert J. Yates, company president.

Also called for by the executive was a linking of motion picture producers, exhibitors and the television industry in "an era of unparalleled prosperity." Despite all the problems facing both his company and the industry in general, Yates claimed the theatre world is still "for the optimist," insisting that "the pessimist doesn't belong here." To back up this statement, he predicted "enormous dividends in public patronage" for the coming year.

Small Market Gone

Republic has gone into the big production class because "the market for B pictures and small westerns is finished," Yates declared. He explained that whereas his company used to sell to approximately 8,000 theatres, 5,000 of them are now closed, "and the remaining are in a precarious position."

Future planning, to allow for a policy based on "public reaction," will therefore have to include many phases of "studio, distribution and laboratory operation," the executive continued. More definite conclusions will be reached following a series of meetings to be held with C. Bruce Newbery, director of sales, Yates added.

Because "all producers in Hollywood are in the same position since the divestiture of theatres," this attitude of let-the-public-decide is "realistic and does not differ from other honest producing companies in Hollywood," he asserted.

The acqusition of TV stations by exhibitors was termed a wise move by the film company prexy so that theatre owners can protect their own investments in show business rather than let outside competitors take the profits.

Production needs television as an outlet "to supplant reduced incomes," he stated, adding that motion pictures in both theatres and the home could not operate without each other.

Tax Fight Supported

All the resources of Republic were pledged to help continue the fight to rid the industry of the 20 percent admissions tax. Yates said that both producers and exhibitors will have "a terrific fight" to get the entire 20 percent wiped out rather than the suggested 10 percent.

Foreign revenues were also considered as a necessary part of the motion picture economy. Although many countries have blocked funds and "placed unreasonable quotas on American pictures," it was still maintained that "neither Republic nor any other producer can stay in business solely dependent on domestic revenue."

In outlining plans for a new method of producing "hand tooled" films rather than

(*Continued on page* 18)

Staff Reviews

"Mogambo"

(M-G-M) Technicolor 116 Min.

Cast: Clark Gable, Ava Gardner, Grace Kelly, Donald Sinden, Philip Stainton, Erick Pohlmann, Laurence Naismith, Denis O'Dea and members of the African Samburu, Wagenia, Bahaya and M'Beti tribes.

Credits: Produced by Sam Zimbalist; Directed by John Ford; Screen play by John Lee Mahin; Based upon a play by Wilson Collison.

"Mogambo" is a superior adventure-romance, co-starring Clark Gable and Ava Gardner and location filmed in Technicolor, in African jungles, that should account for highest grosses at practically every general audience situation. This picture possesses, besides top names and super-charged romance, that almost indefinable quality of allure that makes for universal appeal. In the case of this film, overwhelming responsibility for achieving this quality is merited by Producer Sam Zimbalist and Director John Ford. Gable, Miss Gardner, and "High Noon"'s Grace Kelly share honors in the acting department. Picture, with its fast-moving plot, saucily romantic situations, and exciting encounters between humans and wild animals, comes across as first-rate escapist entertainment. It was directed with strong emphasis on movement and produced against settings and backgrounds which contribute highly to the jungle atmosphere of the proceedings. Comedy, also, figures in "Mogambo" as a valuable asset in keeping interest stimulated. Sequences involving African tribal natives lend exploitable fodder to the production. But the main emphasis is wisely placed on the two romances Gable has with the women of the film. Herein lies the meat which will entice the distaff side to see "Mogambo." Picture, incidentally, is a re-make of "Red Dust," in which Gable starred with the late Jean Harlow, in 1932.

STORY: Clark Gable, wild animal hunter, is accidentally visited by Ava Gardner, adventuress, at his jungle camp. The two become intimate but Gable sends her away and sticks to his trade. He is then visited by Grace Kelly and Donald Sinden, married couple interested in recording gorilla voices. Grace and Gable become physically attracted but Ava, who returns to camp, notices this and jealously harps upon it to the annoyance of the others. All go on a safari to the gorilla country, where Gable and Grace become intimate and Ava gives earnest warning to Grace that no good will come from her affair. The warning unheeded, Ava shows up Gable as a two-timer before Grace, who, in a fit of anger shoots him, unwittingly saving him from death at the hands of Sinden, who has at last learned of the affair. Gable, suffering only a flesh wound, realizes his true love for Ava. They decide to marry.

●

"Blowing Wild"

(Warner Bros.) 90 Min.

Cast: Gary Cooper, Barbara Stanwyck, Ruth Roman, Anthony Quinn, Ward Bond, Ian MacDonald, Richard Karlan, Juan Garcia.

Credits: A United States Pictures Production; Produced by Milton Sperling; Directed by Hugo Fregonese; Written by Philip Yordan.

Compounded with sex, violence, action and a number of frankly handled dramatic scenes, with romance added and a glib script, this film about the oil business in Mexico stands to prove itself a strong money-maker and give complete satisfaction. Name values, especially in those of Gary Cooper and Barbara Stanwyck, are immediately apparent. Another factor in putting it across will be the voice of Frankie Laine singing a ballad set to music by Dmitri Tiomkin, which is reminiscent of "High Noon." Shot on location in Mexico, the production has creditable realism in backgrounds and general atmosphere. Cast is in top form. Dealing out strong dramatic details, the script is an intelligent contribution.

STORY: Gary Cooper and Ward Bond are the victims of marauding bandits. Their wildcat well has been destroyed, leaving them penniless. They meet up with a promoter who gives them a job delivering nitroglycerine. Ruth Roman figures as an also broke and stranded female trying to get back to the States. It develops that Cooper and Barbara Stanwyck were once in love. Anthony Quinn has since married her. The initial Cooper-Stanwyck meeting, as the yarn develops, reveals she still carries the torch. Quinn is a successful oil man but he also has bandit trouble. Cooper goes to work, out of necessity, for Quinn to earn a stake for another venture. This brings him into renewed contact with Barbara while Ruth takes a job in a gambling casino in town. With inadequate military protection, the bandits make heavy monetary demands of Quinn. Something of a weakling, he is goaded to resist. The emotional problems of Barbara and Cooper come to a boil. Quinn gets drunk. Barbara pushes him to his death. It appears an accident. She confronts Cooper again but he will not have her. In a rage she lets slip that she killed Quinn. At this point the bandits attack and in the melee Miss Stanwyck is killed. Cooper and Ruth, now fully aware of their love, head back to the States with Bond.

●

"Champ for a Day"

(Republic) 90 Min.

Cast: Alex Nicol, Audrey Totter, Charles Winninger, Hope Emerson, Joseph Wiseman, Barry Kelley, Henry Morgan, Jesse White, Horace MacMahon, Grant Withers, Eddy Waller, Richard Wessel, Hal Baylor.

Credits: A Herbert Yates Presentation; Associate producer, William A. Seiter; Directed by Seiter; Screen play by Irving Shulman; Based on the story, "The Disappearance of Dolan."

Republic has a box office winner in this suspensful, hard-hitting boxing melodrama based on a story in the Saturday Evening Post, "The Disappearance of Dolan." It is an expertly directed, well-acted film, sprinkled with some of the most moving and human characters to be seen in a boxing movie. Its ring sequences, some of the best ever staged for a film, generate the excitement, the brutality, the air of physical combat, the raw, intense atmosphere of the crowds, that all make up boxing.

STORY: Young heavyweight Alex Nicol arrives in Vulcan City, scene of his next bout, only to find his manager missing. He tells promoters Joseph Wiseman and Barry Kelley that he will fight anyway and wins the bout. Next he agrees to a fixed fight with Hal Baylor, but then learns that the missing manager has been murdered. This decides Nicol to fight an honest match, in which he gets knocked out by Baylor. Wiseman and Kelley, double-crossed, kill each other in a gun battle over the spoils. The vice ring dies with them, and Nicol ends up with Audrey Totter, who had befriended him earlier.

●

"A Lion Is In The Streets"

(Warner Bros.) Technicolor 88 Min.

Cast: James Cagney, Barbara Hale, Anne Francis, Warner Anderson, John McIntire, Jeanne Cagney, Lon Chaney, Frank McHugh, Larry Keating, Onslow Stevens, James Millican, Mickey Simpson, Sara Haden, Ellen Corby.

Credits: A William Cagney Production; Directed by Raoul Walsh; Screen play by Luther Davis; From a novel by Adria Locke Langley.

This Technicolor melodrama, packed with exploitable gimmicks in its tale of political corruption down south, and boasting the valuable James Cagney name, should result in sizeablo grosses wherever shown. Plot is a disturbing and sometimes unpleasant affair which traces the career of a political opportunist who almost becomes governor of his state. Events are angled to his personal life, however, where lust for power and passion reign supreme. The result is puro sensation that surges along at a fairly rapid pace. Film was adapted from a best-selling novel of several seasons back.

STORY: James Cagney, a peddler, marries Barbara Hale, a school teacher, and plans a political career for himself. He challenges the honesty of Larry Keating, owner of cotton gins. Showdown between Keating and Cagney results in a murder and the subsequent trial is used by Cagney as a springboard for his drive to become Governor. Anne Francis, Cagney's other love, serves as go-between for Onslow Stevens, a political boss, and Cagney in a deal to swing the vote Cagney's way. But on election night Cagney fears defeat and organizes a march on the capitol. The truth about his deal with Stevens is made known and Cagney is killed by one of his followers.

●

"Vicki"

(20th-Fox) 85 Min.

Cast: Jeanne Crain, Jean Peters, Elliott Reid, Richard Boone, Casey Adams, Alex D'Arcy, Carl Betz, Aaron Spelling, Roy Engel, Stuart Randall.

Credits: Produced by Leonard Goldstein; Directed by Harry Horner; Screen play by Dwight Taylor; From a novel by Steve Fisher.

Offered here is a serviceable remake of "I Wake Up Screaming" which in another day secured able performances from a good cast. It does likewise once more and should make for a satisfactory general program item or fit properly into a double bill. It is a suspense, murder, police chase yarn with a twist that reveals a detective in an unusual light. The action is generated plausibly. Dramatics are well paced as the narrative, told in flashbacks, develops.

STORY: Jean Peters, a model and cafe society celebrity, has been murdered. She was launched into prominence via the efforts of Elliott Reid, a promoter and a columnist. Richard Boone, detective, comes off from his vacation to investigate the case. He has private motives for finding the killer. Reid is arrested, questioned, released, taken into custody again and given a bad time by Boone. With assistance lent by Jeanne Crain, Reid traps the killer—Boone. On the verge of a breakdown, Boone is last seen ordered to rest. He, too, it is revealed, was madly infatuated with Jean.

●

"East of Sumatra"

(Univ.-Int'l.) Technicolor 82 Min.

Cast: Jeff Chandler, Marilyn Maxwell, Anthony Quinn, Suzan Ball, Jay C. Flippen, John Sutton, Scat Man Crothers, Eugene Iglesias, Earl Holliman, Peter Graves, Anthony Eustrel, James Craven, Aram Katcher, John Warburton.

Credits: Produced by Albert J. Cohen; Directed by Budd Boetticher; Screen play by Frank Gill, Jr.; Based on a story by Louis L'Amour and Jack Natteford.

Suitable program fare is provided by this Technicolor adventure tale set on an island "somewhere east of Sumatra." Film concerns the difficulties encountered by a group of tin-hunting white persons when unfriendly natives go on the warpath. The action is slowed up by some tedious plotting which involves five of the principals in romantic difficulties. However, Jeff Chandler, Marilyn Maxwell and the rest of the cast put it through its paces with a fair amount of skill. Added interest is provided by Suzan Ball playing a native princess, who does a very sensuous dance. Fine use of color is a big help in making the most of the jungle scenes.

STORY: Jeff Chandler, head of a group of white men attempting to dig for tin on a

(*Continued on page* 14)

Allied In Warning On Extended Runs, Tie-Ins To Units

Allied States Association has warned its members to beware of the alleged Columbia Pictures sales policy of demanding extended runs of "From Here to Eternity."

At the same time, the board of directors of the Allied Theatre Owners of New Jersey has put on its agenda for its meeting next week the charge that some distribution organizations have been demanding tie-in sales from exhibitors.

According to Wilbur Snaper, National Allied president, Columbia has asked theatres to run "Eternity" for two weeks at 50% firm deals, despite the fact that many of these theatres carried such films as "Stalag 17" and "Shane" Paramount) and "Gentlemen Prefer Blondes" (Fox) for only four days.

Warns of Precedent

"All other companies are watching carefuly the amount of time theatres are giving to this picture ('Eternity') as it will determine the demands made by them in the future," Snaper warns, urging members to beware of setting a bad sales precedent.

The tie-in sales, objected to by New Jersey Allied, involves a distribution practice of offering top films only to those exhibitors owning two or more theatres who agree to book them for their entire chain.

The board of directors will also draw up a list of recommendations for submission to national Allied's convention in Boston in early October. Other board agenda items are reactions to CinemaScope and 3-D, product shortage dangers, and product weaknesses.

FCC Sets In Motion OK For Color Video

WASHINGTON.—The Federal Communications Commission this week set the wheels in motion for an official test of the compatible color television system it is now proposing to approve in place of the non-compatible system already approved, but rejected by the TV industry.

FCC called a conference for late this week with television industry leaders in order to discuss the formal demonstration, with time and place to be announced at a later date.

The demonstration will include coaxial cable and microwave relay transmissions.

RKO-Lesser In New Pact

A new three-year distribution pact has been signed between RKO Radio and Sol Lesser, president of Sol Lesser Productions, according to a joint announcement by James R. Grainger, RKO prexy, and Lesser. Arrangements call for the film company to distribute one Tarzan film per year.

Lesser has been releasing his products through RKO for the past 11 years, making him one of three producers who have had distribution agreements with that company for a decade or more. Other two are Samuel Goldwyn and Walt Disney. Current Lesser film being released through RKO is "Tarzan and the She-Devil."

$150,000,000 Theatre Expenditure For Sound?

The nation's motion picture theatres may spend up to $150,000,000 for sound and directional equipment if new movie techniques and processes prove successful and permanent, Hermann G. Place, president of General Precision Equipment, predicted this week at a news conference.

Directional sound equipment would run as low in price as $4,800 for smaller houses and as high as $25,000 for some of the very large theatres, Place announced. The average cost for most theatres would range about $10,000. The technical problems presented by drive-ins would have to be solved before wide-screen with stereophonic sound could be used. However, research on this indicates that a solution is near, he stated.

Hartman Pact Extended As Para Production Head

HOLLYWOOD.—Don Hartman, production head at Paramount Studios for the past two and one-half years, this week signed a new long-term agreement to continue as executive producer for the studio.

"Mr. Hartman has had a long association with Paramount. He was at the studio for many years as a top writer and in March, 1951, he returned as Executive Producer for the studio," declared Y. Frank Freeman, studio head, in a statement issued announcing the contract.

Notes Service Rendered

"He has rendered invaluable service for us in this capacity and has established himself in the hearts of all his associates in handling an extremely difficult job," Freeman went on.

"I am extremely happy that we have concluded a mutually beneficial long-term agreement and I hope that my deep affection in regard to . . . all the members of the Paramount family . . . will be demonstrated by a continued long series of the finest pictures that it is humanly possible to make," Hartman declared.

NSC Soundhead Ready

A new, four channel, CinemaScope type of stereophonic soundhead that can be produced in volume by Kinevox and sold for $500 less than other available units has been announced by M. L. Gunzburg, president of the Natural Sound Corp. The new unit will combine single-film, four track sound with the Kinevox-patented film transport mechanism and can be used with projectors already in theatres. Cost of the new soundheads will be $1,425 per pair.

Dividends

The board of directors of Universal Pictures has declared a quarterly dividend of $1.0625 per share on the 4¼ percent cumulative preferred stock payable Dec. 1 to holders of record Nov. 16.

* * *

Loew's directors have declared the regular quarterly dividend of 20 cents, payable Sept. 30 to holders of record Sept. 15.

Lippert Pictures Sets 22 For Half

Twenty-two features and two 3-D featurettes will be distributed during the next six months by Lippert Pictures, it has been announced by Robert L. Lippert, president. Four of the productions will be in color—"The Sins of Jezebel" on wide-screen; "The Great Jesse James Raid"; "The American Cowboy," a semi-documentary; and "Wildfire Canyon." Also included will be "My Pal Shep." Three-dimension featurettes include "Bandit Island," and "Doom Town."

Features listed for release include "The Man from Cairo"; "Spaceways" and "Project Moon Base," both science-fiction; "Terror Street"; "Black Glove"; "Shadow Man"; "Three Steps"; "The Limping Man"; "Norman Conquest"; "The Last Clue"; and "Undercover Agent." Also included are two exploitation features, "The Big Chance," and "Danger Point"; two semi-documentaries filmed in Europe, "The Fighting Men" and "The Siege"; and two re-releases, "Mr. Robinson Crusoe" and "The Iron Mask."

Lippert spent two days in New York this week attending sales meetings. He held a news conference with the trade press yesterday at his Sherry Netherlands hotel suite before leaving for Europe.

Vitapix Set To Produce 26 Quality Films For TV

"The beginning of a complete reversal of broadcasting motion pictures of ancient vintage and dubious quality" on TV was heralded this week by Frank E. Mullen, president of Vitapix Corp. as his film syndicate joined with Princess Pictures in plans to produce 26 "top quality 1953-54 feature films" for showing on television before motion picture theatres.

Mullen and Vitapix executive vice-president Robert H. Wormhoudt worked with Princess' President Burt Balaban and Vice-President Bernard Donnenfeld to set up the system whereby Vitapix, which is owned by leading independent TV stations throughout the country, will have the exclusive distribution rights of Princess-made films to TV stations and theatres.

Steps Now Underway To Set Up Montreal V.C.

Steps are being taken in Montreal to set up a Variety tent there, following the example of Toronto, which established the first in Canada, according to Jack Beresin, international chief barker.

Clarence Campbell, International Hockey Association president, has been named chairman of the committee to set up the tent. Other committee members include W. J. Singleton, Associated Screen News president; William Lester, United Amusement Corp.; Frank Selko, Montreal Forum head; J. Arthur Hirsch, Consolidated Theatres president; and Hector H. Racine, president of the Montreal baseball team, and an owner of the Brooklyn Dodgers.

Beresin sailed this week for Europe on a visit to Variety clubs there and to help set up tents in Rome and Paris. He will be accompanied for part of the trip by C. J. Latta, European Variety representative.

EXHI-BITS

Baltimore Trust Suit

A Baltimore neighborhood theatre has filed an anti-trust suit in Federal District Court against six majors asking for $90,000 in treble damages. Associated Theatres Corp., operator of the second-run Avalon, charged the six majors with holding the Avalon behind other second-run houses whenever the nearby Crest Theatre, which competes for product with it, wants the second-run rights to a particular film. The Crest is currently suing for first-run privileges in an anti-trust action against the distributors now pending in the U. S. Supreme Court.

The Avalon asked for an injunction to halt the alleged discriminatory practices, and for $30,000 in damages—trebled to $90,000—to compensate for injuries claimed since June, 1950. Defendants are 20th-Fox, Loew's, Paramount, RKO, Universal and Columbia.

"Journal" Directory

A directory of neighborhood motion picture theatres will be published by the New York "Journal American" starting with the Oct. 7 issue and continuing both daily and Sunday thereafter, that paper has announced. This guide will be in addition to regular display amusement advertising, it was stated, and is specifically for the off-Broadway theatres. Listings will be limited to two lines on two columns, the rate card stated. Three insertions per week will cost $13.50 per theater; six insertions, $23.00, and seven consecutive ones will cost $26.50, according to the card.

Good Public Relations

The New York Paramount Theatre, in an unusual advertisement, gave a plug to a rival house's run of a picture this week. Plugged by Paramount, in a newspaper ad, was the Capitol Theatre's run of Columbia's "From Here to Eternity." Ad, captioned "An Open Letter to Movie Goers!" read, in part: Unusual as it may seem for one important theatre to urge attendance at a competitive house, we do it because of our pride in being part of an industry that can provide entertainment of this superb quality."

Milwaukee Faces Tax

MILWAUKEE. — A suggestion before the special taxation committee of the Common Council would place a three percent tax on admissions that would yield an estimated $300,000 per year.

Florida Exhibs Meet

The Motion Picture Exhibitors of Florida will meet at the Roosevelt Hotel in Jacksonville November 15 through 17, it was announced last week by William P. Cumbaa, president of the organization. The main agenda item for the meeting is to draw up a plan to fight for repeal of the Federal admission tax, according to Cumbaa. He is being assisted with arrangements for the meeting by Horace Denning, first vice-president, and Robert Anderson of Jacksonville.

M-G-M Sets "Lucky 7" Showmanship Contests

M-G-M will award $5,590 to theatre managers and/or advertising men who create and carry out the winning campaigns in the company's "Lucky 7" Showmanship Contests, it has been announced by Howard Dietz, vice-president and director of advertising, publicity and exploitation.

The winner in the population group of 100,000 and over will receive $500. In the 10,000 to 100,000 population group, the winning campaign creator will receive $250.

The prize for the group under 10,000 population will be $100. This means $850 in prizes on each of the seven pictures, or $5,950 total.

These extra "personal" prizes will not change the original offer by M-G-M to pay the cost of the winning campaign entirely for each of the three population groups when it is put into effect.

Tremendous Response

The response to the contest, first announced at the company's studio "See-For-Yourself" convention two weeks ago was the main reason for the additional personal prize offers, Dietz explained.

Within 48 hours after the contest announcement reached exhibitors, more than 200 theatres had entered the contests, M-G-M revealed. Leading circuit theatres as well as independents all over the country have sent in entry cards.

Dietz credits the schedule of seven consecutive box office attractions and the record-setting cash awards for this enthusiastic response.

To enable all exhibitors a chance to attend trade showings of "Mogambo," "Torch Song" and "Take the High Ground," first three of the "Lucky 7," the deadline for mailing campaigns has been set ahead two weeks.

Paramount Sets Releases

(*Continued from page* 4)

Worlds," Technicolor spectacle produced by George Pal; and "Those Redheads From Seattle," 3-dimension Technicolor musical starring Rhonda Fleming.

NOVEMBER—"Flight To Tangier" in 3-D Technicolor, starring Joan Fontaine, Jack Palance and Corrine Calvet; "Botany Bay," in Technicolor starring Alan Ladd, James Mason and Patricia Medina; "Cease Fire," Hal Wallis' 3-dimension production filmed in Korea.

DECEMBER—"Here Come The Girls," Technicolor musical comedy starring Bob Hope, Arlene Dahl, Rosemary Clooney and Tony Martin. Slated, meanwhile, for a limited number of New Years Eve engagements is the picture which will star Martin and Lewis in Technicolor and 3-dimension, "Money From Home."

Viewer Re-Use Allowed

HOUSTON.—The proposed ban on the reuse of polarized glasses for viewing 3-D films failed at a recent meeting of Houston's board of health when Dr. Fred K. Laurentz told the officials that there appears to be no danger so long as glasses are properly sterilized. Dr. Laurentz stated that he is making a study of the sterilization process, as is the state health department.

NEW POSTS

The public relations firm of NORTON AND CONDON, INC. was named advertising-publicity representative for producer S. P. Eagle on his forthcoming film, "The Golden Warriors." The film, the first United Artists release to be directed by Elia Kazan, follows an original screen play by Budd Schulberg about the New York-New Jersey waterfront. It is scheduled for filming in New York in mid-October.

HARRY BRYMAN, former Singapore manager for Metro-Goldwyn-Mayer, has been reassigned as manager for Puerto Rico. Other M-G-M re-assignments include BRONISLAW LANDAU, former Israeli manager, now manager for Singapore; EDOUARD CASTRO, former Tel-Aviv office manager, now manager for Israel; and DAVID EHRENFELDT, formerly acting manager in Puerto Rico, who will replace Seymour Moses, Netherlands manager, now resigning.

ROBERT GORDON EDWARDS was appointed head of the Rome public relations office of Italian Films Export. He will co-ordinate news of film production and personalities in Italy, serving as liaison between the industry and IFE's New York office. Edwards has been in Italian film production since 1947, heading the American office of Incom, Italian newsreels and short subjects producers, from 1950 to 1952, and has been with IFE since last November as assistant to E. R. Zorgnotti, executive vice-president.

GABE SUMNER was named New York newspaper contact for Paramount Pictures. Sumner has been with Paramount several years, starting as New York exploitation representative, and more recently serving as syndicate contact. Previously he was associated with Schine Theatres.

HERBERT BERG was appointed director of advertising and publicity for the Pola-Lite Co. Formerly a publicist for Paramount, United Artists, Columbia and several independent producers, Berg has been on the editorial staffs of "Boxoffice," "Film Daily," and "Radio-TV Daily" both in New York and Hollywood.

HAPLAND HOLMDEN, first vice-president of the International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators, has been elected general secretary-treasurer by the organization's general executive board. He succeeds William P. Raoul, who resigned because of illness.

ARTHUR J. DUNNE has been promoted to head the bidding department at Paramount, succeeding Harold Beecroft, resigned. With Dunne's transfer, his former post of head of the contract department was given to BENJAMIN SCHECTMAN, who had been assisting Dunne for four years.

A. E. CATES, JR., has been advanced from his executive duties with Commerce International Co., a division of Pola-Lite Co., to become theatre relations manager for the parent firm. Cates, who will headquarter in N. Y. C., succeeds Dick Morros, who left to assume his new post as vice-president of All Dimensions, Inc.

THE GREAT SOUTH PACIFI

WITH THE MARK OF GREATNESS ALL OVER IT!

GREAT STAR Gary Cooper — 1952 Academy Award Winner — and "one of the top ten money-making stars of '52" — *Fame*

GREAT WRITER Pulitzer Prize winner **James A. Michener** of "South Pacific" fame!

GREAT DIRECTOR **Mark Robson**, that "Champion" man, has another winner!

GREAT MUSIC The title song, composed by the Academy Award winning "High Noon" team, **Dimitri Tiomkin** and **Ned Washington**, has already hit the Hit Parade!

GREAT PRODUCTION All the exotic beauty of a South Sea Island, where it was filmed in spectacular **Technicolor!**

and backed by a great national advertising campaign — full pages in Life, Look, This Week, Pictorial Review, Redbook, Parents



Retu

Filmed in the South Seas in Color by

TECHNICOLO

ADVENTURE

and GREAT is
the business from
coast-to-coast!
NOW WATCH
NEW YORK
LOEW'S STATE



Gary
COOPER

n to Paradise

with
BARRY JONES · ROBERTA HAYNES · JOHN HUDSON · Directed by MARK ROBSON · Produced by THERON WARTH

Screenplay by CHARLES KAUFMAN · Based upon the book by JAMES A. MICHENER · Director of Photography, WINTON C. HOCH, A.S.C.

a GREA
BIG ON
thru
UA

Staff Reviews

(*Continued from page* 9)

Southern Pacific island, promises Anthony Quinn, native chief, medicine and other supplies in return for labor. The natives quit, however, when John Sutton, home office executive, refuses to send the promised goods. Sutton and his fiancee, Marilyn Maxwell, come to the island to investigate the trouble, which gets worse when Chandler is blamed for burning the natives' rice. Suzan Ball, Quinn's future wife, tries to help but only arouses the chief's jealousy. He starts to attack and is killed by Chandler in a hand-to-hand duel. Peace returns when Suzan, now queen, agrees to aid the whites. Chandler clinches with Marilyn, whom he has always loved.

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"Sabre Jet"

(United Artists) Cinecolor 96 Min.

Cast: Robert Stack, Coleen Gray, Richard Arlen, Julie Bishop, Leon Ames, Amanda Blake, Reed Sherman, Michael Moore, Lucille Knoch.

Credits: Produced by Carl Kreuger; Directed by Louis King; Screen play by Dale Eunson, Katherine Albert; Story by Kreuger.

Heavy concentration on flying scenes in color gives an exciting visual aspect to this topical program melodrama, which tends to run too long. For general audience presentation, it rates the nod of approval. Sequences devoted to jet planes put through combat paces and the tactics of heavy bombardment over Korea lend the production exploitation factors that could be given more selling emphasis than the story content. Interwoven with the new footage are shots of World War II combat scenes which may be found familiar. Directorial handling is alert and deft. Players essay their parts effectively. Story is many faceted in its observations of life amongst flying personnel and their families on a field in Japan.

STORY: Second in command of a fighter squadron, under Richard Arlen, Robert Stack is perturbed when his estranged wife, Coleen Gray, shows up as a correspondent assigned to get the women's story. They make a pretense of amiability. When Arlen is lost on a mission Coleen comes to understand the feelings of the women on the base. She attempts to reconcile with Stack but it is no go. The war goes on. Men take off, some return, some are lost. The big deal is handed Stack for execution and he goes aloft but has a bad time with Migs and flak. The mission finally accomplished, he returns to an understanding Coleen. It is indicated that they will make a renewed effort to salvage their marital life.

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"The Moonlighter"

(Warner Bros.) 3-D 77 Min.

Cast: Barbara Stanwyck, Fred MacMurray, Ward Bond, William Ching, John Dierkes, Morris Ankrum, Jack Elam, Charles Halton, Norman Leavitt, Sam Flint, Myra Marsh.

Credits: Produced by Joseph Bernhard; Directed by Roy Rowland; Story and screen play by Niven Busch.

This 3-D western offers a pair of good names, Barbara Stanwyck and Fred MacMurray, in a film that mixes mild sex with rugged action to somewhat more than partial success. However, both stars have been seen to better advantage than in this Joseph Bernard production. A routine plot and lack-luster dialogue hamper complete realization of the possibilities inherent in a tale about "moonlighters," skilled ropesters who steal cattle by night. An effective lynching scene and a bank robbery highlight the action which includes enough riding and shooting to please most oater fans.

STORY: Via a freak accident, Fred MacMurray, a cattle rustler, escapes when another man is lynched in his place. He starts out to get revenge on the lynchers but has to return home because of a wound. Once there he attempts to renew his affair with Barbara Stanwyck, but she has decided to marry William Ching, MacMurray's brother. However, plans go awry when Ching gets fired from his bank job and agrees to hold up the bank with MacMurray and Ward Bond. In the robbery Ching is killed; MacMurray and Bond escape. Barbara goes out to bring MacMurray to justice. She kills Bond and is about to bring MacMurray in when they declare their love for each other. He agrees to give himself up, and she promises to wait for him.

●

"Marry Me Again"

(RKO) 73 Min.

Cast: Robert Cummings, Marie Wilson, Ray Walker, Mary Costa, Jess Barker, Lloyd Corrigan, Jane Vincent, Richard Gaines, Moroni Olsen, Frank Cady, Joanne Arnold, Bob Thomas.

Credits: A David Bright Enterprise; An Alex Gottleib Production; Directed and written by Frank Tashlin; From a story by Alex Gottleib.

The question of whether or not a poor boy should marry a millionairess is resolved with strong dashes of slapstick in this comedy. With its abundance of farcical situations and moderate amount of marquee lure, "Marry Me Again" should prove strongest as a supporting feature. When sneak previewed at the RKO 81st St. Theatre, N.Y.C., the audience tittered and guffawed by turns at the whacky machinations of the plot. Liked especially were the silly expressions worn by the principals during the comic proceedings.

STORY: Marriage between Marie Wilson and Robert Cummings is abruptly postponed due to Cumming's induction into the Air Force. Later, while he is being discharged as an air ace, Marie inherits $1,000,000. Since Cummings is known to be opposed to marriage with a rich girl, Marie's friends try vehemently to prevent him from learning of her inheritance prior to the marital rites. But Cummings discovers the windfall and calls off the marriage. To win Cummings back, Marie finally decides to build a veterans' housing project with the money.

●

"Affair in Monte Carlo"

(Allied Artists) Technicolor 74½ Min.

Cast: Merle Oberon, Richard Todd, Leo Genn, Stephen Murray, Peter Reynolds, Joan Dowling, June Clyde, Peter Illing.

Credits: Produced by Ivan Foxwell; Directed by Victor Saville; Screen play by Warren Chetham-Strode; From the story by Stefan Zweig.

Despite its simple story line, "Affair in Monte Carlo" is an okay supporting feature, which will keep customers happy. All turn in fine performances in this love story that takes place within the span of 24 hours. The high level of acting throughout the film is responsible for a large part of the interest. The basic story is a strong one, but it is too thin and a meatier development would have added even more to a good film. Technicolor gives the film a fine assist with the photographing of the Monte Carlo scenery a breathtaking sight at times. Then, of course, the names of the three cast toppers are good marquee bait.

STORY: Novelist Leo Genn, hearing hotel guests dispute a love-at-first-sight romance, relates the story of Merle Oberon and Richard Todd. Merle, a young widow who is Genn's guest on the Riveria, meets an intense young gambler, Todd, at the Casino after Todd has lost all his money and is thinking of suicide. Merle, in love with him, learns that Todd has pawned a relative's belongings and gambled the money away. She is in love with him and borrows money, which she gives Todd to use to pay his debts in Paris. At Paris train time, in love, she rushes to catch the same train with Todd. She is late. Later that night, to her amazement, she finds him gambling in the Casino. He creates a scene and Genn takes her away. Upon finishing his story, Genn introduces the guests to his wife—Merle.

●

"99 River Street"

(United Artists) 83 Min.

Cast: John Payne, Evelyn Keyes, Brad Dexter, Frank Faylen, Peggy Castle, Jay Adler, Jack Lambert, Eddy Waller, Glen Langan, John Day, Ian Wolfe, Peter Leeds, William Tannen, Gene Reynolds.

Credits: Presented by Edward Small; Directed by Phil Karlson; Screen play by Robert Smith; Story by George Zuckerman.

Here's a hard-hitting, quick-paced action melodrama with psychological overtones that should do well in its market. Film teams John Payne as a bitter ex-prizefighter turned cab driver who gets framed for murder, and Evelyn Keyes as the girl who tries to help him. Diamond thieves also get involved in the proceedings, and plot is developed by means of the multiple double-cross. The action gets fairly violent at times, with some very bloody fights shown, but the violence is interspersed with suspense for added interest.

STORY: John Payne, an ex-prizefighter whose bad eye keeps him from the ring, is deserted by his wife, Peggie Castle, who plans to run away with Brad Dexter, a diamond thief. However, Jay Adler, a fence, won't take Dexter's stolen jewels because he objects to Peggie. Dexter kills her, framing Payne for the crime, and then forces Adler to give him the money. Meanwhile, Evelyn Keyes, whom Payne has befriended, works with Payne to help him clear himself. She stalls Dexter, but Adler and his thugs arrive before Payne can get to him. Payne battles off Adler's mob and is in deadly fight with Dexter when the police arrive. Payne is cleared and marries Evelyn.

●

"Project Moonbase"

(Lippert) 63 Min.

Cast: Donna Martell, Hayden Rorke, Ross Ford, Larry Johns, Herb Jacobs, Barbara Morrion, Ernestine Barrier, James Craven.

Credits: A Galaxy Prdouction; Produced by Jack Seaman; Directed by Richard Talmadge; Screen play and story by Robert Heinlein and Jack Seaman.

"Project Moonbase" as a science fiction entry offers very little to adults except some outstanding production design work—an expert job on the space station and rocket ships. However, as fare for the matinee and juvenile set, the picture will do much better due to the fact that the youngsters are not overly plot conscious and will overlook the lack of story in the film and be intrigued by the space suits, production effects and photography. Film has some new gimmicks, a femme colonel, who flies rocket ships and, it seems, in 1970 we have a lady president. The title is exploitable and the space station angle is also a good exploitation hook.

STORY: In 1970, the U.S. has established a space station that enemies are trying to destroy. An expedition composed of Colonel Donna Martell, Major Ross Ford and Larry Johns, who is posing as a famous scientist for whom he is a double, is sent to get photos of the other side of the satellite. Johns makes a slip and is exposed, but before he is subdued he touches off the rocket, using up all its energy. Donna is forced to land on the moon, after which Johns agrees to help Ford establish contact and is informed that it would be wise because of public opinion for him and Donna to marry, being that they are going to establish the first moonbase. They are married by interspace television with Madame President giving her best wishes.

(*Continued on page* 18)

CLASS OF SERVICE

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WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

SYMBOLS

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NL = Night Letter

LT = Int'l Letter Telegram

VLT = Int'l Victory Ltr.

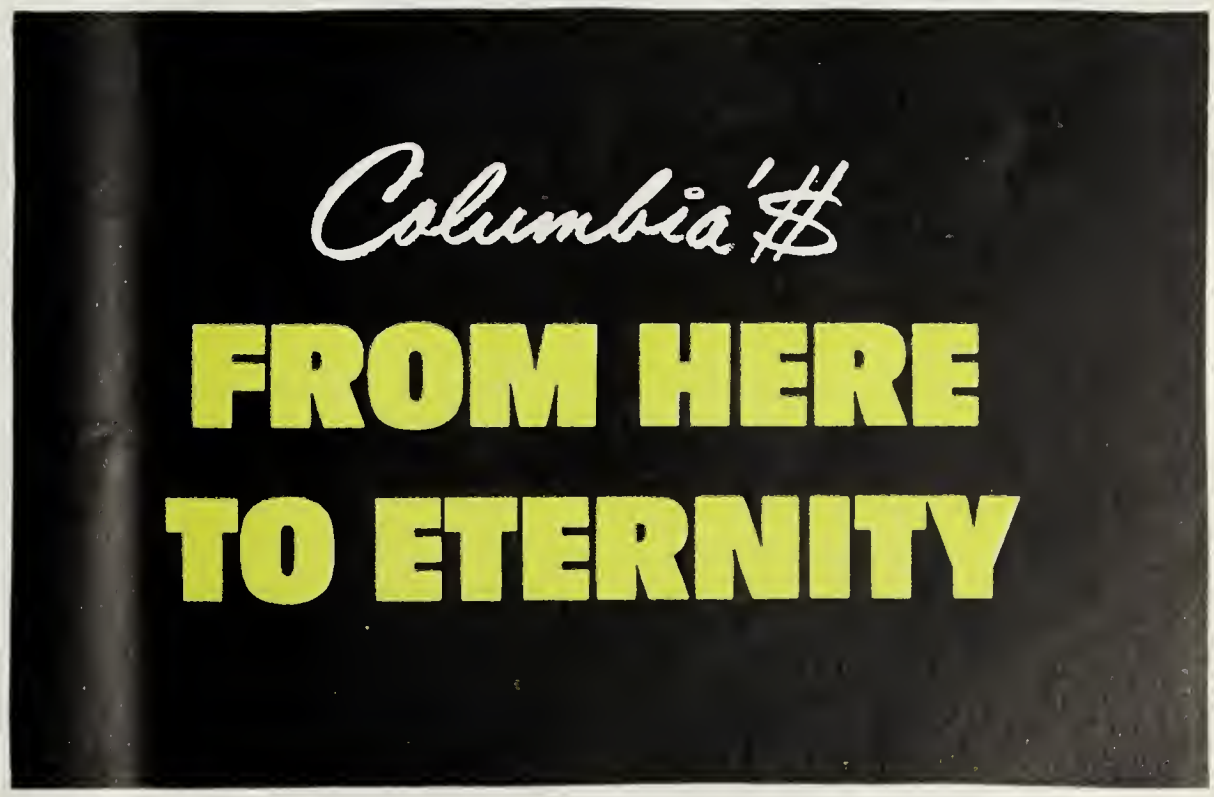
The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

1953 SEP 15 11.30 PM

MR. ABE MONTAGUE
COLUMBIA PICTURES CORPORATION
729 SEVENTH AVENUE
NEW YORK 19, NEW YORK

"FROM HERE TO ETERNITY" GROSSED $63,338. FIRST WEEK STANLEY THEATRE, PHILADELPHIA, WHICH IS THE BIGGEST STRAIGHT PICTURE GROSS EVER ESTABLISHED IN ANY FIRST RUN THEATRE IN MY NINETEEN YEARS IN PHILADELPHIA. THIS SHOULD BE HEARTENING TO EVERYONE IN OUR INDUSTRY. IN MY OPINION "ETERNITY" WILL RANK AS TOP GROSSER OF ALL TIME AND CAN PLAY HERE FROM NOW UNTIL ETERNITY. REGARDS.

TED SCHLANGER



Promotional Folds of "The Robe"

Newspapers, Television Mags Sew Up Drive

National publicity has been netted for "The Robe" via breaks in three important magazines, two Gotham newspapers, the National Broadcasting Co. and the "Sunday Pictorial Review," magazine supplement to the Hearst newspapers. In addition, 20th Century-Fox has prepared a kit on the film, which it has been distributing to many foreign-language and religious newspapers in this country.

Promotion of the film will be linked with "Collier's" star merchandising program to give the film its second big mention in that magazine. A page and a half four-color ad will appear in the Oct. 16 issue showing film's star Victor Mature as the central figure in a "Plan a Meal with Man Appeal" program.

Accessories Back Ad

The film crediting ad will be backed with store and newspaper accessories and mats, including 21"x30" posters, a report stated. These will be placed in theatre lobbies with stores' names displayed and in supermarkets with theatres' playdates given mention. Earlier, the May 23 issue of "Collier's" carried a four-page layout on the film.

Other magazines giving a play to the film include "Look," whose Sept. 8 issue featured stars Richard Burton and Jean Simmons on its front cover, which gave full credit to the picture. Inside the book two separate layouts totalling seven pages were devoted to the CinemaScope production. One article, a four-page feature, showed color scenes of the film, and the second was devoted to Burton.

The August issue of "Fortune" magazine carried a 10-page article on the American optical industry which included photographs from "The Robe" and drawings explaining CinemaScope. Article described the anamorphic lens process and detailed the progress being made by Bausch and Lomb, optical company, in producing them.

Newspaper breaks came from two of New York City's leading tabloids, the "News" and the "Mirror." The former spotlighted Jean Simmons on the cover of its July 26 Coloroto section and gave the film a two-page layout in its Aug. 23 edition. The "Mirror" gave the production the cover of its Sept. 13 issue as well as Movie of the Week honors.

Another Sunday supplement cover plugging the film was the one run on the Aug. 30 issue of the "Sunday Pictorial Review," which appeared in the New York "Journal-American" and other Hearst newspapers throughout the nation.

NBC Joins Drive

Radio and television publicity was added to the campaign, which Charles Einfeld, 20th-Fox vice-prexy, called "the greatest . . . entailing the highest promotional budget in the company's history," via a tie-up with the National Broadcasting Co. Many special programs as well as breaks on regular shows were scheduled to be devoted to the film in the drive that began Aug. 31 and will run through Oct. 10.

Special interests were brought into the drive when the company sent more than 300 publicity kits on the film to prominent religious and foreign language newspapers, a notice stated.

The kit included 13 feature and news stories, data on CinemaScope, an article by the late Lloyd C. Douglas, who wrote the novel, an article by Richard Burton, star, and other promotional material.



Six-sheet prepared by 20th Century-Fox heralded the opening of the company's first CinemaScope release, "The Robe." Calling CinemaScope "the modern miracle you see without glasses," the poster appeared on signboards, buildings, subway stations.



Huge sign on the corner of 46th St. and Broadway, New York's famed Duffy Square, was given over to publicizing the world premiere of "The Robe," which took place at Gotham's Roxy Theatre on Sept. 16. All four sections of the sign announced the fact to main stem throngs that "the first motion picture in CinemaScope" was about to be released. The Biblical spectacle, based on Lloyd C. Douglas' novel set in the time of Christ, was finally produced in the new medium after years of preparation by the film company.

Preem Covered By TV; Lights Flicker Salutes

The Roxy premiere of "The Robe" was afforded full television coverage when the event was telecast by the American Broadcasting Co. in an on-the-spot "live" show that ran from 8 to 8:30 p.m. Other TV-radio support was given by the National Broadcasting Co., which has been participating in a promotional campaign for the film running from the first week of September through the second week of October.

Also marking opening night was a "Golden Brigade of Light" formed in the sky over Broadway by four huge three-billion candlepower searchlights. They generated one-tenth the light of the sun and projected skyward three times the height of Mount Everest, a 20th Fox report claimed. All airports and police stations within a 50-mile radius were alerted to avoid unnecessary alarm.

Premiere was a formal-dress, invitation-only affair, with top diplomatic, political, social, military, industrial and entertainment figures present. A special guest was the first movie-goer ever to enter the Roxy Theatre on its opening day, March 11, 1927. A search had been made to find that person.

Circuits Plug Film

Circuit interest in the film was called into play when five leading chains with approximately 200 houses in New York, Westchester and New Jersey programmed trailers of the film. Beginning during the Labor Day weekend, the cross-plug trailers were shown in RKO, Skouras, Randforce, Harry Brandt and Walter Reade theatres.

Virtually every major city in every geographical region of the country participated in the national exhibitor salute to "The Robe" when theatres throughout the nation blinked their lights in the Navy's good luck signal at the exact moment when the film was scheduled to be shown. Broadway houses included the Warner, Radio City Music Hall, Capitol, Loew's State, Paramount, Rivoli, Astor, Victoria, Globe, Mayfair and RKO Palace.

The event garnered international attention via arrangements made between the film company and 15 countries of the Voice of America, the British Broadcasting Co. and international station WRUL.

Window Displays Pepper Big City

Store windows covering the busiest sections of mid-town Manhattan have been heralding the world premiere of the first CinemaScope release, 20th Century-Fox's "The Robe," which opened this week at the Roxy Theatre, N. Y. In addition, nation-wide attention was being garnered for the film via tie-ups with Houghton Mifflin, publishers, who just issued a new edition of the novel, and Lux soap, which is crediting the production in a series of ads designed to reach a combined national readership of 30,000,000.

Merchandising-window campaign involves 15 leading department, specialty, jewelry and book stores, as well as travel bureaus and air lines with a total of 35 windows featuring displays.

Heading the list is an eight-window splash at Bonwit Teller, which placed photo murals of sets from the film in curved windows designed to impart the qualities of CinemaScope.

Book Stores Co-operate

Another eight windows have been allocated by Doubleday Book Shops for the week of Sept. 14-21. These will be seen in Doubleday shops on Fifth Ave., Pennsylvania Station, Grand Central Station and downtown Wall Street. Another book shop, Scribner's, on Fifth Ave., has also created a window display for the film.

Other stores participating in the display line-up include Gimbel's, three windows, Sept. 11-18; B. Altman, two windows of Fifth Ave., Sept. 11-18; Best & Co., one corner window, Sept. 14-21; Brentano's, one window, Sept. 8-15; Irene Hayes, one window, Sept. 11-18; McCreery's, two windows, Sept. 9-16, and Russeks, one window, Sept. 11-18.

Also, Van Cleef & Arpels, two windows, Sept. 15-30; Franklin Simon's, one window, Sept. 16-28; the Italian State Tourist Office and Airlines, two windows, Sept. 7-30; KLM Airlines, one window, Sept. 8-16, and Grace Lines, one window, Aug. 31-Sept. 28.

Russeks and Best & Co. are readying corner window displays for the feature, and the Italian State Tourist Office and Italian Airlines plan to show displays featuring costumes worn and weapons used in the CinemaScope production.

Other firms will utilize blow-ups of photographs from the film showing stars Richard Burton, Jean Simmons, Victor Mature and Michael Rennie in highlight scenes from the picture.

In line with the new issue of the Lloyd C. Douglas novel on which the film was based, the publishers have begun their campaign involving the use of book and department stores, theatre tie-ups, newspaper advertising and TV and radio publicity.

Thousands of 8"x12" counter cards are being distributed by Houghton Mifflin along with window streamers and other promotional literature to book and drug stores throughout the country.

Ads on the new edition of "The Robe" will be placed in papers of approximately 30 cities. Also, religious publications, such as the "Christian Herald," will be used.

This newspaper campaign supplements the magazine coverage being offered the film via Lux soap ads appearing in "Ladies Home Journal," "McCall's," "True Confessions," "This Week" and many of the fan magazines.

Meanwhile, the tour of the Dean Cornwall paintings based on the novel has been continuing its nation-wide trek with stops being made in department stores in all sections of the country. The exhibition was shipped to New York following a two-and-one-half week stay at Bullock's Department Store, Los Angeles, to ballyhoo the Gotham premiere engagement of the film. It was estimated that by mid-summer almost one and one-half million persons had attended exhibitions of the paintings.

The Los Angeles display featured also life-size stills from the film and informative background material. Elaborate ceremonies preceded the start of the exhibit, to which leading California art critics, students, reporters and columnists were invited. Last May, 20th-Fox sent out 50,000 copies of a 16-page booklet containing color reproductions of the paintings, which have been touring since February.

In New York, posters and billboards heralding the premiere are blanketing a 100-mile area around the city. The out-of-doors advertising campaign, utilizing 28-sheets, 6, 3, and 1-sheets, commenced more than two weeks prior to the debut and will continue through first weeks of showing.

Printing in the eye catching day-glo color process, the posters are on display throughout the five boroughs, Westchester, New Jersey, Long Island, and are stationed by principal highways leading into Gotham.

"Miss CinemaScope"



Typical of the campaigns being waged to get as much publicity as possible for the first film to be released in CinemaScope, 20th Century-Fox's "The Robe," was the one in which Miss Peggy Wallace, pictured above, was chosen as "Miss CinemaScope." Miss Wallace, who was 1947 world roller skating champion, is seen proudly holding her prize, a small replica of a CinemaScope screen on which a portion of an ad for "The Robe" has been placed. She was chosen for the honor in connection with the world premiere of the film and reigns over the new wide-screen anamorphic lens process which was pioneered by 20th-Fox from an invention by a French professor, Henri Chretien.

Exhib Manual In Works

A campaign manual, which is said to be the greatest in the history of 20th Century-Fox, is being prepared for early October publication to help exhibitors publicize engagements of "The Robe" first CinemaScope release. The booklet contains specific tips on advertising, publicity and exploitation.

The company is also creating a similar manual for "How to Marry a Millionaire," second CinemaScope release scheduled for this fall. Meanwhile, plans were well underway for the west coast Sept. 24 premiere of "The Robe" at Grauman's Chinese Theatre, Hollywood. The contract for that engagement calls for the biggest advertising expenditure in the history of National Theatres, a 20th-Fox report stated.



This 28-sheet ballying the first CinemaScope production to be released by 20th Century-Fox shows a montage of scenes from the film in a design created to give the effect of the wide sweep of the new medium. Super-inmposed over shots of some of the battles, love scenes and panoramic views found in the picture are cut-outs of the three stars, Richard Burton, Jean Simmons and Victor Mature, who appear in the film. Sheet was designed to be posted on signboards, buildings, and other prominent display spots around town to draw attention to the Technicolor production.

Foreign Films

(*Continued from page* 14)

"The Seven Deadly Sins"

(Arlan Pictures) FRENCH-ITALIAN 121 Min.

Cast: Eduardo de Filippo, Isa Miranda, Noel-Noel, Viviane Romance, Henri Vida, Michele Morgan, Francoise Rosay, Gerard Philipe.

Credits: An Arthur Davis Presentation; Directed by Eduardo de Filippo, Jean Dreville, Yves Allegret, Roberto Rossellini, Carlo Rim, Claude Autant Lara, Georges Lacombe; Written by Charles Spaak, Rim, Aurenche and Bost, Rossellini.

This is a vastly entertaining omnibus film, consisting of eight short tales, ranging in quality from fair to excellent, and dealing with each of the cardinal sins of mankind. Primarily, "The Seven Deadly Sins" is an art house attraction—and one of the best to come along in many a year when considered in terms of its grossing potential. General audiences, also, will in large degree find ripe diversion in this film. Contents represent an assortment of the works of many of the leading directors and screen writers of both France and Italy, where sequences were produced. Practically all of the "Sins" are racy in their stories, fast and to the point in the manner in which they are narrated, and generally well acted by casts that contain familiar names to art house patrons. Sex is a prime consideration in most of the tales; those dealing with the relations between man and woman are the most entertaining—and the most sensational. Stringing together this assortment is Gerard Philippe, a carnival barker who unfolds each of the "sinful" tales.

STORY: in "Anger," Eduardo de Filippo, landlord, loses his wallet to an impoverished tenant. Latter, in returning the wallet, is cheated by Filippo of a reward, but nets money enough to pay his rent by sale of a pearl come his way as a result of a marital quarrel had by Filippo. "Sloth" has Noel-Noel, St. Peter, disgusted with the rapidity of life on Earth, slow down the pace of mortals. Inertia and laziness result and Noel-Noel, realizing his mistake, accellerates the pace again. When an adolescent girl, in "Lust," thinks she is pregnant and that an itinerant artist is to blame, Viviane Romance, her mother, steps in to reprimand the man. Latter by-play results in intimacy between the two when Viviane finds the artist innocent. In "Envy," a wife, jealous of the attention her artist-husband pays his cat, kills the feline; thus loses the love of the artist. "Gluttony" shows how a man would rather eat cheese than make love. "Pride" demonstrates how Michele Morgan, still young, upholds the once-grand name of her family despite social ostracism. Nub of "The Eighth Sin" is left to the audience to judge.

"Three Forbidden Stories"

(Ellis Films) ITALIAN 105 Min.

Cast: Eleonora Rossi Drago, Antonella Lualdi, Lia Amanda, Gino Cervi, Isa Pola, Gabriele Ferzetti, Enrico Luzzi, Frank Lattimore.

Credits: A Renato and Vittorio Bassoli Production; Directed by Augusto Genina.

The ravages depicted in this Italian import, caused by an excess of the emotional appetites, make "Three Forbidden Stories" too powerful a draught for general audiences. Film should get average play in art houses from special audiences who won't be disturbed by these tales of rape, drug addiction and monomania. It shows how three beautiful young girls, in adjacent hospital beds, reached that state of misery. A long English narration plus awkward handling of the frame slows down the pace, but it picks up once the girls tell their stories, via flashbacks.

STORY: Lia Amanda, Antonella Lualdi and Eleonora Rossi Drago lie side by side in a hospital, having been taken there when a staircase collapsed with hundreds of girls on it. The girls were all applying for a stenographer's job. Lia, though well educated, had run away from everything because an old man had raped her when she was a child. Antonella had run away from her millionaire husband who was half insane. Eleanora, the brilliant daughter of a professor, was visiting a drug addict in the building. Lia and Antonella live, and their tales have happy endings. Eleanora, an addict herself, dies.

Republic Moves To Aid Independents

(*Continued from page* 8)

assembly line ones, Yates discussed his new talent policy.

Any independent producer, director, artist or author who presents him with either a treatment or completed script that is outstanding will be helped by Republic without the usual red tape and complications, the film company prexy stated.

For this purpose, a special department has been set up to be headed by J. J. Milstein, former general sales manager, it was further stated.

"We need to unshackle the great talent in our industry and give the creator every chance to bring a picture to the screen as it was visualized," Yates explained.

He said he wants to "rid the producer of the headache of financing" and promised to "guarantee him an equitable share of the profits of his work without long drawn out quibling." Therefore, he declared available all of Republic's studios, equipment, etc., as well as its "world wide" distribution organization.

Cited as examples of this new era in film production were John Ford's "The Quiet Man," filmed in Ireland, and Herbert Wilcox's "Laughing Anne," produced in England.

The company head said that such films could never have been made if the studio had followed the outdated policy of strict supervision of independent producers.

U. S., Mexican Filmakers Hit Guatemala Film Tax

The new municipal film tax of 20 percent on the receipts of motion picture film distributors in Guatemala City is meeting with strong criticism by U. S. and Mexican producers, who according to press reports, have threatened cutting off the supply of films if the government maintains the tax.

The Guatemalan Minister of Economy and Labor has countered this possibility with a statement that his country would then turn to European sources for their films. A resolution by his ministry, issued June 24, authorized the City of Guatemala to increase municipal taxes and to establish a new tax on film distributors' receipts, based on the charge that foreign film producers took large sums of money from the country without paying taxes. Before rejecting the American and Mexican requests for reconsideration of the tax, the Minister agreed to study a report on the situation submitted by them.

Foreignotes

Danish Up Revenues

The Danish Government has allocated 3,950,000 Danish crowns (about $553,000) for remittance to native film companies from film revenues for the calendar year 1953, a 23 percent increase over the allocation for last year, and a reflection of Denmark's improved dollar situation.

Of the total of 411 new feature films released in Denmark during 1952, 295, or about 72 percent were American productions, with box office receipts from these U. S. films amounting to about 56 percent of the total in first-run Copenhagen theaters during that year. Twenty-five of the films released were Danish produced, with these accounting for about 24 percent of the receipts.

In 1952, Danish producers released 10 feature films, 52 newsreels, and 20 documentary short films. 1953 35mm. films will include from 16 to 18 pictures, mostly popular comedy with one or two serious works. Danish studio equipment is fairly good, but some modernization is required. Government remittances to the native studios of 25 percent of the country's entertainment tax collected from the showing of Danish films, has been a strong factor in encouraging producers to make more and better films.

Rank In Recovery

LONDON. — Financial results of the J. Arthur Rank Organization reveal further progress along the road of steady recovery since the group's low fortunes four years ago.

Consisting of Odeon Theatres, Gaumont-British Picture Corp. and British & Dominions Film Corp., the Rank group has further reduced its bank debts by another £971,740 making a total of £10,481,583 over the past four years.

This progress is reflected in the reduced interest charges amounting to £611,719, about half what they were three years ago.

Encouraging feature is Odeon Theatres' trading profits which show a healthy increase of £365,000 over last year, totalling £6,762,467. Preference dividends are now to be paid for the last two years, but no ordinary dividend has been recommended. British & Dominions are to start paying dividends again and Gaumont British is maintaining its higher rate of dividends.

The full directors' report and accounts have not yet been published but these preliminary results show that the Rank Group whose fortunes affect every branch of the British film industry, has made steady progress in a year that was not without difficulties.

German Theatres Increase

There were 4,625 motion picture theatres in Western Germany at the end of 1952, with a total seating capacity of 1,867,463, according to a report submitted by the United States High Commissioner for Germany.

Of this total, 278 permanent new theatres were opened last year. In addition, there were approximately 300 itinerant exhibitors and some 400 other small theatres operated intermittently. Single feature programs predominate at all types of theatres.

REGIONEWS

ALBANY

The Grand is charging $3.60, unreserved, for telecast of Marciano-LaStarza bout. A seat for each ticket, up to capacity of 1500, is promised. . . . Many ozoners here went into Sept. even with, or a little ahead of last year's business. . . . Don Hollenbeck promoted a Mad Auction Night at the Indian Ladder Drive-In, with toasters, electric shavers, wrist watches offered. Harry Lamont was successful in a number of his ozoners with Crazy Auctions. . . . Fabian's Palace, managed by Bill With, installed a 50x25 Raytone screen. Stereophonic sound will be added before the 2650-seater plays "The Robe." . . . Al LaFlamme, Strand mgr., was awarded a prize at the New Haven zone meeting of Stanley-Warner Circuit. . . .S-W execs Si Fabian and Sam Rosen were in Albany for a meeting of the Van Curler Broadcasting Co., which expects to put WTRI-TV into operation about Jan. 1 on UHF Channel 35. . . . The Stanley, Utica, 2900-seater, celebrated its 25th birthday. Andy Roy is mgr.

ATLANTA

W. J. Hatfield, theatre owner in Oak Ridge, Tenn., has taken over the following theatres in Gadsden, Ala.: Ranch and Grove drive-ins and Tower Theatre. Jimmy Kirby, former U-I booker, will handle bookings for Hatfield's theatres. . . . James A Greer was appointed mgr. of the Luverne Theatre, Luverne, Ala., succeeding James H. Countryman, who resigned to go with the State of Ala. . . . Don Sisson closed his Riverview Auto Theatre at Indian River City, Fla. because very bad weather caused a big influx of mosquitoes. . . . Mose Waller, Jr. was appointed mgr. of the Trail Drive-In at Sarasota, Fla., owned by Waller & Thomas. He will continue active management of the Dixie Lee Theatre and his insurance business in Lenoir City, Tenn. Waller inaugurated a giveaway game, called Movie Sweepstakes, at the Dixie Lee. . . . New asst. mgr. at the Palace, Jacksonville, Fla., is Thos. J. Rawling. . . . Exhibitors Service Co., Jacksonville, moved into new quarters at 209 Guarantee Life Bldg.

3-D installations were recently made at the Gordon and Hilan theatres, Atlanta, the Largo at Largo, Fla. . . . Columbus B'casting Corp. filed for a new TV station on Channel 4 at Columbus, Ga. Stockholders are listed as R. W. Pace Corp., owners of the Ledger-Enquirer and radio station WGBA, and J. W. Woodruff, Sr. and Jr., owners of radio station WRBL. . . . Leach Theatre at La-Follette, Tenn. closed due to bad business. Also reported closed is the Park in Trion, Ga. . . . R. J. Ingram, Columbia's southern dist. mgr., and Mrs. Ingram left for a tour of Europe, won in the company's recent drive. . . . Jacksonville, Fla. has a three-man motion picture operators licensing board despite recent abolishment of the job by the State Legislature. Mayor Haydon Burns reappointed Bender A. Cawthon, projectionist, Fire Chief Frank Kelly and Bldg. Supervisor W. B. Simmons to compose the board. . . . Just learned that Cliff Wilson, ABC Booking Service, was married to Mabel Crews over a month ago.

93 Atlanta women, now calling themselves WOMPI's, are charter members of a new organization called Women of the Motion Picture Industry, the third of its kind in the country. One of the objectives of WOMPI is promotion of better public relations for the motion picture industry. A. B. Padgett, chief barker of Atlanta Variety Club was guest speaker at installation of Mrs. Laura Kenny as pres.; Mrs. Barbara Benson, 1st v.p.; Mrs. Frankie English, 2nd v.p.; Mrs. Stella Poulnot, secy; and Mrs. Lois Cone, treas. . . . The Motion Picture Exhibitors of Florida will meet at the Roosevelt Hotel, Jacksonville, Nov. 15-17. Wm. P. Cumbaa, pres., announced his organization will begin again in Jan. to fight for complete tax repeal. . . . J. D. Youngе opened his new 250-car ozoner at High Springs, Fla., built at an estimated cost of $30,000. . . . Valley Drive-In near Elizabethton, Tenn. was opened by Earl Bolling, owner, for 300 cars. . . . The accounting dept. of Florida State Theatres in Jacksonville, Fla. will be moved to Atlanta as of Oct. 1. . . . Kenneth Ashworth, associated in the operation of the Hallendale Drive-In, Hollywood, Fla., was married to Nancy Hunter.

J. H. Thompson and E. D. Martin will build a new drive-in at Baxley, Ga. with space for 400 cars. . . . Construction was started by Nilen, Inc., Mobile, Ala., on the city's first and largest combination drive and walk-in theatre. Car capacity is estimated at one to two thousand, and seating in the auditorium at 700. Theatre will have twin screens and be equipped for 2-D, 3-D, CinemaScope and stereophonic sound. . . . B. S. Moss of N. Y. has taken over the State Theatre, Gainesville, Fla., from Florida State Theatres, also the Grand at Orlando, Fla. . . . John Allen, sales representative for M-G-M in Jacksonville, and his wife Jackie became parents of a son. Jackie was with M-G-M in Atlanta before her marriage. . . . Jimmy Evins, a former resident of Lewisburg, Tenn., returned there and reopened the Linmar Theatre. . . . Mrs. Ralph Weir resigned as mgr. of the Arcade Theatre, Williston, Fla.

BOSTON

A highlight of the Allied national convention will be a demonstration by Polaroid Corp. of its new synchronization monitoring and control devices for 3-D films at the University Theatre, Cambridge, the morning of Oct. 7, with door prize offering of a Polaroid Land camera complete with accessories. The convention is being held at the Sheraton-Plaza Oct. 3-7. . . . Beacon Hill Theatres, Inc., operated by Benjamin Sack, filed an anti-trust action for one million dollars in damages against RKO Theatres, American Theatres, Pilgrim Theatre Corp., New England Theatres, the majors and Columbia, Republic and Monogram, charging that since March 1949 plaintiff has been denied the right to bid for and secure first-run films.

"The Moon Is Blue," currently at the Astor, was not passed for Sunday showings in the state. The management has therefore selected "Moulin Rouge, "Red Shoes," "Tales of Hoffman" and a possible return engagement of "Henry V" for succeeding Sundays. . . . New England premiere of "The Robe" will be held at the Keith Memorial Theatre on Oct. 7. . . . Paul J. Haldeman and Aaron Schindler are starting a new policy of "prestige films" at their Weymouth Theatre, E. Weymouth, evenings only, Tues., Wed. and Thurs., at slightly raised admissions. . . . Frank C. Lydon, exec. secy. of Allied Theatres of New Eng., was named Theatre Group chairman of the Red Feather Campaign of Greater Boston, set for Oct. 25-Nov. 24. . . . Benjamin H. Green, 64, motion picture theatre broker and former gen. mgr. for the Black Circuit, passed away.

Capitol Theatre Supply installed a 58x 21½ Miracle Mirror CinemaScope screen at Phil Smith's Cinema Theatre, Framingham. The Cinema played to 10 weeks of stock during the summer and has just been reconverted to motion picture showings. Capitol



M-G-M chieftains inspect the company's latest technical acnievement, a new projection machine lens through which any standard film can be projected on any width theatre screen. L to R: Howard Dietz, v.p. in charge of adv., pub. & exp.; Charles Reagan, gen. sales mgr.; Dore Schary, studio head; and Arthur M. Loew, pres. of Loew's International.

BOSTON (cont'd.)

will add stereophonic sound at a later date. . . . Affiliated is now handling the buying and booking for the Marshfield, Mass. drive-in and will do likewise for the Caribou, Me. theatre when it reopens Oct. 15 under new owner Clifford M. Morgan. . . . The Keith Boston Theatre will be equipped for all new dimensions by mid-October.

Tom Roderick of the State, Farmington, Me., one of many managers in upper New England doing their bit for the Jimmy Fund, promoted a Little League baseball game which enriched the fund by $108. . . . John G. Moore, recently upped to asst. Eastern div. mgr. for Paramount, will be honored at a testimonial luncheon Sept. 23 at the Hotel Bradford Roof Garden. Moore was branch mgr. at the Boston exchange for six years prior to his promition. Affair is sponsored by Variety Club of New Eng.



One of a series of Stanley-Warner Circuit showmanship meetings was held in New Haven recently for its New England managers. Seated on dais (l to r): Carl Siegel, head of concessions; Nat Fellman, film buyer; Nat Lapkin, v.p.; Samuel Rosen, exec. v.p.; Harry Feinstein, zone mgr.; Si Fabian, pres.; James Totman, asst. zone mgr., and Harry Goldberg, ad-pub head.

BUFFALO

Every local theatre ran a trailer on Elmer Lux, head of Elmart Theatres, as show business's candidate for Mayor. . . . Plans to close "Lili" after 10 record weeks at the Mercury were shelved and film is being held for two additional weeks, to be followed by the third return engagement of "The Quiet Man," reports mgr. Phil Todaro. . . . Shea's Bellevue in Niagara Falls, which closed temporarily for installation of a new wide screen, reopened with "The Band Wagon." . . . Tri-State Automatic installed a new deluxe type refreshment stand in Al Pierce's Elmwood. . . . After three weeks at Basil's Lafayette, "The Moon Is Blue" went over to the independent Cinema, playing concurrently on stage at Niagara Falls Playhouse. Attendance at both is reported very good.

A survey of local exhibitors reveals no plans to hike admissions, as is being considered in some areas. Sentiment is inclined to "wait and see" until Jan., when further Presidential action on the 20% tax bill is hoped for. . . . The Marciano-LaStarza fight will come to the Center Sept. 24 via Theatre Network TV, with tickets scaled at $3 and $3.60. It's the only theatre in western N. Y. which will have the telecast. Harold Murphy is now mgr. of the Cinema, succeeding Philip Cohen, who remains as co-owner with M. P. Slotnick. . . . Konczakowski's Regent, which announced reopening before Labor Day, will reman leased for further tests of Todd-American Optical new equipment. . . . Joe Lobworth, 20th-Fox exploiteer, was in town working with Ed Meade, Shea's Buffalo pub chief, on extensive promotion of "The Robe," which opens Oct. 2.

The Cinema and Basil's downtown Lafayette and their neighborhood houses were included in a cooperative promotion called "Sports Sampler," a book of tickets entitling the holder to reduced rates for various types of entertainment. . . . Blatt Bros.-Mercer Co. Theas. closed the May at Mayville and the Midway Drive-In at Maple Springs. . . . Booking and Buying for Nicholas Natale's Strand at Phoenix is no lonnger being handled by Cooperative Theas. of Buffalo. . . . The Commodore changed its policy and will now play SM-TWT-FS. . . . W. E. Anderson's Empire at Addison is being closed on Tues. . . . Seating capacity of the Lake at Brocton has been changed to 194 by owner Ralph Barber. . . . Earl H. Zimmer's Weedsport at Weedsport, which was closed for two weeks, will remain closed Wednesdays. . . . Robert Dittrich changed the policy of his Lakes at Interlaken to SM-WT-FS.

Watch These Dates!

Sept. 28-30: Dallas — Texas COMPO Conference and International Drive-In Theatre Owners Assn. annual meeting — Adolphus and Baker Hotels.

Oct. 3-7: Boston—National Allied Convention—Hotel Sheraton Plaza.

Oct. 7-8: Kansas City — Kansas-Missouri Theatre Assn. convention — President Hotel.

Oct. 23-24: Washington, D. C. — Variety Clubs International mid-winter meeting.

Oct. 31-Nov. 4: Chicago — TOA-TESMA-TEDA joint trade show—Conrad Hilton Hotel.

Nov. 1-5: Chicago — Theatre Owners of America national convention and trade show — Conrad Hilton Hotel.

Nov. 12: New York—Motion Picture Pioneers dinner.

Nov. 15-17: Jacksonville — Motion Picture Exhibitors of Florida annual convention —Roosevelt Hotel.

Nov. 22-24: Charlotte—Theatre Owners of North and South Carolina convention.

Dec. 14-15: St. Louis—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois annual convention —Sheraton Hotel.

CHICAGO

Attorney Thomas McConnell filed first-run complaint for F. Dudley Gazzolo, operator of the Imperial Theatre, against Paramount, Columbia, Universal, United Artists, Warner and RKO, asking $300,000 in damages. Gazzolo asks right to bid for the first-runs in his territory. . . . Advance sales for Cinerama at Eitel's Palace Theatre are reported to have reached $125,000. . . . Joe Stern ordered stereophonic sound equipment for his Colony Theatre. . . . Spiro Kontis, Abbott Theatre Supply mgr., reports order received for installation of 50' screen for the Oriental Theatre, also for complete installation of stereophonic sound equipment at McVickers, Oriental and State Lake theatres. B&K also ordered RCA equipment for the Rialto, Joliet; Madison, Peoria; Midway, Rockford, and Granada, South Bend, Ind.

Chicago City Council passed an ordinance outlawing switch blade knives. Heavy penalties will be inflicted on merchants caught selling them to youngsters. Such knives were used by the teenagers in their fight around the Vogue Theatre. Theatre owners have pledged to aid in the local drive to stamp out vandalism. . . . Layoff of some 6,000 workers at Studebaker's South Bend, Ind. plant is sure to affect theatres in that area. . . . "The Marihuana Story" was held over for a four-week run at the Follies and got its first drive-in booking in the area at the Sauk-Trail, where business was about 50% above normal. Film is distributed by Teitel Film Co.

Kermit Russell resigned from Universal sales staff to join Schoenstadt circuit as film buyer. . . . B&K entertained 280 mgrs., assts. and their wives at dinner at the Bismarck Hotel and then took them to see Cinerama. . . . Essaness will charge $4 and tax for telecast of Marciano bout at the Crown Theatre. B&K set admission of $3 and tax at the Marbro, Uptown and Tivoli. . . . Alliance distributed more than $1,000 in awards to mgrs. and assts. on Sept. 17 at the Lincoln Hotel meeting in Indianapolis. . . . One circuit in this area reports that extra week's salary demanded by operators for only three or four day run of 3-D films, plus $25 for switching lenses is responsible for their booking very few 3-D films. . . . William A. Foust, 82, who retired from Film Censor Bureau of the Chicago Police Dept. after 33 years of service, passed away.

CINCINNATI

James McDonald, gen. mgr. of Theatre Owners Corp., flew to Gloversville, N. Y. recently for conferences with the Schine home office. . . . Arthur Fine of the Empire Theatre, Cincinnati, is recovering from a heart ailment at Jewish Hospital. . . With the founding of a new daily newspaper in Ironton, O., we find exhibitor A. J. Sexton, Jr. trying to increase circulation in his spare time. Sexton operates theatres in Ironton, O. and Ashland, Ky. Willis Van's Guild Theatre, an art house, has a new and very attractive lobby. . . . Variety members enjoyed their first fall party last week, highlighted by films of the Mexico convention. Chief Barker Herman Hunt reports that theatre owners will run trailers during evening shows to publicize Old Newspaper Boys' Day on Sept. 22 for benefit of Variety's Foundation for Retarded Children.

Frank Weitzel will buy and book for the Palace Theatre, Charleston, W. Va., owned

CINCINNATI (cont'd.)

by W. B. Urling. . . . Elstun Dodge, owner of the Elstun Theatre, Mt. Washington, O., who received publicity in the local press when he provided rocking chairs to pickets from Operators Local 327, reports his projectionist is back on the job. . . . Wm. Hitchcock, owner of the 400-car West Union Drive-In under construction in Adams County, W. Union, O., has set formal opening date for Sept. 27. Hitchcock is also building a motel on the site. . . . Phil Fox, Columbia branch mgr., was toastmaster at the recent W. Va. Theatre Owners banquet in Bluefield. . . . Murray Baker, local sales mgr. for I.F.E., reports their first release, "Anna," set a number of records in the territory. . . . Foster Lane will resume personal handling of buying and booking for his Dixie and Lane theatres, Williamsburg, Ky. . . . Leo Sehear, asst. gen. mgr. of Theatre Candy Co., reports arrival of a new son—his second.

DALLAS

Recent personnel changes in Texas theatres include appointment of Anthony Todora as mgr. of the Tower, Dallas; Frank Chamrod as mgr. of the Leon, Pleasanton; Hugh Brand to mgr. of the Post Oak Drive-In, Houston, and Bill Safford as asst. mgr. of the River Oaks, Houston. . . . Lester Isaac, gen. mgr. of exhibition for Cinerama Productions, visited Dallas "on business" recently. Looks like a possibility for that city. . . . "Lili" so far has the record run of any picture in Houston. The neighborhood River Oaks Theatre took the long-run title away from downtown theatres. . . . A free triple-feature party signalized the closing of the Texan Theatre on Sept. 8. Fred Cannata, gen. mgr. for Horwitz Theatres, pointed out that the theatre had always been a money maker but the lease ran out this year and a new building is to be erected on the block.

DENVER

B. J. McCarthy resigned as sales mgr. for Realart exchanges here and in Salt Lake City. Robert Patrick, who recently bought the exchanges, will handle the job. Patrick was in N. Y. recently to arrange for other product. . . . Merf Evans closed the Lake, Johnstown, Colo., and has been named mgr. of the Lakewood, Lakewood, Colo. . . . Frank Monaco, booker at Universal, and Josephine Garrimone were married. . . . Republic is making use of Colorado scenery in the shooting of "Red Horizon," with most of the action taking place in and around Canon City. . . . The Denham is celebrating its 40th birthday anniversary. House was converted to films in 1932 and operated by the late Dave Cockrill since 1934. It is now being operated by his wife, Mrs. Vera Cockrill.

Metropolitan Television, in which Bob Hope is a major stockholder, received FCC approval on its proposed Denver TV station. . . . Max, son of Mr. and Mrs. Herbert Gumper, Alamosa, Colo. theatre owners, who was operated on for a heart ailment at Children's Hospital in Denver, is now well on the road to recovery. Several employees of National Theatre Supply gave blood for transfusions. . . . Ralph Clark, dist. mgr. for UA, was in Denver for a sales meeting attended by M. R. Austin, branch mgr., and salesmen Wm. Sombar and Herbert Buschman.

DES MOINES

The New Grand in Eldora now has a panoramic screen. Owner Leo Wolcott closed the theatre two days for the installation, marking the first time in 30 years that the house has been dark. An increase in admission and a new schedule of programming will be inaugurated. . . Wm. W. Proctor of Bellevue has purchased the theatre at Anita from Byron Hopkins. Tom Miller will serve as mgr. of the house. . . . The Tulip Theatre in Orange City opened for the winter. Ed. Utech, owner, plans to operate it three evenings a week. . . . The Strand in Iowa City has had extensive repairs and is now reopened for business. . . . S. D. Solke closed the Grand Theatre at Grand Junction for an indefinite period. . . . A new Magnavision wide screen was installed at the Shell Theatre in Shellrock. . . . Hoot Gibson and Tom London, famous personalities of the silent screen, visited Sioux City and made personal appearances at the 75 Drive-In and Victory Theatre.

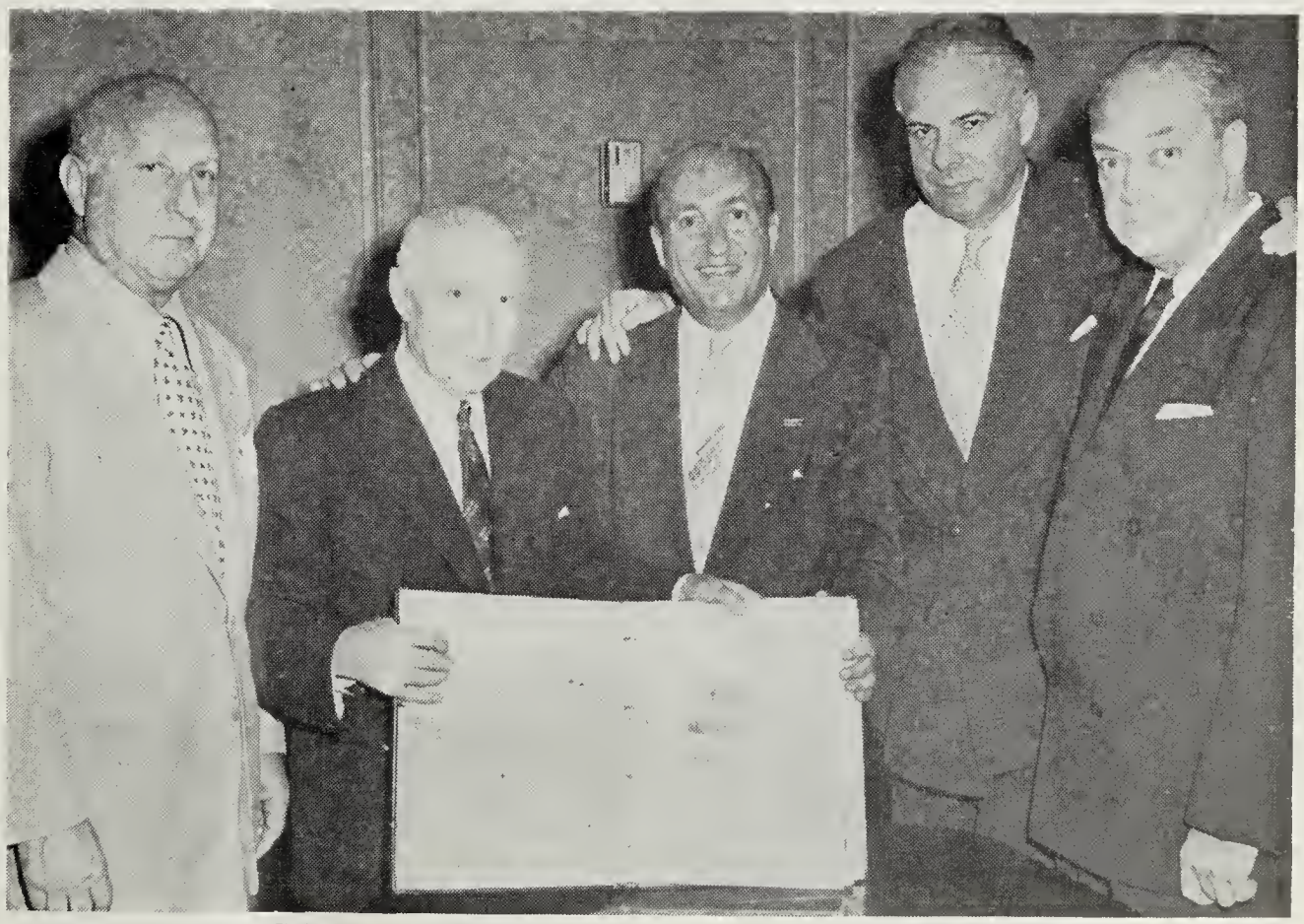
Mr. and Mrs. R. Neumayer have reopened the Breda Theatre, Breda, after summer closing. House was remodelled and a new 22' screen installed. . . . The State in Shenandoah, operated by Mr. and Mrs. R. B. Holdridge, installed 3-D equipment. . . . The Schaller Theatre, closed for two months, reopened as a result of assistance rendered by the Schaller Chamber of Commerce. . . . Two 16-year-old boys were hospitalized as result of a curious accident at an Oskaloosa drive-in. The lads had spread out a blanket in front of a car to watch the movie without the driver noticing them. Upon leaving the wheels of his car passed directly over both boys but they were not seriously hurt. . . . Mr. and Mrs. Paul E. Swanson of the State Theatre, Maxwell, announced the marriage of their daughter, Gloria Blanche, to Allen A. Anderson of Nevada.

DETROIT

Raymond Schreiber is completing a remodeling program at the Colonial Theatre. . . . The 25-year-old sign on the Michigan Theatre, ace house of the UDT circuit, headed by Harold Brown, is being replaced. . . . Wesley B. Schram, owner of the New Bijou Theatre for 40 years, was the subject of a feature story in the Detroit Times. . . Arthur F. Broek, mgr. of the Midway Theatre, is making plans for expanded operation with the opening of a new major shopping center across the street. . . . Management of the Mel Theatre in Melvindale was taken over by Jack Cataldo, formerly mgr. of the Rosedale. . . . Norman Meyers, mgr. of the Adams, has arranged for world premiere of "The Actress" to be held at his theatre. . . . When a serious water shortage threatened, W. P. (Bill) Kirchner, owner of the Belvil Theatre in Belleville, turned his well, used for air conditioning, over to the town. . . . James DiFalco, mgr. of the Colonial Theatre, passed away.

C. E. O'Bryan, mgr. of the Palms-State, booked the Marciano-LaStarza fight telecast for Sept. 24, at $4.20 for reserved seats. . . . Wm. Kimmel disposed of his West End Theatre to Arthur Weisberg, head of A & W Theatres, with Walter Janice named mgr. Latter comes from the Times Square, where he is being replaced by Emil Riewe. . . . The four Kitchen brothers, who operate a string of upstate ozoners, are joining in formation of the Triad Corp., to build a central Michigan TV station. . . . Harold Muir, mgr. of the Burnside Drive-In, is putting on shows in 55 schools this winter. . . . Neil W. Talling, retired mgr. of the Krim Theatre in Highland Park, was guest of honor at a luncheon tendered by the local Rotary Club. . . . Charles W. Snyder, former exec. secy of Allied Theatres of Mich., has been elected Detroit District Commander of the American Legion.

Saul Korman booked the new Norman Granz "Jazz at the Philharmonie" at the Broadway-Capitol for Sept. 26. . . . With Richard Funk entering the real estate and insurance field, his brother Thomas took over managerial duties of the Great Lakes. . . . A new owner is said to be reopening the Hoover, which once was operated by



Start of the Adolph Zukor Golden Jubilee Sales Drive is celebrated with presentation to the Paramount board chairman of a special album of trade press and other clippings about the testimonial banquet for Zukor last March to commemorate his 50 years in the motion picture business, sponsored by Variety Clubs International. L to R: Barney Balaban, Paramount prexy; Zukor; Harry Brandt, VCI banquet chairman who presented the album; A. W. Schwalberg, Paramount Film Dist. Corp. prexy; and E. K. O'Shea, Paramount distribution v.p.

DETROIT (cont'd.)

Rosa, Kocipak and Smith. . . . Cherry Bowl Drive-In opened on U.S. 31 near Frankfort, under management of Dudley Gregory and L. O. Griffin. . . . M. Harlan Starr, "Dean of Film Row," and former mgr. of the Empire, Washington and Madison theatres here, passed away. Also David Mundstuk, pioneer independent film distributor.

KANSAS CITY

The Regent Theatre has a new Walker seamless, wall-to-wall screen. . . . Wm. Beckley, formerly with Tri-States Theatres, is the new mgr. of Commonwealth's Waldo Theatre. John Newcomer, who temporarily headed the Waldo, returned to Lawrence, Kans., where he manages a theatre during the University year. . . . Tom Wolf, mgr. at the Lee in Harrisonville, Mo., has been transferred from the 50 Drive-In at Sedalia by Commonwealth. . . . Bev Miller, owner of ozoners at Lawrence, Kans., St. Joe and Jefferson City, Mo., held a demonstration of hypnotism at Lawrence wherein a volunteer was hypnotized and placed in a "grave" for 72 hours. Patrons were asked to view both the "going to sleep" and "awakening" at week-end shows. . . . Screening of "The Robe," beginning Sept. 30 at the Orpheum, will be preceded by a big promotion campaign. . . . John Dobson, formerly associated with Remington Rand, has joined UA as salesman.

Wichita, Kans. will have two new ozoners when the Oaklawn on Kans. Hyway 15 and the Rainbow at McArthur Rd. & Hydraulic St. are completed. Martin Gravette, Howard Humphrey of Wellington and Wendell Humboldt of Argonia are owners of the Rainbow, and Al C. McClure owns the Oaklawn. . . . The Westport, Wichita, will reopen with a new 28-ton screen built to resist high winds. . . . Fox Midwest theatres in Wichita gave free passes to donors to the Red Cross blood bank. . . . Senn Lawler, public relations director for Fox Midwest, is chairman of the 35th annual convention of the Kans.-Mo. Theatre Owners convention, to be held Oct. 7-8 at the Hotel President. Louis Higdon, pres. of Midcentral Theatres, is co-chairman. This year's program will emphasize getting patrons back into theatres.

Holmby Productions, producer and owner of "The Moon Is Blue," and UA, distributor, filed a petition in the Wyandotte County district court asking that the Kansas Board of Review be instructed to approve the film. . . . Dickinson Theas. sponsored a contest for the greatest improvement in sales per person in August. Winners were the Monroe Theatre at Monroe City, Mo., managed by R. M. Nickerson; the Dickinson at Topeka under management of John Marshall and the Glen at Quincy, Ill., managed by Louis Magner. . . . Gus Kopulos, head booker at Universal, resigned because of ill health. . . . "So This Is Love" was screened for disc jockeys and record dealers by Mayflower, Inc., record distributor. . . . Filmrow Men's Bowling League began games early in Sept. Sponsors include Manley, Inc.; Poppers Supply Co.; Dixie Ents.; Shreve Theatre Equip. Co.; Hailman Printing Co.; Film Delivery and Michael Clothing Co. Commonwealth and Fox Midwest are co-sponsors of one team.



Matthew Fox (center), president of All Dimensions, Inc., discusses with members of the press the technical advantages of "Moropticon," the new mono (single-film-strip), three-dimensional motion picture system, after its first public demonstration at the RKO 86th St. Theatre in New York City.

LOS ANGELES

The Plaza Theatre in Hawthorne, recently shuttered by Ned Calvi, has been acquired by Mark Hansen, Hollywood exhibitor, who plans an early reopening. . . . The wife of Mason Siler, Balboa and Costa Mesa exhibitor, has been advised by her physician that she will soon be the mother of twins. . . . Milt Lefton, who operates the Oriental and Campus theatres here, has extinguished the house lights of his Vista Theatre. . . . Warner branch mgr. Fred Greenberg is recuperating at home following major surgery. . . . Herbert Rosener, who operates the art theatre, the Vagabond, took over the Beverly Canon, another are house, from ABC Theatres, owner by Buddy Adler and Greg Carter. . . . Tom Muchmore planed out for a vacation in the British Isles while his Canoga Theatre in Canoga gets a re-seating and remodeling job. . . . Coronary thrombosis caused the death of George P. Brown, 64, former owner of the Riviera Theatre, now known as the Fremont.

The Los Angeles county board of supervisors approved a plan to rezone for commercial use a strip of land in Long Beach, where more than 30 new shops and a new drive-in are scheduled for construction. . . . O. N. Srere of the Metzger-Srere circuit was appointed a member of the Los Angeles Businessmen's Assn. in recognition of his leadership in civic affairs. . . . Simon Lazarus shuttered the Century, a neighborhood theatre. . . . Nick Astrada, formerly with Azteca Films, opened his own film buying and booking service at 1826 S. Vermont Ave. . . . Dave Rector, former operator in Lennox and Long Beach, has assumed operation of FWC's long dark Larchmont and is readying the house for early opening. . . . Berger Electric Co. completed the wiring assignment for the new wide screen and 3-D equipment at the U.A. Washington Theatre, Pasadena. . . . Jules Needleman is back at his salesman's desk at Columbia after seeing plenty of action in Korea.

MIAMI

Howard G. Barnes, mgr. of the Variety, leaves for New York and Europe while his theatre gets a complete renovation. . . . Bill Watt is new mgr. at the Coral, replacing Vince Daugherty. . . . Wometco features in its ads—"Two hour vacation at the movies." . . . Claughton chain announces a new policy for men in uniform. Armed Forces rates are to be the same as student rates. . . . Al Wilkie reported that 50,000 Miamians viewed "Lili" during during the two-week holdover at the Olympia, a first for that house in 28 years. . . . Wide screen has increased business at the Paramount, according to Charles Whitaker. . . . Norman Wittcher is the new asst. mgr. at the Trail. . . . New houses which are booming include Herbert Wood's Marathon on the Keys; a 500-car ozoner at Tampa; Park Picot's 300-car ozoner at Fort Meyers, and the Lincoln Theatre and drive-in at Tallahassee.



Lulu, Elsa and Iris (l to r) arrive in New York on their first leg of a nationwide tour in behalf of I.F.E.'s new American language film, "Three Girls From Rome." The girls, considered Italy's most beautiful models, appear in the film and, besides a schedule of personal appearances, radio and TV interviews, will do a series of fashion shows.

MILWAUKEE

New branch mgr. at U-I is Pat Halloran, who formerly held the post of sales mgr. in Minneapolis. . . . Picket lines of teen agers, in protest of increased admission prices, forced closing of the Lyric and Fox theatres at Stevens Point, which are now reopened with lower rates than before. The new price of 40¢ for students is 20¢ less than the raised price; 20¢ for children as compared to 25¢, and adults pay 65¢ before 6:30, 85¢ after, whereas formerly they paid a straight 80¢. . . . The Palace here, which used to be the main vaudeville theatre, will present the Broadway stage hit, "Pal Joey" Oct. 26 to 31 at top admission of $4.80. Harry Boesel, mgr. of the Palace, is also dist. mgr. of the Palace and Fox-Strand.

"The Moon Is Blue," banned in the city of Milwaukee, played at the '41 Twin Outdoor and Victory drive-ins without interference because they are located in the county. . . . John R. Kois is the new mgr. of the Telenews here, succeeding Philip Klein, now at the McVickers in Chicago. Kois managed a Telenews theatre in Cleveland. . . . Four Fox nabes have reopened. . . . The city's Motion Picture Commission decided to re-screen two French imports, "Forbidden Games" and "Seven Deadly Sins." . . . Mayor Harold Shapiro of Miami Beach, Fla. and his bride were recent visitors. The Mayor at one time was attorney for the independent theatre owners here and also a member of the city's Motion Picture Commission.

MINNEAPOLIS

An out-of-court settlement was reached in the anti-trust suit of Martin Lebedoff vs. the major film companies and Minn. Amuse. Co. About a year ago Lebedoff was awarded a pudgment of $138,000 including damages, costs and attorneys fees. According to Lee Loevenger, attorney for the plaintiff, settle-

MINNEAPOLIS (cont'd.)

ment was for approximately that amount. . . . Ivebeck Realty Co. of N. Y. C. has purchased the State Theatre property, Minot, N. D. from Minn. Amuse. Co. for $145,000. MACO will continue to operate until a new building, now under construction, is ready for use about March 1, 1954. . . . In a division of theatre properties owned by the late Ben Friedman and his brother, Israel, the latter assumed operation of the Rivoli and Broadway and an ozoner at Albert Lea, Minn. and the Princess, St. James, Minn. Mrs. Ben Friedman and her son-in-law, Martin Stein, will operate the Westgate and Edina in suburban Mpls.

NEW HAVEN

Plans of Nick Kounaris and Paul Tolis to build their first drive-in theatre, adjacent to the Meriden Theatre, Meriden, have been approved by the Common Council. . . . Jack A. Sanson, Manchester city mgr. for Stanley-Warner, was named mgr. of the circuit's Strand, Hartford, replacing James F. McCarthy, who was upped to Conn. dist. mgr. Other S-W promotions include Victor Morelli to succeed Sanson; Harold Nelson to mgr. of the Empress, Danbury, and David Sherman to mgr. of the Strand, Hartford.

Mrs. Frances Lampert, mgr. of the independent Glastonbury Theatre, Glastonbury, filed two suits involving a total of $1,600,000 against Broadcast Music, Inc. and several major recording companies, charging that the music to "Song from Moulin Rouge" and "'Cause I Love You," was written by her and claimed by others. . . . Watertown, Conn. has voted to restrict business structures and advertising signs on the area north of Route 6. Its effect on the long-pending application of Fred Quatrano for construction of a drive-in is yet to be decided. A hearing is scheduled at State Police headquarters, Hartford, on Sept. 21. . . . Milton LeRoy and his father, Peter, of the Blue Hills Drive-In, Bloomfield, have sound engineers working on plans to enlarge their screen to two and a half times its present size.

Brooks LeWitt reports installation of a new panoramic screen at his Arch St. Theatre, New Britain, which was built by his projectionist at the Strand in Plainville, Dan Greenier, who is also pres. of IATSE Local 301. . . . George Jessel will speak at the Special Gifts Dinner, Hartford Hadassah, on Oct. 17 at Tumblebrook Country Club, Bloomfield. . . . Lou Brown, ad-pub. dir. for Loew's Poli New Eng. Theatres, recently noted his 20th wedding anniversary. . . . Franklin Ferguson, mgr. of the Whalley Theatre, New Haven, received a Page One break in the Evening Register, when he recovered a wallet containing $3,500 in diamonds and $100 in cash dropped by Bernard Raphael, local jeweler, after a frantic search of the theatre. Showing on the screen was "Pickup on South St."



Elaine Stewart, star of M-G-M's "Take The High Ground," a Dore Schary personal production, attended the American Legion luncheon while in St. Louis on behalf of the film. Miss Stewart is shown here comparing notes with V.-Pres. Nixon. Schedule of events for the unprecedented five city world premiere of "High Ground" next week in Texas has been completed.

NEW ORLEANS

J. S. Wingate opened his Gaylee Drive-In at DeQuincy, La. on Sept. 15, to accommodate 350 cars. . . . The Gay Theatre at Ferriday, La. has a new owner, W. G. Pullon. Former owner E. Hicks also operated the New Theatre there but closed it due to poor business. . . . Name of the Strand Theatre No. 2 in Farmersville, La. has been changed to Kay Theatre. Other name changes reported are the Menlo in Gibsland, La. to Dixie Theatre, and the Arcadian in Broussard, La. to Broussard Theatre. . . . H. B. Guilloy has taken over the Lark Drive-In at Villa Platte, La., where he also owns the Platte Theatre. . . . Syd Kramer of RKO's short subjects dept. was in town planning for tie-in opening of "Louisiana Territory" with President Eisenhower's visit here on Oct. 17 during celebration of the 150th anniversary of the Louisianna Purchase.

G. T. Edwards leased the Royal and Ritz theatres in Hattiesburg from A. L. Royal, who retained the Rebel there as a first-run house. . . . Stanley Projection Co. of Alexandria, La. has been appointed distributor of the butt-weld Presto Splicer manufactured by Prestoseal Mfg. Corp. . . . The Bell Theatre in N.O. celebrated its first anniversary with gifts for the first 500 men and women and candy for all children. Owners E. T. Calongne and J. A. Sevin announced plans for installation of CinemaScope and sterophonic sound. . . . A fire of undetermined origin, discovered after the last patron had left, destroyed the only theatre in Moorhead, Miss., owned by C. A. McGowan. . . . Mgr. Rodney Toups reports that the life-size paintings of Jane Russell and Marilyn Monroe were stolen from in front of Loew's State Theatre.

Supt. of State Police Francis C. Grevemberg announced that bank night at movie theatres is illegal when a person is required to buy a ticket and be present at the drawing. He warned offending theatres to cease the practice immediately. . . . The local chapter of the Women of the Motion Picture Industry, which has the distinction of being the second club in the nation to receive its charter, has been in process of organization for two months and already has about 120 members. Mrs. Loraine Cass of Paramount is pres. Among primary objectives of the WOMPI's is promotion of better public relations for the motion picture industry.

FILMS TELEVISED SEPT. 5 to SEPT. 18

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Calling All Marines	Don Barry	Rep. 9-22-39
Covered Wagon Trails	Jack Randall	Monog. 5-9-40
Crimson Romance	Ben Lyon	Mascot Pic. 9-26-34
Gorbal's Story	Glasgow Unity Players	
Geisha Girl	Martha Hyer	
Lady of Burlesque	Barbara Stanwyck	UA 4-29-43
Lucky To Me	Phyliss Brooks	
Murder Appointment	John Calvert	
Mysterious Miss X	Michael Whelan	Rep. 1-23-39
Six Gun Gospel	Johnny Mack Brown	Monog. 2-1-43
Storm Over Lisbon	Vera Ralston	Rep. 9-5-44
The Tiger Woman	Adela Mara	Rep. 4-15-46
Time of Your Life	James Cagney	UA 5-26-48
Tuxedo Junction	Thurston Hall	Rep. 12-4-41
Wildcat Saunders	Jack Perrin	

NEW YORK

The 1800-seat Lane Theatre on W. 181st St. has been acquired by Harry Brandt, head of Brandt Theatres, from owner Morris Lane, who operated the house for 20 years. Brandt has contracted for the first wide-screen CinemaScope installation in upper Manhattan, as well as for 3-D apparatus. . . . One of the main attractions at the entertainment industry's annual golf tournament on Sept. 29 at Westchester Country Club will be a team competition between Radio and TV execs and execs of the film industry. Prizes will be awarded at the banquet climaxing a day of many activities.

Scenes from Bing Crosby's past films will be telecast by WABC-TV in conjunction with television appearances by prominent personalities in the lobby of the Rivoli Theatre at the gala reserved seat premiere of "Little Boy Lost" on Sept. 21 for benefit of the Overseas Press Club. Barney Balaban, Paramount prexy, purchased his tickets from Nicole Maurey. Crosby's leading lady in the film. . . . A meeting of the board of directors of Allied Theatre Owners of N.J. has been scheduled for Sept. 22 at the Hotel Astor, at which time representatives to the National Allied convention in Boston (Oct. 3-7) will be briefed. . . . Otto Madsen, 66, RKO branch operations auditor and employee of the company for 40 years, passed away. . . . Herman Gelber, pres. of Local 306, became a grandfather last week.

The newly organized Women's Committee of the Variety Club Foundation to Combat Epilepsy will honor Sophie Tucker at a cocktail party and tea at Variety Club headquarters, Hotel Piccadilly, Sept. 28. Carmel Myers Schwalberg, film and TV star, will act as hostess. This is one of many affairs being arranged in honor of Miss Tucker's 50th anniversary in show business, which will be climaxed with a dinner at the Waldorf on Oct. 4.

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PHILADELPHIA

Robert Diem, asst. mgr. of Loew's Aldine, Wilmington, Del. for the past nine years, replaces Larry Levy as mgr. of Loew's Colonial in Reading, Pa. . . . The question of Snuday movies will appear on the Nov. ballot in New Cumberland, Pa. . . . "The Robe," first movie made in CinemaScope, has been booked to open at the Fox on Sept. 24. . . . . Mickey Greenwald, formerly of the S-W shorts dept., is now a booker at Republic. . . . Would-be Eddie Fishers and Judy Garlands will have a chance to strut their stuff on the stage of the Tyson Theatre when the first "Children's Talent Parade" is staged by mgr. Morris Lev.

The Pennsylvania premiere of "Cinerama" will be held Oct. 5 at the Boyd Theatre. . . . Hallmark Productions is appealing a ban placed by the State Board of Censors on its movie of drug addiction, entitled "She Shoulda Said No," after a second review and final ruling listing 22 instances of scene and dialogue which it considered objectionable. . . . Bargain Night at the Lincoln Drive-In recently included two big hits for only $1 plus tax per carload. . . . "Moulin Rouge" ran into its 28th week at the Trans-Lux Theatre, managed by Charles Judge.

PROVIDENCE

Larry R. Levy, mgr. of Loew's Colonial in Reading, Pa. since 1944, has been promoted to a similar post at the 330-seat Loew's State in this city. . . . SRO signs are always displayed during the too-infrequent appearances of Hollywood celebrities at local movie houses and proving their popularity in this area was a quarter page ad in the Providence Sunday Journal recently wherein the producers of Matunuck's Theatre-By-The-Sea thanked the public for their biggest season in the 20-year history of that playhouse. . . . Opening of public and parochial schools here was postponed three weeks due to the worst outbreak of infantile paralysis in local history but no attempt was made to close the motion picture houses.

ST. LOUIS

A new innovation at A. B. (Jeff) and Maude Jefferis' Pine Hill Drive-In, Piedmont, Mo., is a regular free Friday night square dance after the show. . . . J. Wyman Hart and Russell Hall, partners in the motion picture theatre business for some 18 years, terminated their association when Hall sold his half interest in the 450-seat Rex at Waverly, Ill. to William Jackson, a native of Waverly. . . . Increased admissions were put into effect Sept. 1 by Luther R. Ausbrook at his 390-seat Granada Theatre, W. Salem, Ill. Adults pay 40¢ and children 18¢. . . . . Certificates of incorporation were issued to Multi-Scope Theatres, Inc., Kansas City, Mo., to do a general motion picture business: New-Vu Theatres, Inc., Kansas City, to do a general theatre business. . . . With annual meeting of the MPTO of St. L. set for the Sheraton Hotel on Dec. 14-15, convention committees are busy holding meetings to plan the details.

Hearing on the injunction suit filed by Hugh Graham, lessee of the LaCosa Theatre, Slayton, Mo., against 12 officers and members of Operators Local 143, will be held Sept. 22, to prevent picketing of the house in an effort to force employment of two union projectionists on each shift at the house. . . . A preview of the Community Chest's 10-minute documentary titled "It's Our Town," was held at the Fox Theatre. The Red Feather drive starts officially Oct. 19. . . . Joe and Lou Ansell plan to reopen their Empress Playhouse for the 1953-45 stage season Sept. 29 with "Debut," starring Peggy Ann Garner, as the opening attraction. . . . Joaquin C. Wilson, member of Operators Local 143 for about 30 years, died of a heart ailment. Most recently, he was one of the projectionists at the Michigan Theatre.

Val Portwood, mgr. of Kerasotes' Lory Theatre, Highland, Ill., reports that all necessary equipment for the showing of 3-D films will shortly be installed. . . . The Lee Theatre, New London, Mo., was purchased by Mr. and Mrs. Wm. P. Megown from Mr. and Mrs. Lillard Williams. . . . Several closed theatres in this area probably will be reopened during Oct. In some instances, local merchants are working out arrangements with theatre owners to guarante them against loss in order to get houses reopened. . . . Mike Edel of Centralia, Ill. is taking over booking and buying for the Benton, Ill. Park Drive-In, operated by Sam Stuart Marshall. Edel also represents Mack Enterprises. . . . The Missouri University TV station near Marshall, Mo. is due to take to the air this fall with programs of NBC, DuMont, ABC and CBS. Members of Kiwanis Club of Harrisburg, Ill. expressed thanks to the management of the Harrisburg Drive-In, owned by Olin Ingram and Fred Wilmoth, for the recent movie night at which funds were raised for the Kiwanis junior baseball program. . . . The Alvin Theatre at Athens, Ill., dark since July 3, freshly redecorated and with equipment overhauled, reopened. . . . Marlin T. Atkins reopened his 300-seat Idaho Theatre, Sumner, Ill., with his established policy of closing on Tuesday night. Atkins had the house redecorated during summer closing. . . . The 300-seat Lyric Theatre at Farina, Ill., closed for a month while owner Mr. and Mrs. Art Madden were on vacation, reopened with "Ma and Pa Kettle on Vacation" as the feature attraction.



Hollywood gathered at a party at Romanoffs following the premiere of Wayne-Fellows latest picture, "Island In the Sky," hosted by John Wayne and his producer-partner, Bob Fellows. Some 250 celebrities were on hand to pay tribute to the Warner release as part of the industry's observance of the 50th anniversary of powered flight. Shown here (l to r): Richard Gully, Vera-Ellen, Bob Cummings and Mrs. Cummings.

SAN FRANCISCO

Golden State Theatres inaugurated a policy of admitting families of any size to their neighborhood Granada, Amazon and Serra theatres on Tuesday nights for $1. Admission on other nights is 20¢ for children, 55¢ for adults at the Granada and 50¢ at the Amazon and Serra. . . . Jack Allen, mgr. of the Stage Door made a timely tiein for "The Sea Around Us" with Nippon Fish Co. for a lobby display of acquariums containing rare fish. . . . Rotus Harvey, pres. of Western Theatre Owners, writing in the organization's monthly digest, stressed the point that WTO has always been strongly in favor of arbitration and still believes in it. . . . Telenews Theatre here will have the world premiere on Oct. 2 of "Teen-Age Menace," which, according to dist. mgr. John Parsons, is the first factual documentary on dope addiction by juveniles.

William Greenbaum of Film Booking Agency has acquired the account of the Chabot Theatre in Castro Valley. . . . John Hurley of Bowles and Hurley booking agency, is on sick leave. . . . Earl Long, United Paramount dist. mgr., has put his tickets on sale for the Marciano-LaStarza fight and scaled the 2735-seat Paramount at $3.60 and $4.80. . . . John Parsons, dist. mgr., Telenews Theatres, reports tickets for the telecast at the 400-seat Telenews, all reserved at $4.80, going fast. . . . Russell Beach was named gen. mgr. of Sunny Mount Theatres, succeeding Bruno Vecchiarelli, who resigned several months ago.

WASHINGTON

Cinerama will reach Washington about Nov. 1, in Stanley-Warner's top downtown theatre, the Warner, according to announcement of George A. Crouch, company zone mgr. The Warner will close Sept. 26 for necessary renovations. The Metropolitan, second S-W downtowner, will be upped to first-run stature. . . . The Marciano-LaStarza bout on Sept. 24 will be telecast at the Warner, with tickets at $3.60 on a reserved seat basis. . . . Variety Tent #11 has approved the following industryites for membership: Charles E. Redden, asst. mgr. of Loew's Columbia; Norman Weitman, sales mgr. of Universal Exchange. Barker Charles Rosenthal, who turned in $460 in Aug., received a case of champagne, courtesy of Fred Burka, in the current welfare awards drive. Mrs. Milton Lipsner, who turned in $140, received a $25 bond, courtesy of Norman Cohen.

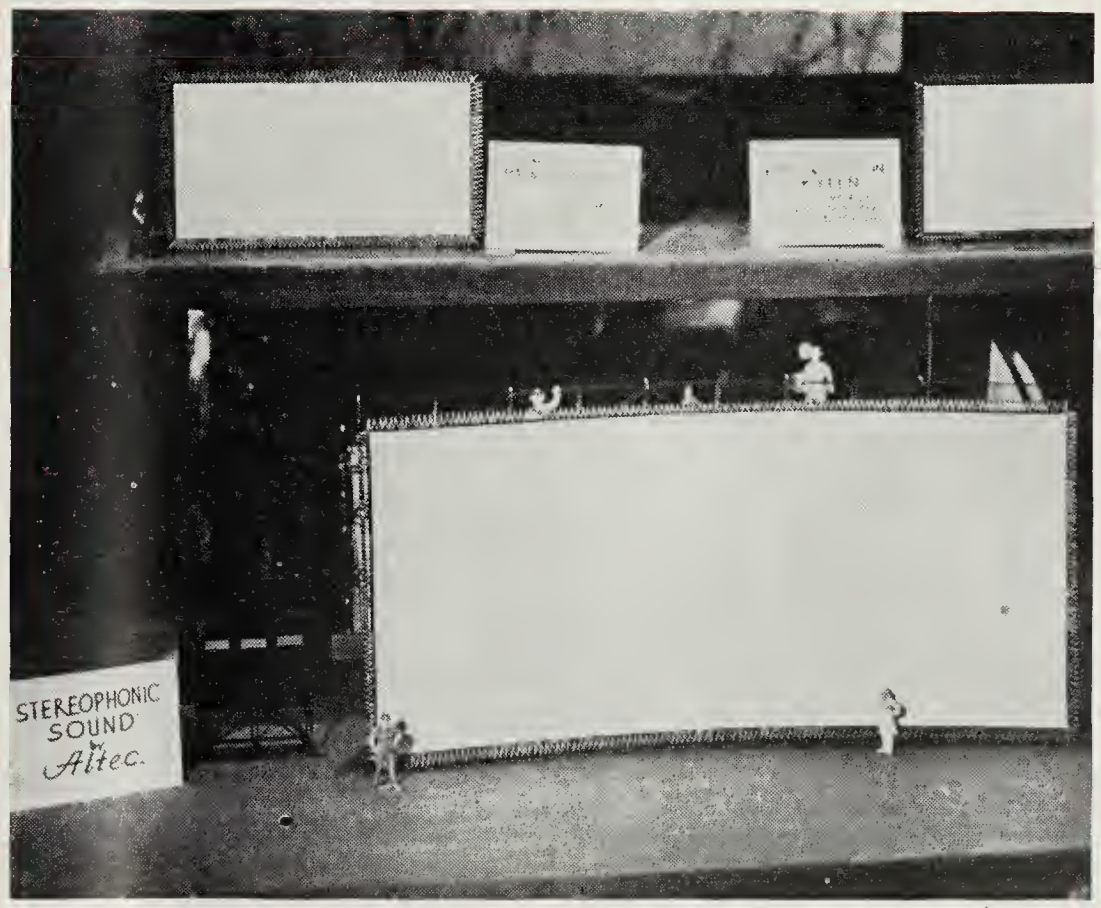
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YOUR THEATRE



- TRADE SHOW SELLS OUT
- BALLANTYNE PACKAGE CLARIFIED
- FIRMS BEGIN SOUND HEAD PRODUCTION

THE EXHIBITOR SPEAKS
(page 28)



NEW SOUND SYSTEM

(See page 28)

ROUND-UP OF STEREOPHONIC SOUND UNITS IN THIS ISSUE

Old House Given New Face



Modern design accomplished the above transformation of the Fitchburg Theatre, Fitchburg, Mass., when a complete remodeling job was given the house. On top is the old marquee, which was replaced by the one below by Louis Chiarmonte of Merchandise Displays, Inc., Boston. Along with new box office, lobby, theatre front, etc., the house got a brand new concession stand much larger than the one it used to have.

FITCHBURG, MASS.—With the signing of a new long term lease on the Fitchburg Theatre, Fitchburg, Mass., by Benjamin Sack, a complete remodeling job was done on the house under the direction of Louis Chiarmonte of Merchandise Displays, Inc., Boston. Along with a renovation of the front of the house, including new marquee, box office, lobby, etc., a complete transformation of the concession stand was also effected by the designer.

From a small booth that sold only candy while the house was operated by the Maine and New Hampshire Theatres, it has been turned into a stand that can take four girls at peak rush hours on week-ends, three at rush hours on week days and two at other times. It now features a four-flavored drink machine as well as a Manley popcorn machine, which marks the first time that the theatre is selling that product.

Install Warmer, Rotisserie

Another "first" for the stand is an ABC warmer as well as a hot dog rotisserie from the same company. Adding to the lure of the concession counter is an ice cream dispenser and shelves full of a complete line of candies and nuts. Manager Frank Boyle said that the stand's business far exceeded expectations for the first week of operation.

The theatre front was remodeled by the installation of ranch-style wood panels painted a dark rich brown and display panels of double 40x60's with inserted pictures. The new box office is of glass with a white-washed brick base, and the house now has new Kawneer doors.

Sign Firm Prints Folder

CHICAGO.—A brochure on Enduronamel panels and plastics has been completed by Wagner Sign Service, which it will send to all interested parties. The booklet was specifically designed for supermarkets and chain stores by the firm, which is known for its theatre panel signs.

Popcorn Institute Begins Three-Month Promotion Drive Covering Theatres

CHICAGO.—A three-month drive designed to boost popcorn sales in motion picture theatres and supported by widespread national advertising will be inaugurated Oct. 1 by the Popcorn Institute, it has been announced by Clark Rhoden, chairman of the organization. Point of sale promotion kits containing displays for concession stands, box offiees and theatre lobbies are available through members of the Institute for exhibitors, he added.

Advertisements placed in leading consumer magazines and newspapers wil draw additional attention to the drive. Four-color full page ads will be run by the Seven-Up Co. in "Look," "Saturday Evening Post," "Life," "Ladies Home Journal" and "Country Gentleman" as well as in the Sunday color comic sections of 196 newspapers, the chairman stated.

The Morton Salt Co., Wesson Oil, the Can Manufacturers Institute, Penick and Ford will also run ads promoting the sale of popcorn.

Other forms of sales promotion, including a publicity campaign, will be used in addition to the advertisements, Rhoden said. He added that theatre owners and concessionaires "should order (the) new point of sale pieces through their popcorn suppliers promptly."

American Seating Elects

GRAND RAPIDS, MICH.—The board of directors of the American Seating Co. have appointed James M. VerMeulen, as executive vice-president; George H. Roderick, vice-president for operations; J. E. Heidgen, financial vice-president, and James J. Thompson, general sales manager.

Sell-Out Scored For Trade Show Of TOA-TESMA

More than 100 firms holding reservations for a total of 144 booths will demonstrate theatre equipment and concession merchandise to the persons attending the combined TESMA-TOA trade show Oct. 31 to Nov. 5 which is already completely sold out, according to Ray Boomer, TESMA secretary. The exhibit will be held at the groups' annual convention, slated this year for Chicago's Conrad Hilton Hotel.

Final TOA plans were scheduled to be made at a meeting of the convention committee held in Chicago this week under the direction of David Wallerstein, convention chairman. In addition to committee members, others scheduled to attend were Alfred Starr, president; Herman Levy, general counsel; Howard Bryant, administrative director, and Charles E. "Chick" Lewis, convention and trade show director.

Purpose of the meeting was to settle definite arrangements for the convention entertainment program, especially for the ladies, and to set up a tentative agenda of business meetings, a report stated. A special Cinerama showing has already been set for the convention, Wallerstein announced.

Record Attendance Expected

New industry techniques, including 3-D, wide-screen and stereophonic sound, was named as the cause of the wide-spread interest in this year's show. A record attendance is expected from TOA, and 100 percent representation from Theatre Equipment Dealers' Association, according to Ray Colvin, TEDA executive director.

Top engineers from most of the manufacturers represented will be present to answer any questions that exhibitors might have on the merchandise demonstrated. Both standard and drive-in theatres will be considered when the booths are being designed, it was stated.

In addition to the show, interest is being aroused in the theatre equipment and new processes forum, which will take place Nov. 4 in the hotel's grand ballroom. Experts of every phase of theatre exhibition will be represented on the 15 to 20 man panel, according to TESMA-TOA plans.

Industry people from every branch and its allied fringe are planning to attend both the forum and the trade show.

Equipment, Techniques Forum Scheduled

A forum on theatre equipment and new processes, sponsored by Theatre Owners of America and Theatre Equipment and Supply Manufacturers Association will be held in Chicago Nov. 4. At that time these groups, plus Theatre Equipment Dealers Association will be having their annual conventions in that city's Conrad Hilton Hotel. The forum will be added to the combined trade show planned, for which all of the 144 booths have already been sold.

A panel of 15 to 20 experts will give "authoritative answers' to exhibitors' questions on techniques and equipment involved in the new processes and dimensions, according to the TOA and TESMA committees working on the project.



Look into the face of the mob — hear an insistent voice over there in left field calling to be heard...

With the magic of Simplex "P. T." Stereophonic Sound that voice *does* come from "left field." The voice is sharp and clear . . . and is located for the ear as well as the eye. It is the new sound dimension that is unsurpassed for brilliance and realism.

Be sure the Stereo Sound you install in your house is Simplex Stereo Sound because SIMPLEX Stereophonic Sound is "P. T." — "Performance Tested" for every conceivable situation—your assurance that it's *right* for you!

Place your order now — for early delivery!

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STEREOPHONIC SOUND

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The Exhibitor Speaks

Small Screens Key Ingenuity Of Novel Ozoner Construction

By Philip L. Handler

In the heart of the Missouri hill country lives an exhibitor who had an idea about a Multiscope Drive-In Theatre, a new type of ozoner which would provide each car with its own screen. Tom Smith didn't have much money nor any big time connections, but one day, about a year ago, he decided to go ahead and build the theatre with common hand tools.

It took him a year to do it, but now the world's first Multiscope Drive-In Theatre stands in Urbana, Mo., a town of about 350 persons located 40 miles north of Springfield. Radically different from the traditional type of out-door theatre, this one features a circle of screens, each one 30″ by 40″ instead of one huge center screen.

Although Smith won't give all the details on how it works, he does explain that one projection machine placed in the center of the circle sends out the same image to each screen by a rear view projection system of his own patented design.

Favors Rear Projection

Rear projection has always been a favorite of his, and he proudly proclaims: "Technicolor is certainly something to see in rear projection, and now is the first time for most of our customers."

The new theatre was admittedly designed with the thought of stealing away from television some of its own thunder. The Missouri exhibitor explained that when he first saw the progress TV was making, he also thought that the way to fight it was with larger screens.

But soon he came around to the belief that "we have overlooked one little item, and that's close observation and ideal vision." His ozoner has that "something that most of us have overlooked," he claims.

"We must admit that TV is rear projection, close observation and individual," the inventor argued. "The only bad point is that it has no product for entertainment, and the quality of the picture is poor." With Multiscope, he believes that the motion picture industry has "moved in on something that TV has, except, of course, we have something to offer the public in entertainment and quality."

Attracts Stay-at-Homes

"For the first time they see real entertainment in the style they like to view it," he added. And they must like it, because, he says, he "certainly has shaken loose a lot of TV stay-at-homes around here with this thing. They never would go to the theatre, but they like this Multiscope."

Sell-outs every night have been the rule, he claims, and the show starts as soon as the 40 cars which the theatre now accommodates arrive. At first he thought that Multiscope, "just because it's new and different" was causing the success. But he continues, "they keep coming back for every change."

"I had no idea that this small working model would turn into a regular schedule run theatre," exclaimed the inventor. He originally became involved in this experiment because "motion pictures is my hobby as well as a living. I have been in this field all my life I should say, as I've never been out of it."

Despite all the attention that the Multiscope Drive-In Theatre has been receiving, the theatre works with a bare minimum of advertising. Regular film trailers of previews of coming attractions are shown, but no newspaper ads nor handbills have been used.

Smith explained that his is a small situation that can't afford a huge advertising budget. Nevertheless, he claims to "have letters from everywhere, including England, wanting to know how others can get one of these theatres."

"I would never be able to produce this type of theatre by myself to be sold," he says. As well as the fact that he doesn't possess the capital to go into a large scale manufacturing venture, he also complains that he is "pinned down to booking and buying pictures and routine daily operation of the world's only Multiscope Theatre with no time for further developments."

He can't tell exactly what it would cost to build commercially because, he adds, that "it's hard to say what the cost of something would be when you build it yourself."

The ozoner should be comparatively inexpensive to reproduce because it requires only one projection machine and sound head, he stated. "There is very little underground wire, no large structures, no screen tower, no buildings over seven feet in height, no ramping and very little grading. Also, standard one kilowatt lamps are ample for light," the theatre-man explained.

"As this system is very efficient, all indica-

(*Continued on page* 32)

Equipment Supplied 300-Car Drive-In

St. Louis.—Complete equipment has been provided for the new 300-car Fairview Drive-In on Route 53 between Newton, Ill., and Oblong, Ill. by the National Theatre Supply local branch, which has also agreed to do the same for the new Bel-Air Drive-In on U. S. 66 north of Granite City, Ill.

Equipment placed in the Fairview includes Simplex sound and projection material, speakers and post, concession equipment and screen tower. Situation, which opened last month, is owned and operated by C. B. Simmons. The Bel-Air, scheduled for an opening this month, will have Simplex X-L sound and projection items, X-L lights and generators, Simplex speakers and posts.

Motiograph Distributes Trio Of Stereophonic Sound Head Systems

Chicago. — Three different stereophonic sound systems are being distributed by Motiograph, Fred C. Matthews, vice-president, has announced. The first reproduces three channel sound on a separate film; the second carries four channel sound on the picture film itself, which Motiograph claims is the method used by 20th Century-Fox for CinemaScope sound; and the third system is a combination of the first two, reproducing three channel sound on a separate film and four channel sound on the picture film.

Each of the three systems is subdivided into five different models designed for 800, 1,000, 1,300, 1,900 and 5,000-seat theatres, it was explained. Also, the company stated its recommendation of the first of the series since every studio except Fox will release features in which the sound is recorded on a separate film. According to a Motiograph count, 71 such films have been announced for release.

The second system will not be available for delivery until late October because the "Penthouse" or "Button-On" reproducers will not be ready till then, it was stated. This reproducer will not interfere with the operation of the projector equipment, it was claimed, because the upper magazine is offset toward the rear. The instrument measures 6¾″ in height, 13″ in width and 6¾″ in depth, Matthews noted.

Uses Adjustable Roller

It employs a 32-tooth sprocket, which does double duty by controlling the film on both sides of the magnetic head. Supposedly giving flutter performance under .10 percent as compared with the Academy standard of .15 percent, it also is provided with an adjustable idler roller to match the length of the film patch for different make projectors, according to a company description.

Prices of both the first and second systems range from $4,925 for the smallest model to $8,165 for the 5,000-seat house. The third system, which contains much more equipment needed to play all recordings, ranges upward from $7,500.

None of the systems include auditorium speakers, which sell for about $91 each, although extra large houses may require speakers selling for $130, Matthews stated. It is recommended that the 800-seat house install six speakers; the 1,000—eight; the 1,300—10; the 1,900—12, and the 5,000—16.

ON THE COVER

Cover picture for YOUR THEATRE section shows a unique lobby display designed to dramatize for theatre audiences the advantages offered by a wide screen. The exhibit, featuring a scale model of the newly installed Magniglow Astrolite curved screen measuring 28′ x 62′ was placed in the lobby of Shea's Buffalo Theatre. A mirror behind the screen displays its intricate framework as well as the stereophonic sound boxes, which came from Altec. The Magniglow screen is a product of the Glowmeter Corp., Buffalo, and Radiant Manufacturing Corp., Chicago.

SOME STRAIGHT TALK ON 3-D AND WIDE SCREEN PROJECTION

"How much *more* light do I need for my new movie system?" That's the question everyone's asking today. Now is the time for specific, *factual* data on light requirements for 3-D and expanded screen projection.

With this need in mind, research and development engineers of National Carbon Company have collaborated on a treatise on screen light for the new motion-picture systems.

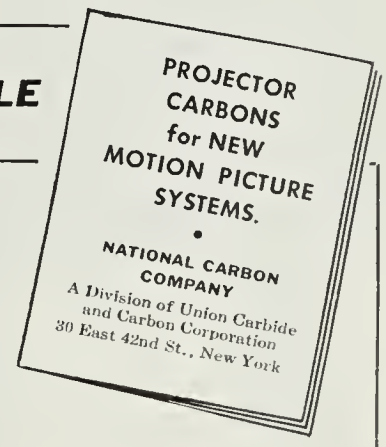
HERE'S WHAT THIS FREE BOOKLET CONTAINS:

- Range of screen sizes suitable to each of the new "National" lighting carbons listed below for 3-D and wide-screen projection.
- Answers, based on original research, to many of the projectionist's problems, presented in a form he can easily apply to his own physical set-up.
- Information *anyone* can use for a better understanding of the lighting problems peculiar to exciting new stereoscopic and wide screen systems.

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Sound Head, Wide Angle Lens In Ballantyne Package Clarified

OMAHA.—A detailed explanation of the new convertible 4-Runner sound head and information on the wide angle lens process, two portions of the Ballantyne "all-system package," have come in for clarification by members of The Ballantyne Company's staff. Both the sound head and the lens are designed so that all theatres could use them for all types of pictures.

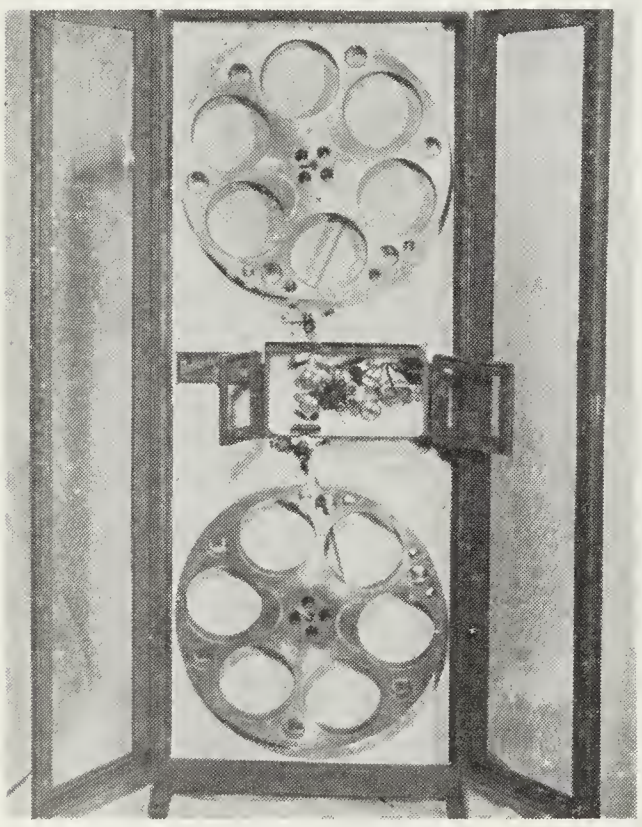
The new convertible 4-Runner sound head, which is now part of the standard stereophonic sound equipment contained in the package, was designed for the operation of three, four or even five or more sound tracks, according to Edward J. Nelson, Ballantyne engineer who co-developed it.

In order that it may be truly "all-purpose," it was designed so that it could mount in three generally accepted positions, Nelson explained.

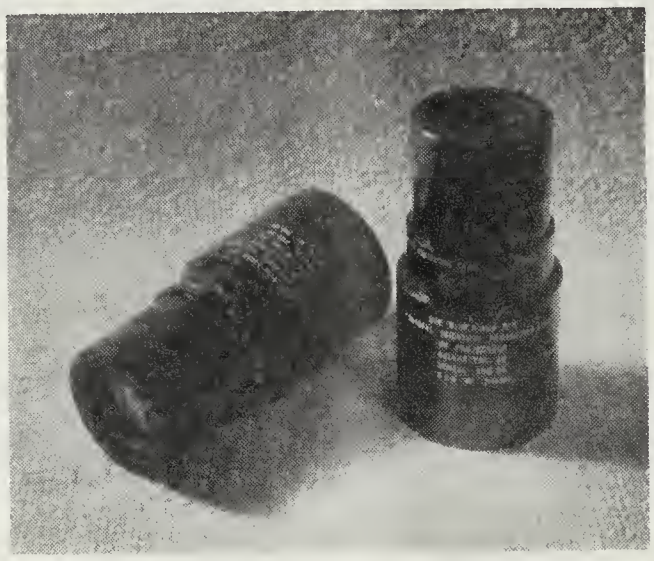
It can be placed in a console as a three-track magnetic reproducer, buttoned above the projector for CinemaScope reproduction or placed in the normal sound head position below the projector.

The only extra equipment needed for converting from three-track to four-track sound is one more sound head for the other projector, one pre-amplifier, one power amplifier and four-track magnetic pick-ups, the inventor continued. He added that these are relatively small items, "especially when you compare the cost with any other method of converting."

Nelson named also the ease of conversion



New Ballantyne 4-Runner sound head mounted in rack for use as a three-track magnetic reproducer. Product is designed so that it can be converted easily to a four-track model mounted above the projector for CinemaScope and WarnerScope sound. It can also be placed below the projector in nrmal position for four-track sound of the future.



Wide-angle lenses which are part of the Ballantyne "all-system" package. Manufactured by General Scientific Corp., lenses are made in all focal lengths from 2" to 4" inclusive. Lenses possess a speed of f1.9 and can be used with any standard projection system.

as "another very favorable aspect." This is dne to the plug-in type amplifier and pre-amplifier designed by Ilo M. Brown, chief engineer and co-designer of the sound head, it was explained.

The three-four track change is "just as simple as plugging in a light socket" because "the sound head is attached to the rack by two wing nuts and yon just lift it out," Nelson added.

Standard parts were used throughout, eliminating any worry about off-size merchandise, he continued. It was noted also that if the producing companies decide on five, six or seven tracks, the 4-Runner will make those conversions too.

It was emphasized that the new sound head will be produced for use with any standard make projector and that suitable brackets and adapters are being produced to make that possible. All persons who purchased the entire Ballantyne package will receive 4-Runners at the price originally quoted, J. Robert Hoff, executive vice-president, stated.

Hoff also gave details on the wide angle lens, manufactured by General Scientific Corp., which is short focal length for extreme wide angle projection. He claimed that the new lens, with all abberrations corrected, gives a "more crisp, higher contrast image over the whole frame than any lenses we have ever seen." It excels in color correction, and vignetting has been reduced to a minimum, he added.

All of the air to glass surfaces are coated with "the hardest and most durable magnesium fluoride coating known to science today," the executive stated. He continued that this greatly increases the amonnt of light passing through the lens, as well as enhancing the contrast factor of the image.

The cement used on the surfaces will with-

(*Continued on page* 32)

New Sound Head Production Begun By International

Production has been started on the new Simplex XL four-track single-film sound head by the International Projector Corp. The new magnetic reproducer was used at the world premiere run of "The Robe," first CinemaScope feature, according to Walter E. Green, president of National Theatre Supply, which will distribute the instrument.

Technicians of International Projector and General Precision Laboratory, both NTS affiliates, collaborated on the reproducer, which supposedly gives higher fidelity, greater dynamic range and more realistic depth in multi-dimensional sonnd. No drive motor or mechanical coupling is required, it was claimed, as the instrument is completely film-driven.

Mounted in Cases

Weighing 24 pounds, the reproducer is nine inches wide, 13 inches deep and four inches high. Pre-amplifiers, effects switch and power supply are of the plug-in type and are mounted in ready-to-install wall cases.

Normal operation of standard projectors and sound heads will not be prevented by use of this instrument, according to company claims. Also, it is said to be provided with plenty of threading clearance since the threading process is taken out of the domain of the reproducer.

Using the standard "tight loop" system, the instrument also supposedly provides high quality shielded ball bearings in the recorder to safeguard the sound head and to cut film wear as much as possible. Flutter is said to be held down to less than .10 percent.

Building Of All-Purpose Drive-In Theatre Planned

ST. LOUIS.—Construction is scheduled to begin here on a 1,000 car twin-screen ozoner, designed for the presentation of 2-D, 3-D and CinemaScope films both to a drive-in car audience and also to indoor patrons by means of a permanent 700-seat auditorium placed in the concessions and projection buildings.

The situation, located in the southeastern part of the city, is owned by the Wehrenberg-Krueger theatre interests and will be operated by Ronnie Enterprises, Inc.

Projection and sound equipment for the ozoner, which will be both air-conditioned and heated, will come from the local branch of National Theatre Supply. Theatre will have a 200-car parking area for indoor patrons and a playgrounnd area as well as both restaurant and cafeteria facilities. Estimated to cost more than $350,000, the new drive-in is slated for an opening early in 1954.

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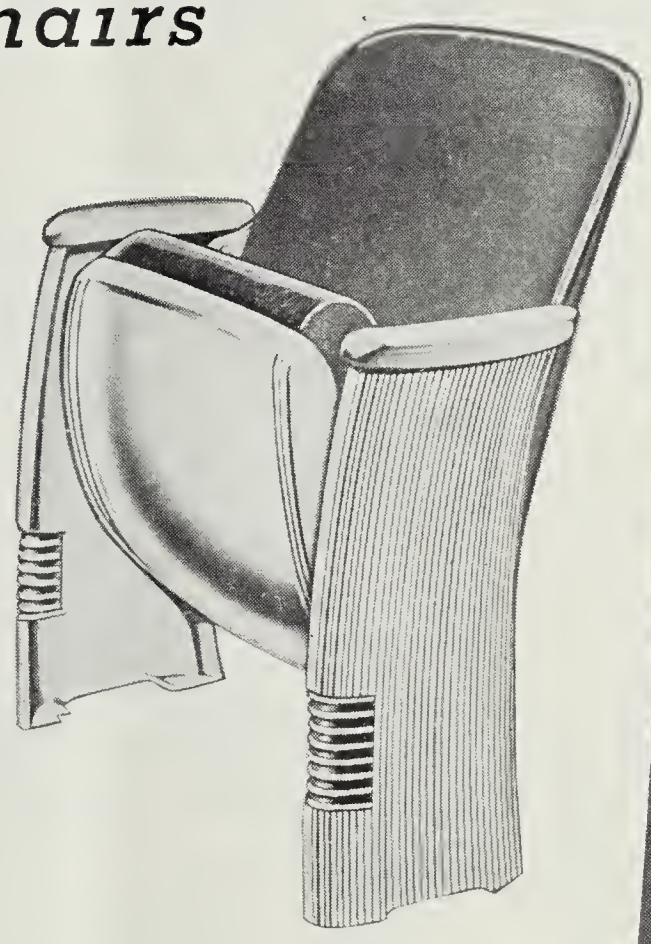
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Small Screens Key New Ozoner

(*Continued from page 28*)

tions point to a very large saving over the regular type ont-door theatre," he continued. "And it's much more practical. In case of storms with high winds and rain, everything is low, and there's less chance of damage. We have excellent success in showing films in rainstorms when the only trouble was caused by wet windshields."

Along with economy, excellent viewing conditions was named as the outstanding feature of this innovation in drive-ins. "The car sits perfectly level, and the screens are at just the right viewing level," thus making the automobile a "private auditorium," he stated. Tinted windshields, rather than a source of trouble, even improve the viewing conditions of the rear projection method, the pioneer inventor added.

Praises New Techniques

As for the new techniques now of major interest to the industry, such as wide-screen and CinemaScope, he says that he is all for them. "I fully plan to exhibt wide-screen and CinemaScope . . . as soon as possible," he announced.

However, Smith has all the answers but one. Patience, curiosity and technical know-how have taken him as far as they can. While continuing to operate from night to night, and while pondering plans to increase his capacity to a maximum of 150 to 200 cars, he faces yet another question: "Now that it's all perfected, what next?"

1,000 Moropticon Units: Weekly Production Goal Planned By Matthew Fox

Delivery on the new single-strip 3-D system called "Moropticon" could begin within four or five weeks, and, once started, 1,000 sets per week could be handled, according to Matthew Fox, president of All Dimensions, Inc., the company holding the American rights. Fox spoke at a demonstration of the process, which is claimed suitable for use either with film shot with two cameras or one "Moropticon" camera.

Theatre owners gathered at the RKO 86th St. Theatre, N. Y., heard the new company's president state that exhibitors would need only one projector for the showing of 3-D films in the "Moropticon" process. However, they were told that the use of polarized glasses would still be required for the system that supposedly contains no moving parts.

Cost Reduced

Difficulties claimed eliminated by the new process are the heavy cost of 3-D and such special problems as synchronization and intermission troubles. Exact price of the system, which is said to cover all phases of film handling from production through exhibition, was not announced, but Fox promised that it would be within the means of even the smallest theatre.

Ease of installation and operation were named as advantages of "Moropticon" over regular 3-D systems. The demonstrator claimed that Altec, which is making initial installations, can finish the job within two hours.

TRADE BRIEFS

Ozoner Renovated

LIMA, O.—Doubling of the screen width was a foremost feature of the renovation activities performed at the Gloria Drive-In Theatre, owned by Horace Shock, to permit the theatre to play 3-D, wide-screen and CinemaScope films. Other measures taken include the installation of new Mighty "90" projection lamps and generators plus the painting of the screen face with the new Eprad "Uni-Max" paint, which permits the showing of both 2-D and 3-D films. Work was done by Al Boudoris' Theatre Equipment Co., Toledo.

Solve Screen Problem

AKRON, OHIO.—Problems involved in installing a CinemaScope screen in the Georgia Theatre, Columbus, Ga., were reportedly solved when the Wil-Kin Theatre Supply, Atlanta, worked closely with the Vallen Co., equipment firm of Akron. Because the screen had to be brought out beyond the proscenium, there was no place to pack a curtain at either side or to store it backstage. The Vallen Round-the-Corner Track was used to follow the curved screen and a Vallen Aero Super Speed No. 11 Control installed on the auditorium floor to operate the curtain.

Sound Projectors Ready

CHICAGO.—A new line of sound projectors, called the Filmosound Specialist, is now available from Bell and Howell. Designed for heavy duty work with educational and industry organizations, the projectors have been tested to show that after running more than 1,500,000 feet of film, there were no signs of wear, according to a company claim. It is estimated that the full life expectancy of these parts will exceed the running 4,500,000 feet of film.

"Technique" Volume Published

A volume comprising 28 articles by industry leaders and technicians responsible for the developing and promoting of the new techniques now being used in producing and exhibiting films will be published Sept. 10 by the Quigley Publishing Co. Titled "New Screen Techniques," the book, under the editorship of Martin Quigley, Jr., editor of "Motion Picture Herald," is divided into two parts covering three dimension films and wide screen methods.

Invent Speaker Chains

CHICAGO.—Drive-In owners plagued by the loss of in-a-car speakers can now secure the speakers by means of a Round Liberty Coil Chain, created by the Round Chain Companies, Chicago, according to a company report. The Coil Chain is a straight link chain coated with Zincilate, a tough protective covering. It can also be used to secure the heating units now installed in many drive-ins for winter operations. The chains are available at all Round Chains Companies, located from coast to coast.

Sound Head, New Angle Lens Made At Ballantyne Clarified By Firm Heads

(*Continued from page 30*)

stand the high temperatures to which a projection lens is subjected, Hoff stated. All of the internal surfaces are sealed with a special high temperature compound in order that oil and moisture can be permanently kept out. Thus, all surfaces, except those outside, should never require cleaning, he explained.

The mounts, or lens barrels, are made of aluminum and are anodized black in order that they dissipate heat as rapidly as possible. The inside of the mount is also treated to keep internal flare to an absolute minimum.

Hoff added that the lenses are made in all focal lengths from 2″ to 4″ inclusive in ¼″ focal length steps. The speed of the lenses, which were made available in all focal lengths by Sept. 10, is *f*, 1.9.

Equipped With Adapters

A study was made of "each projector now in general use" so that the Ballantyne lens would be suitable for use with each standard one without any of the troubles encountered in other wide angle systems, Hoff stated.

It was then decided to equip the system with adapters which "will not vignet either the light or the picture" and which are "scored and treated so that no stray light can be projected onto the screen."

It may be necessary to make some mechanical changes on the projector heads and front protruding shafts to use these adapters on certain projectors, it was explained. The requirements of these changes are different, depending on the focal length of the lenses being used, but the company will supply prints showing the mechanical alterations required, Hoff stated.

GPL Expanding Service Makes Sales Changes

Four changes in the sales organization of General Precision Laboratory, made to expand television broadcast activities and offer more engineering services to television broadcasters, have been announced by Blair Foulds, vice-president, at the company's headquarters in Pleasantville, N. Y.

The engineers and new assignments are: E. Arthur Hungerford, Jr., returning from a leave of absence for special work with the Joint Committee on Education Television, has been named manager of the television department. Nathaniel M. Marshall has been designated as Eastern District Manager. He has been a field representative for GPL since joining the company in 1950.

Edward Manzo has been assigned as southeastern district manager, with headquarters in Atlanta. Robert F. Johnston, formerly chief engineer of radio station WILL in Champaign-Urbana, has joined General Precision as manager of the Midwest District, with headquarters in Chicago.

New Posts At Kodak

ROCHESTER.—The appointment of David S. Greenlaw as assistant director of color technology and George H. Rieg as assistant superintendent of the Kodacolor processing division has been announced by the Eastman Kodak Co.

Price Reductions On New Screens

The manufacturers of the Magniglow Astrolite and Miracle Mirror Screens have announced price reductions of stock size screens from $3.00 to $2.10 per square foot, it was made known this week by Al Lichtman, 20th Century-Fox director of distribution. In the same announcement, Lichtman voiced his company's enthusiastic approval of the Magniglow screen for the projection of CinemaScope pictures.

The manufacturers' price reductions are based on high mass production volume and virtual elimination of waste due to standardization of stock sizes for theatres of any size or shape requiring screens up to 50 feet wide, and having up to 2,500 seats.

The price of screens using widths in excess of 50 feet remains at $3 per square foot. This higher price is based on additional labor costs resulting from custom construction, special design, special fabrication of material, individual handling of the production line and outsize packaging.

Final Tests

Attending the final test showing of the magniglow astrolite screen were presidents of three corporations involved: Spyros P. Skouras, 20th Fox; Agis I. Mihalakis, Glowmeter Corp. of Buffalo, developers of the screen; and Harry Eller, Radiant Manufacturing Corp. of Chicago, fabricators of the screen.

"These screens give 2-for-1 light without need for boosting amperage, an important economic factor," Lichtman declared. "They provide maximum utilization of the light reaching the screen from the projector. They make every seat a good seat because the picture is uniformly bright from any seat in the theatre and the light does not fall off on either side of the screen."

The magniglow screen can be used favorably also for standard 2-D, 3-D and other wide screen projection systems, as well as for CinemaScope, Lichtman emphasized.

Special Bulletin

Issuance of a special bulletin dealing with CinemaScope has been announced by E. O. Wilschke, operating manager of Altec Service Corp. The bulletin, timed to coincide with 20th Century-Fox's accelerated pace of CinemaScope installations, covers eight pages of technical data and provides information concerning installation and adjustment of the new process, Wilschke added. It will be sent to all the technical field staff personnel of the company.

Installation of stereosound systems in ten Loew theatres in Gotham has been completed under the supervision of C. S. Perins, Altec Service Corp. northeastern division manager. The Loew houses are the Paradise, 175th St., Victoria, 83rd Street, 72nd Street, Lexington, all New York, and the Valencia, Kings, Pitkin, and Gates in Brooklyn.

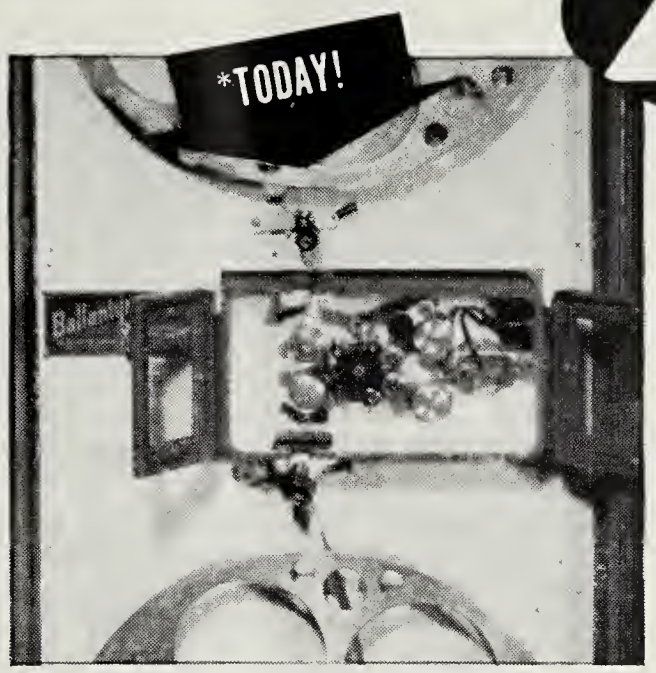
Guinan Rejoins Bigelow

The rejoining of Walter B. Guinan as contract sales manager for the Bigelow-Sanford Carpet Co. has been announced by Robert W. Howison, general sales manager of Bigelow Rugs and Carpets. He also stated that Robert W. Neall, who has been in charge of the company's contract sales since 1930, was appointed director of carpet counsel, an advisory service for users of public space carpet.

THE SOUNDHEAD WITH A *FUTURE!

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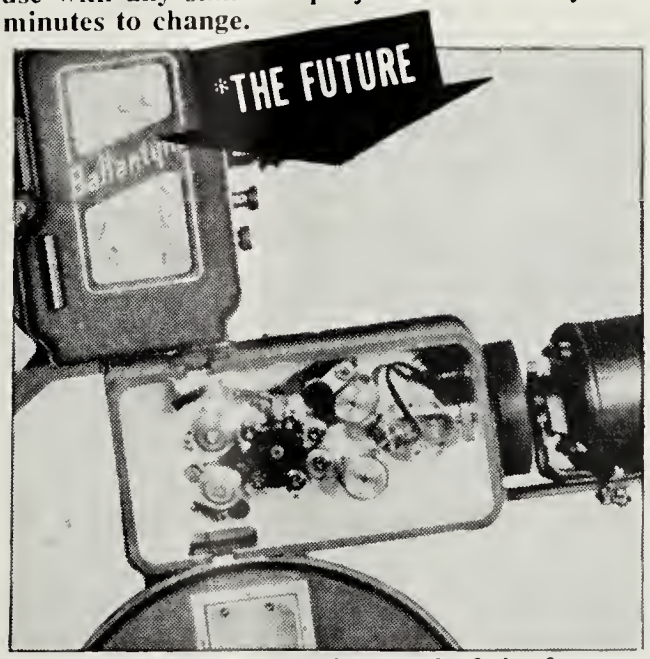
THE 4-Runner Model 344



The "4-Runner" soundhead mounts in this simple console rack for three-track magnetic sound. All precision, standard parts make repairs and operation easy.



For 4-Track Cinemascope or Warnerscope sound the 4-Runner buttons on top of the projector. Adapter brackets make it possible for use with any standard projector. It takes just minutes to change.



When four-track magnetic sound of the future returns to the normal soundhead position, you'll be ready with the "4-Runner," designed NOW to convert with a minimum of cost in the future.

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Just as the all-system package is suitable for all reasonable methods of 3-D and wide screen, Ballantyne engineers have overcome the problem of the changing nature of stereophonic sound reproduction.

- The new "4-Runner" operates in a console as a three-track magnetic reproducer.
- It will button on above the projector for four-track magnetic sound for Cinemascope and Warnerscope productions. And in the future, when the soundhead returns to its normal position below the projector . . .
- It will button below and you are ready for the four or even five track sound of the future.
- All the equipment you purchase for three-track magnetic stereophonic sound is good when you go to four-track. You need only to add one pre-amplifier, one amplifier and one additional soundhead for your other projector.

Obviously the difference in cost between the convertible "4-Runner" and any other system is several thousand dollars. The "4-Runner" is designed not only for use with Ballantyne equipment but is easily adaptable for use with any standard make projector.

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Word-Of-Mouth Grows In Value, Says Henry King

Although it can never do more than augment the regular advertising and publicity channels, word-of-mouth has nevertheless become an increasingly important factor in the success of a picture during the past few years, Director Henry King asserted in a talk on the theme, "Movies And The Community".

This partly the result of the definite tendency of the public to "shop" for its motion picture entertainment fare, the 20th Century-Fox director declared.

"Many people who are 'prepared' or 'conditioned' by the advertising, still don't actually go up to the box office and lay down their admission money until they are 'triggered' by the enthusiasm of some friend whose judgment they respect and who has seen and liked the picture," King said.

Influence Explained

"Word-of-mouth can be very influential on an especially fine picture, possibley sometime even dictating the ultimate profits on a movie. Proof of this is to be seen in a Hollywood phenomenon known as the 'sleeper,' he added.

"This is a small-budget picture frequently without any substantial starring cast or pretenses, which nevertheless zooms up into the big money-making class as a result largely of word-of-mouth combined with such things as a very smart ad selling campaign, good critical reviews, or a timely theme," he said.

"Exhibitors have told me instances of individual citizens becoming particularly enthusiastic about a picture and virtually launching one-man or one-woman campaign among all their friends and neighbors and even strangers," King continued.

At the same time the word-of-mouth is the most candid and sometimes the most unpredictable exploitation factor in selling a movie, according to King, who just completed directing "King of the Khyber Rifles," which Frank Rosenberg produced.

Brewer Resignation Noted

HOLLYWOOD. — Resignation of Roy M. Brewer as international representative here of IATSE was accepted over the weekend by Richard F. Walsh, IA president. Made interim international representative was Carl Cooper, an IA vice-prexy, while cut from Brewer's staff was his assistant, Howard Costigan, plus some others in that office.

Title Changes

Allied Artists: "**The Ghost of O'Leary**" is the new title for "O'Leary Night." (Stars Yvonne De Carlo, Barry Fitzgerald and David Niven; Associated British Pictures Corp. co-producing).

Universal-International: "**Taza, Son of Cochise**" is the new title of "Son of Cochise." (Stars Rock Hudson and Barbara Rush; Douglas Sirk directed).

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RICHARD BERNSTEIN, *Editor*

Richard Conte has been signed to star in "Tiger by the Tail," which producer Robert Goldstein will put into production in London early next month. Screen play by the noted novelist and scripter Eric Ambler has Conte, an American newsman in the British capital, solving a murder to clear himself of suspicion. A British director will be selected within the next week. Conte, together with his actress-wife Ruth Storey has left Hollywood for England. The actor recently wound up a co-starring role with Joan Bennett and Wanda Hendrix in William F. Broidy's "House in the Sea." No release for the film, "Tiger by the Tail," has been set yet.

* * *

Rita Hayworth will be starred in Emile Zola's immortal classic, "The Human Beast," as her next Beckworth Productions vehicle, it was announced by Harry Cohn, head of production of Columbia Pictures. The drama of railroad workers will be placed before the cameras late in October, with Lewis R. Rachmil as associate producer to executive producer Jerry Wald. Fritz Lang, who recently completed "The Big Heat," starring Glenn Ford and Gloria Grahame, for Columbia, will direct the screen play by Alfred Hayes and Sidney Boehm. Two top male stars will be signed shortly to appear opposite Miss Hayworth.

* * *

Mark Robson will direct Willian Holden in the forthcoming William Perlberg-George Seaton production, "The Bridges of Toko-Ri." Based on the James A. Michener novelette which recently appeared in Life Magazine, the film will go before the cameras Nov. 15. Academy Award winner Valentine Davies is currently writing the screen play. Before starting his role in the film, Holden will be co-starred with Humphrey Bogart and Audrey Hepburn in Billy Wilder's "Sabrina Fair." James O'Hanlon has been signed by Paramount to write the final screen play for "Conquest of Space," to be produced by George Pal, starting in November. He worked formerly with Pal on the screen play of "Destination Moon."

* * *

Rex Allen's next western feature for Republic will be "Valley of the Wild Stallion," from a screen play by Gerald Geraghty. It is scheduled to go before the cameras Sept. 30 with Rudy Ralston as associate producer and Harry Keller directing. Allen just completed "Red River Shore," last week. . . . William Beaudine was set by producer William F. Broidy to direct "Yukon Vengeance," which will star Kirby Grant at Allied Artists. The film will be lensed at Cedar Lake in the San Bernardino, California Mountains.

* * *

Frank Davis, president of the Selznick Releasing Organization and executive director of the Selznick Studio, arrived in Hollywood for several days of conferences with David O. Selznick concerning the upcoming release of "Terminal Station." Vittorio de Sica directed "Terminal Station" and co-produced the Jennifer Jones-Montgomery Clift starrer in association with Selznick Studios. Davis and Selznick will set up details for the national release of the film as well as discussing details for upcoming Selznick productions, including "Bell, Book and Candle" which will be lensed abroad next year starring Miss Jones.

* * *

Director Nick Ray is scouting locations in Arizona and New Mexico for the Joan Crawford starrer, "Johnny Guitar," which will be shot at Republic Studios. . . . Spike Jones and his orchestra will make their first screen appearance in five years in Universal-International's forthcoming Abbott and Costello comedy, "Fireman Save My Child," which will be filmed in 3-D starting early in November. In addition to heading his orchestra, Jones also will play a featured role, that of a San Francisco fire captain back in the days of horse drawn fire engines. Howard Christie will produce the picture for which Lee Loeb and John Grant are now completing the screen play.

* * *

Alex Gottlieb has sold his original, "Five Bullets" to Harry Joe Brown who will put the screen play by Dick Simmons and Maxwell Shane on his production slate at Columbia. Gottlieb now has "Marry Me Again" ready for RKO release and his next production will be "Susan Slept Here," starring Debbie Reynolds and Dan Dailey. . . . Barry Sullivan was signed by producer Lindsley Parsons to a term contract under which he will star in two films annually for Allied Artists release. His first starrer under the new pact will be "Off The Record," the story of a bank embezzler, which will roll Oct. 15. His second will be "Ketchikan," which deals with the Alaskan salmon fishing industry. This will go before the cameras next spring at Ketchikan, Alaska. Sullivan's other starrers were "Smart Woman" and "Bad Men of Tombstone."

* * *

Jack L. Warner has purchased "Anastasia," current London stage hit scheduled for Broadway production this fall. An exciting romantic drama, "Anastasia," was written by Marcelle Maurette and adopted for the stage by Guy Bolton. "Anastasia" is the latest in an imposing list of story properties recently acquired by Warner Brothers. Others include Edna Ferber's "Giant," Leon Uris' "Battle Cry," John Steinbeck's "East of Eden," the Book-Of-The-Month Club selection "The High and The Mighty" and "Mr. Roberts."

* * *

Coleen Gray was signed by producer Hayes Goetz to co-star with Sterling Hayden in "Arrow In The Dust," which will be lensed in color by Technicolor with Lesley Selander directing at Allied Artists. At the same studio, Producer Ben Schwalb signed Edward Bernds and Elwood Ullman to do an original screen play, "Meet The Monsters," which is scheduled as a forthcoming Bowery Boys comedy with a Parisian back-

(*Continued on next page*)

Pack Films To Hilt With BO Lure For Success: Sperling

By Richard Bernstein

"Preparing scripts with particular name stars in mind and submitting them to the stars is the only way that a studio and an independent can operate. Competition for books, stories and plays today is stronger than ever. The writer will eventually be the dominate man in the motion picture field along with the creative producer and director," Producer Milton Sperling explained during a luncheon interview.

Sperling, who is 41, is already a veteran picture-wise, having turned out countless films. He has just finished "Blowing Wild," which he produced and which stars Gary Cooper, Barbara Stanwyck, Ruth Roman and Anthony Quinn. The film was shot completely in Mexico.

Sperling cited Juan Garcia, who has a strong part in the film, as an actor to keep your eye on. The producer considers Garcia



MILTON SPERLING

a definite screen comer. "Blowing Wild" is Sperling's tenth film for Warner Brothers release.

"Pile in as many ingredients as you can to atract attention to a film," Sperling stated. "My formula for a box office picture is a film that is big in production stars, one that has a story that audiences like and one that has a good title."

Another asset to "Blowing Wild," the producer informed, is the title song which is sung by Frankie Laine in the film. The song was written by Dimitri Tiomkin. The film was directed by Hugo Fregonese.

Sperling commented that titles are important in making pictures. A producer must make his title stand out. He added that a title has a plus value if it is on a book. Today, it is important to have titles that people can remember.

"Casting is the second biggest problem today due to the limited number of top stars," the producer said. "We are not making enough films to exploit new people. However, a sensational performance in one film can make a star."

Sperling, who is president of United States Pictures Inc., an independent motion picture company releasing through Warner Brothers, a company that he formed in 1945. He can look back on an energetic and successful career as a screen writer and producer. He's a man fully aware of film craft in all its phases.

Milton got rolling in motion pictures when he went to work for Lewis Milestone on the script of "Rain," as a sort of assistant and general factotum. From here, he went to Hollywood, where Milestone engaged him as script clerk on the Al Jolson picture, "Hallelujah, I'm A Bum."

His next job was that of executive secretary to Darryl Zanuck at Warner Brothers. After Zanuck left, Milton held the same position with Hal Wallis, who replaced Zanuck. He then went to Edward Small as an associate producer. From here, he went to Fox, where a series of promotions found him an associate producer at the studio.

In 1936, he wrote the story and screen play for "Sing, Baby, Sing." In 1937, collaborated on the screen play for "Thin Ice." In 1938, he wrote "Happy Landing" and "I'll Give A Million." In 1939, "Here I Am, A Stranger."

Wrote Extra Lines

In 1940, he wrote additional dialogue for "Four Songs" and "The Great Profile." In 1941, he started producing and came up with two hits: "Sun Valley Serenade" and "I Wake Up Screaming." The next year, he produced the box office block-busters, 'To the Shores Of Tripoli," "Rings On Her Fingers," and "Crash Dive."

1943, his production credit was "Hello, Frisco, Hello," and in Aug. 1942, he enlisted in the U. S. Marine Corps. He was an officer in charge of a combat photographic unit.

Under his U. S. Pictures banner, Sperling has such box office champs as "Cloak and Dagger," "Pursued," "My Girl Tisa," "South of St. Louis," "Three Secrets," "The Enforcer," "Distant Drums," and "Retreat, Hell!," all for Warner Brothers release.

Sperling plans to make two films a year. He explained that it gives him more time for preparation and selection of material. In his opinion, this is the reason why production has cut down.

"The star system is the solution for turning out multiple product. A star used to make one good film and this film would carry him for three inferior films. Today, stars are choosy. They want one sock film," Sperling stated.

Prepping Four Stories

He is currently preparing four properties, each with a star in mind. He has Marlon Brando, in mind for one, for another, Gregory Peck, for a third, Humphrey Bogart, and for a fourth, James Stewart.

He is at work on "The Men From Earth," a story by Philip Yordan, who is also writing the screen play.

Sperling pointed out that "The Men From Earth" is a different type of science fiction film project. It's about human beings. It has a realistic story and it's factual. He puts it this way, "It's factual about human beings and fictional about science."

"I am personally optimistic about the future of the motion picture business," the producer said in closing, "I think that 'Blowing Wild' will do well. I have greater confidence today than ever before."

HOLLYWOOD

(*Continued from preceding page*)

ground, written by Bernds and Ullman and set to go before the cameras late this year.

* * *

Patricia Medina has been set at Warners for the leading feminine lead in "The Phantom Ape," 3-D WarnerColor thriller starring Karl Malden and Claude Dauphin. . . . "The Saracen Blade," Frank Yerby's best selling novel, originally scheduled by producer Sam Katzman at Columbia to highling his 1954 program, has been moved up by Katzman to go before the Technicolor cameras next month on Oct. 15. In addition to a feminine star, Katzman is launching a search for two 21 year old actors to enact the male leads, as required for story purposes.

* * *

Audie Murphy was set by Universal-International to star in the forthcoming Technicolor production, "Drums Along The River." Murphy will portray a hot-headed young westerner who seeks revenge on the Ute Indians because they massacred his mother. By so doing he nearly wrecks all his father has done trying to promote peace between the Indians and the white men. Picture is slated to go before the cameras late this month. Melville Tucker will produce the film. Lawrence Roman is now completing the screen play based on a magazine story by John K. Butler.

* * *

Hal R. Makelim has taken over complete control of Atlas Pictures Distribution company by purchasing all the outstanding stock, including the stock interests of Harry Thomas and N. P. Jacobs, whose resignations have been accepted. Makelim immediately announced that he would retain Sam Nathanson who would take over the duties of Thomas. Atlas is distributing Makelim's production, "Man of Conflict," Edward Arnold-John Agar-Susan Morrow starrer.

* * *

Republic's "Trader Tom of the China Seas" is shooting at Sequoit Point, six miles north of Zuma Beach, California. It is being directed by associate producer Franklin Adreon with Harry Lauter, Aline Towne and Fred Graham topping the east. . . . "Festival in Salzburg," first true widescreen motion picture to be actively scheduled for immediate European production as a co-production between Dudley Pictures Corp., Intercontinental Film Corp. of Germany and Erie Palmer Films, Inc. . . . Victor Saville will take over the directorial reins on "The Long Wait," his second Mickey Spillane film, scheduled to go before the cameras next month under his Parklane Pictures banner.

* * *

Charles Walters will direct M-G-M's "The Romberg Story." Arthur Freed will produce the picture with Kurt Kasznar portraying Sigmund Romberg. . . . Ursula Thiess has been signed to co-star with Robert Stack in Columbia's "The Kiss and the Sword." Miss Thiess is on loanout from RKO Radio Studios. where she is under contract. . . . Walter Pidgeon was nominated for another term as Screen Actors Guild President while nominated to serve a second one-year term as firs vtice-prexv was Leon Ames; for second vice-prexy. John Lund; for third vice-prexy, William Holden; for secretary.

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

1952-53

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	5413	Stop, Look, And Listen	2	Dec. 11	15½
"	5414	Spies & Guys	2	April 9	16½
"	5415	He Popped His Pistol	2	May 14	16
"	5416	Loves A Poppin,	2	June 11	16
Stooges	5403	Cuckoo On A Choo Choo	2	Dec. 4	15½
"	5404	Up In Daisy's Penthouse	2	Feb. 5	16½
"	5405	Booty and the Beast	2	Mar. 5	16
"	5406	Losse Loot	2	April 2	16
"	5407	Tricky Dicks	2	May 7	16
Color Favorites (Tech.) (Re-Issues)	5603	Tall Bridge Troubles	1	Nov. 6	7
"	5604	The Cuckoo I. Q.	1	Nov. 27	7
"	5605	Cinderella Goes To A Party	1	Dec. 1	7
"	5606	Plenty Below Zero	1	Jan. 8	7½
"	5607	Tito's Guitar	1	Feb. 5	7
"	5608	Professor Small And Mr. Tall	1	Feb. 26	7½
"	5609	The Make Believe Revue	1	Mar. 12	10
"	5610	King Midas Junior	1	April 9	7
"	5611	A Helping Paw	1	May 7	7
"	5612	The Mad Hatter	1	May 28	7
"	5613	Mother Hen's Holiday	1	June 18	7
"	5614	The Dream Kids	1	July 9	7½
"	5615	The Rocky Road To Ruin	1	Aug. 6	8½
Comedy Favorites (Re-Issues)	5433	His Wedding Scare	2	Dec. 18	16½
"	5434	One Too Many	2	Jan. 15	20
"	5435	Yumpin' Yiminy	2	Mar. 19	17
"	5436	Hot Water	2	July 16	18½
Assorted-2-Reel Favorites	5422	Dance Dance Dance	2	Nov. 13	18½
"	5423	Kiss And Wake Up	2	Jan. 3	18
"	5424	Gum Shoes	2	Feb. 19	21
"	5425	Woo, Woo!	2	Mar. 12	16
"	5426	Calling All Fibbers	2	April 16	16½
World of Sports	5803	Rassler Mat Adors	1	Nov. 20	10
"	5804	Water Rodeo	1	Dec. 25	9½
"	5805	Trick Shot Artists	1	Feb. 26	10
"	5806	Legion At Bat	1	Mar. 26	10
"	5807	World's Championship Rodeo	1	May 21	10
"	5809	Dude Ranch Sports	1	July 23	.....
Screen Snapshots	5853	Fun In The Sun	1	Nov. 13	10
"	5854	Young Hollywood	1	Dec. 18	10½
"	5855	Spike Jones In Hollywood	1	Jan. 24	10
"	5856	Mickey Rooney—Then and Now	1	Mar. 19	9½
"	5857	Ha! Ha! From Hollywood	1	April 23	9
"	5858	Hollywood's Great Comedians	1	May 14	9½
"	5859	Hollywood's Pair of Jacks	1	June 18	10½
"	5860	Out West in Hollywood	1	July 23	.....
Mr. Magoo (Tech.)	5702	Captains Outrageous	1	Dec. 25	7
"	5703	Safety Spin	1	May 21	7
"	5704	Magoo's Masterpiece	1	July 31	.....
Jolly Frolics	5502	Madeline	1	Nov. 27	7
"	5503	Little Boy With a Big Horn	1	Mar. 26	7
"	5504	The Emperor's New Clothes	1	April 30	7
"	5505	Christopher Crumpet	1	June 25	7
Animal Cavalcade	5652	Jungle Monarchs	1	Jan. 29	9
"	5653	Greyhound Capers	1	July 30	.....
"	5654	The Three Big Bears	1	Aug. 27	.....
Thrills of Music	5952	Ray McKinley & Orchestra	1	Nov. 20	9½
"	5953	Ray Anthony & Orchestra	1	Dec. 25	10½
"	5954	Buddy Morrow & Orch.	1	Feb. 12	9½
"	5955	Les Elgart & Orch.	1	April 30	10
"	5956	Shorty Sherock & Orch.	1	June 4	8½
Candid Microphone	5552	No. 2	1	Jan. 22	11
"	5553	No. 3	1	Feb. 19	10½
"	5554	No. 4	1	April 30	10½
"	5555	No. 5	1	June 11	10
Topnotchers	5901	Beyond the Frontier	1	June 11	10
"	5902	This Is Versailles	1	June 25	.....
Stooges 3-D	5440	Spooks	2	June 15	16
"	5441	Pardon My Backfire	2	Aug. 15	.....

1953-54

All Star	6411	Oh Say Can You Sue	2	Sept. 10	16
Stooges	6401	Rip, Sew & Stitch	2	Sept. 3	17
Color Favorites (Tech.) (Re-Issues)	6601	Carnival Courage	1	Sept. 3	7
Assorted-2-Reel Favorites	6421	Wife Decoy	2	Sept. 17	17
World of Sports	6801	Assault & Mat-tery	1	Sept. 24	.....
Screen Snapshots	6851	Hollywood Stuntmen	1	Sept. 17	.....
Thrills of Music	6951	George Towne & Orch.	1	Sept. 24	10
Candid Microphone	6551	No. 1	1	Sept. 10	.....

METRO-GOLDWYN-MAYER

1952-53

Cartoon (Tech.)	W-436	Busybody Bear	1	Dec. 20	6
" "	W-437	The Missing Mouse	1	Jan. 10	6
" "	W-438	Barney's Hungry Cousin	1	Jan. 31	7
" "	W-439	Jerry and Jumbo	1	Feb. 21	7
" "	W-440	Cobs and Robbers	1	Mar. 14	6
" "	W-441	Johann Mouse	1	Mar. 21	8
" "	W-442	Little Johnny Jet	1	Apr. 18	7
" "	W-443	That's My Pup	1	Apr. 25	7
" "	W-444	Heir Bear	1	May 30	6
" "	W-445	TV of Tomorrow	1	June 6	7
" "	W-446	Wee Willie Wildcat	1	June 20	7
Pete Smith Spec.	S-454	I Love Children, But	1	Dec. 27	8
"	S-455	The Mosconi Story	1	Feb. 7	10
"	S-456	Aquatic Kids	1	Feb. 14	8
" "	S-457	Travel Quiz (Tech.)	1	Apr. 25	9
" "	S 458	The Postman	1	May 30	10
" "	S-459	Dogs 'N Ducks	1	June 27	10
" "	S-460	Ancient Cures	1	July 11	8
Gold Medal Reprint Cartoons (Tech.)	W-462	Mouse In Manhattan	1	Dec. 6	8
"	W-463	Tee For Two	1	Feb. 14	7
"	W-464	Quiet Please	1	Mar. 28	8
"	W-465	Red Hot Riding Hood	1	May 2	7
"	W-466	Flirty Birdy	1	July 4	7
Fitzpatrick Travel Talks	T-414	Land of the Ugly Duckling	1	Jan. 3	9
"	T-415	Beautiful Bavaria	1	Apr. 4	9
"	T-416	Johannesburg—City of Gold	1	May 16	8
"	T-417	Delightful Denmark	1	June 27	8
"	T-418	Copenhagen—City of Towers	1	July 18	9
Prophecies of Nostradamus	R-421	Nostradamus Says So!	1	Jan. 31	11
"	R-422	Let's Ask Nostradamus	1	June 6	10
"	R-423	Nostradamus & The Queen	1	Aug. 29	10

PARAMOUNT

1952-53

Sportlight	R12-4	The Speed Queen	1	Jan. 2	9
"	R12-5	Brittania' Athletic Cadets	1	Jan. 16	9
"	R12-6	Sport Car Racing	1	Feb. 27	9
"	R12-7	Untitled	1	Apr. 10	9
"	R12-8	Tme Sporting British Indies	1	May 1	9
"	R12-9	Green Mountain Speedsters	1	June 5	10
"	R12-10	Flying Horseshoes	1	June 12	7
"	R12-11	Wee Water Wonders	1	July 10	9
"	R12-12	Collegiate Circus Champs	1	Aug. 14	9
Topper	M12-4	Animal Hotel	1	Feb. 6	10
"	M12-3	The Little Expert on Horse & Buggy Days	1	Apr. 24	10
"	M12-5	Here He Goes	1	May 1	10
"	M12-6	Bear Crazy	1	May 29	10
Popeye (Tech.)	E12-3	Ancient Fistory	1	Jan. 30	7
"	E12-2	Child Sockology	1	Mar. 27	6
"	E12-5	Popeye's Mirthday	1	May 22	6
"	E12-6	Toreadorable	1	June 12	9
"	E12-7	Baby Wants a bottle	1	July 24	9
"	E12-8	Firemen's Brawl	1	Aug. 21	9
Herman & Katnip (Tech.)	H12-2	Of Mice And Magic	1	Feb. 20	7
"	H12-3	Herman The Catoonist	1	May 15	7
"	H12-4	Drinks on the Mouse	1	Aug. 28	7
Pacemaker	K12-2	Let's Have a Parade	1	Nov. 14	10
"	K12-3	All Girls On Deck	1	Dec. 26	10
"	K12-4	High School Hi Jinks	1	Mar. 20	10
"	K12-5	Call Me Skinny	1	June 26	10
"	K12-6	Hurricane Hunters	1	Aug. 7	10
Casper (Tech.)	B12-2	Frightday The 13th	1	Feb. 13	7
"	B12-3	Spook No Evil	1	Mar. 13	7
"	B12-4	North Pal	1	May 29	7
"	B12-5	By the Old Mill Scream	1	July 3	7
"	B12-6	Little Boo Peep	1	Aug. 28	7
Kartune (Tech.)	X12-2	Hysterical History	1	Jan. 23	7
"	X12-3	Philharmaniacs	1	Apr. 3	7
"	X12-4	Aero-Nuties	1	May 8	7
"	X12-5	Invention Convention	1	June 9	7
"	X12-6	No Place Like Home	1	July 31	7
Noveltoon (Tech.)	P12-2	Feast & Furious	1	Dec. 26	6
"	P12-3	Starting From Hatch	1	Mar. 6	7
"	P12-4	Winner By a Hare	1	Apr. 17	7
"	P12-5	Better Bait Than Ever	1	June 5	7
"	P12-6	Surf Bored	1	July 17	7

1953-54

Cartoon (Tech.)	S13-1	The Wee Men	1	Oct. 2	10
"	S13-2	The Enchanted Square	1	Oct. 2	10
"	S13-3	Cheese Burglar	1	Oct. 2	7
"	S13-4	The Stupidstitious Cat	1	Oct. 2	7
"	S13-5	Much Ado About Mutton	1	Oct. 2	8
"	S13-6	Naughty But Mice	1	Oct. 2	7
Headliner	A13-1	Tuna	1	Oct. 2	9
"	A13-2	Timber Athletes	1	Oct. 2	9
"	A13-3	Try And Catch Me	1	Oct. 2	9
"	A13-4	Who's Who in Animal Land	1	Oct. 2	10
"	A13-5	Bundle From Brazil	1	Oct. 2	10
"	A13-6	Broncs and Brands	1	Oct. 2	9
Popeye (Tech.)	E13-1	Popeye, The Ace of Space (3-D)	1	Oct. 2	7
"	E13-2	Shaving Muggs	1	Oct. 9	.....
Pacemaker	K13-1	The Spirit of Seventy	1	Oct. 2	9
Sportlight	R13-1	Rocky Mountain River Thrills	1	Oct. 2	9
Topper	M13-1	Rowdy Raccoons	1	Oct. 2	10
Caspar (Tech.)	B13-1	Do Or Diet	1	Oct. 16	.....

RKO-RADIO

1952-1953

Edgar Kennedy (Re-issues)	33505	Alibi Baby	2	Jan. 9	18
"	33506	Mother-in-Law's Day	2	Feb. 6	20
Leon Errol (Re-issues)	33706	Home Work	2	Jan. 23	19
Walt Disney Cartoons (Tech.)	34106	Father's Day Off	1	Mar. 28	7
"	34107	The Simple Things	1	Apr. 18	7
"	34108	For Whom The Bulls Toll	1	May 9	7
"	34109	Don's Fountain of Youth	1	May 30	7
"	34110	Father's Week End	1	June 20	7
"	34111	How to Dance	1	July 11	6
"	34112	The New Neighbor	1	Aug. 1	.....
Sportscopes	34310	Wild Bear Hunt	1	Jan. 16	8
"	34311	Fighting Fins	1	Feb. 6	8
"	34312	Seaside Sports	1	Feb. 27	8
"	34313	Quebec Camera Hunt	1	Mar. 20	8
Screenliners	24210	Molly Bee Sings	1	Jan. 9	9
"	34211	Sea Going Smoke Eaters	1	Jan. 30	8
"	34212	Mountain Movers	1	Feb. 20	9
"	34213	Britain's Skyblazers	1	Mar. 13	8
Specials	33001	Operation A-Bomb	2	Jan. 16	16
"	33105	Conquest of Ungava	2	Jan. 2	15
"	33106	Canadian Mounties	2	Jan. 30	15
"	33107	Transatlantic Hop	2	Feb. 27	15
"	33108	Escape to Freedom	2	Mar. 27	16
"	33109	Tower of Destiny	2	May 22	15
Sports Specials	33801	Basketball Highlights	2	Apr. 17	15
True Life Adventures (Tech.)	32901	Bear Country	3	Feb. 20	33
Comedy Specials	33401	Three Chairs for Betty	2	Jan. 23	16
"	33402	Half-Dressed for Dinner	2	Mar. 6	15
Gil Lamb Comedies	33601	The Fresh Painter	2	Jan. 16	16
"	33602	Lost In A Turkish Bath	2	Jan. 30	16
"	33603	Baby Makes Two	2	Feb. 27	17
"	33604	Pardon My Wrench	2	Mar. 13	16
People and Places	32801	The Alaskan Eskimo	3	Apr. 10	27

SHORT SUBJECT RELEASES (CONTINUED)

REPUBLIC

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Serial	5182	Radar Men From The Moon	12 Ep.		
"	5184	Nyoka and the Tigermen (Re-release of "Perils of Nvoka")	15 Ep.		
"	5281	Zombies of the Stratosphere	12 Ep.		
"	5282	Dick Tracy vs. Phantom Empire (Formerly titled "Dick Tracy vs. Crime")	15 Ep.		
"	5283	Jungle Drums Of Africa	12 Ep.		
"	5284	Return of Captain Marvel (Formerly titled "Adventure of Captain Marvel)	12 Ep.		
"	5381	Canadian Mounties vs. Atomic Invaders	12 Ep.		
Short Subjects	5188	Ceylon	1	Mar. 1	9
" "	9221	City of Destinv	1	Apr. 1	9
" "	9222	Singapore	1	June 1	9
" "	9223	Germany	1	Aug. 1	9
Commando Cody Adventures	5268	Enemies of the Universe	3	Mar. 28	30
"	5269	Atomic Peril	3	Mar. 28	30
"	5270	Cosmic Vengeance	3	Apr. 28	30
"	5271	Nightmare Typhoon	3	May 28	30
"	5272	War of the Space Cadets	3	June 19	30
"	5273	Destroyer of the Sun	3	June 26	30
"	5274	Robot Monster of Mars	3	July 3	30
"	5275	Hydrogen Hurricane	3	July 10	30
"	5276	Solar Sky Riders	3	July 17	30
"	5277	S.O.S. Ice Age	3	July 24	30
"	5278	Lost In Outer Space	3	July 31	30
"	5279	Captives of the Zero Hour	3	Aug. 7	30

TWENTIETH CENTURY-FOX

1953

Terrytoon (Tech.)	5301	Mighty Mouse in a Soap Opera	1	January	7
" "	5302	Terry Bears in Thrifty Cubs	1	January	7
" "	5327	The Owl and the Pussy Cat (Re-Release)	1	January	7
" "	5303	Heckle and Jeckle the Talking Magpies in Hair Cut-Ups	1	February	7
" "	5304	Dinkly in Wise Quacks	1	February	7
" "	5328	Slap Happy Hunters (Re-Release)	1	February	7
" "	5305	Little Roquefort in Mouse Meets Bird	1	March	7
" "	5306	Terry Bears in Snappy Snapshots	1	March	7
" "	5307	Mighty Mouse in Hero For a Day	1	March	7
" "	5308	Heckle and Jeckle the Talking Magpies in Pill Peddlers	1	April	7
" "	5309	Dinky in Featherweight Champ	1	April	7
" "	5329	Happy Circus Days (Re-Release)	1	April	7
" "	5310	Little Roquefort in Playfull Puss	1	May	7
" "	5311	Terry Bears in Plumber's Helpers	1	May	7
" "	5330	Neck & Neck	1	May	7
" "	5312	Mighty Mouse in Hot Rods	1	June	7
" "	5313	Heckle and Jeckle the Talking Magpies in Ten Pin Terrors	1	June	7
" "	5314	Dinky in the Orphan Egg	1	June	7
" "	5315	Little Roquefort in Friday the 13th	1	July	7
" "	5316	Mighty Mouse in When Mouse-hood Was in Flower	1	July	7
" "	5317	Terry Bears in Open House	1	August	7
" "	5318	Heckle & Jeckle the Talking Magpies in Bargain Daze	1	August	7
" "	5319	Aesops Fables. Sparky, The Firefly	1	September	7
" "	5320	Little Roquefort In Mouse Menace	1	September	7
" "	5321	Teddy Bears in the Relucant	1	October	7
" "	5322	Dimwit in How to Keep Cool	1	October	7
" "	5323	Dinky In the Timid Scarecrow	1	November	7
" "	5324	Heckle & Jeckle The Talking Magpies in Log Rollers	1	November	7
" "	5325	Mighty Mouse in Spare the Rod	1	December	7
" "	5326	Terry Bears in Growing Pain	1	December	7
Lew Lehr (Re-Release)	9381	Untitled	1	April	10
"	9382	Grunters and Groaners	1	July	10
Movietone (New Camera)	6301	Breath of Disaster	1	April	.....
"	6302	Epic Drama	1	March	.....
"	6303	Untitled	1	June	.....
"	6304	Untitled	1	August	.....
"	6305	Untitled	1	September	
"	6306	Untitled	1	November	
"	3307	Sports Immortal (re-release)	1	July	10
Sport	3301	Gridiron Goliaths	1	February	.....
"	3302	Football Roundup	1	June	9
"	3303	Morning Light	1	July	9
"	3304	Untitled	1	October	
"	3305	Untitled	1	December	
"	3306	Untitled	1	August	.....

UNIVERSAL

1952-53

Musical Featurette	8303	The Modernaires with Lawrence Welk's Orchestra	2	Jan. 1	15
" "	8304	Andy Russell and Della in 'House Party'	2	Mar. 12	15
" "	8305	Les Brown & His Orchestra in 'Crazy Frolic'	2	Apr. 9	15
" "	8306	Harry James and his Music Makers	2	May 17	14
" "	8307	Music on the Double	2	May 28	18
" "	8308	Surprising Suzie	2	July 3	15
Special	8203	The World's Most Beautiful Girls	2	Feb. 1	17
A Two-Reel Special	8201	Out Of The Earth	2	Feb. 10	18
Variety View	8342	Get A Horse	1	Jan. 26	9
"	8343	Sky Police	1	Mar. 9	9
"	8344	Deadly Drums	1	May 4	10
"	8345	Bolivar Bonanza	1	Sept. 7	9
"	8346	Behind the Wall	1	Sept. 24	10
The Earth and its Peoples	8364	Ports of Industrial Scandinavia	2	Jan. 26	21
"	8365	The Po River Valley	2	Feb. 23	20
"	8366	Sheep Ranch Country	2	Mar. 3	20
"	8367	Cross Section of Central America	2	Apr. 20	21
"	8368	Factories, Mines & Waterways	2	May 18	21
"	8369	British Trade and Industry	2	June 15	21
"	8370	Farmer-Fisherman	2	July 13	21
"	8371	The Lumber States	2	Aug. 10	21
Woody Woodpecker Cartune (Tech.)	8322	What's Sweepin'?	1	Jan. 5	6
"	8323	The Dog Who Cried Wolf	1	Mar. 23	6
"	8324	Buccaneer Woodpecker	1	Apr. 20	6
"	8325	The Mouse and the Lion	1	May 11	6
"	8326	Operation Sawdust	1	June 15	6
"	8327	The Flying Turtle	1	June 29	6
"	8328	Wrestling Wrecks	1	July 20	6
"	8329	Maw and Paw	1	Aug. 10	6
"	8330	Belle Boys	1	Sept. 14	6
"	8331	The Hypnotic Hick	1	Aug. 26	6
Color Parade	8381	Fiesta Frolics	1	June 8	9
"	8382	King of the Sky	1	July 15	10
"	8383	Calypso Carnival	1	Aug. 10	9½

VITAPHONE

1952-53

Technicolor Specials	9003	Cruise of the Zaca	2	Dec. 6	17
"	9004	Flag of Humanity	2	Jan. 24	17
"	9005	Thar She Blows	2	Mar. 7	17
"	9006	Under The Big Top	2	Apr. 25	17
"	9007	America For Me	2	May 30	17
"	9008	Where The Trade Wind Plays	2	July 4	20
Featurettes	9101	Monsters of the Deep	2	Sept. 27	20
"	9102	Oklahoma Outlaws	2	Nov. 22	20
"	9103	Are Animals Actors	2	Dec. 27	20
"	9104	Star in the Night	2	Mar. 21	20
"	9105	Plantation Melodies	2	May 16	20
"	9106	Looking At Life	2	July 18	20
Blue Ribbon Cartoons (Tech.)	9305	Tale of Two Mice	1	Jan. 10	7
"	9306	Bashful Buzzard	1	Feb. 7	7
"	9307	The Country Mouse	1	Mar. 14	7
"	9308	Little Dutch Plate	1	Apr. 11	7
"	9309	Ain't That Ducky	1	May 2	7
"	9310	Mighty Hunters	1	June 13	7
"	9311	The Fighting 69½	1	July 11	7
"	9312	Sniffles Takes A Trip	1	Aug. 1	7
"	9313	Wacky Wild Life	1	Aug. 29	7
Joe McDoakes Comedy	9403	So You Want to be a Musician	1	Jan. 10	10
"	9404	So You Want A Television Set	1	May 23	10
"	9405	So You Want To Learn To Dance	1	Mar. 28	10
"	9406	So You Have Your Dog	1	Aug. 1	10
Sports Parade	9503	Fiesta For Sports	1	Dec. 20	9
"	9504	Sporting Courage	1	Jan. 31	9
"	9505	Birthplace of Hockey	1	Feb. 28	9
"	9506	Cheyenne Days	1	Apr. 4	9
"	9507	Yo Ho Wonder Valley	1	May 9	9
"	9508	Desert Killer	1	June 27	9
"	9509	Ride A White Horse	1	July 25	9
"	9510	A Danish Sport Delight	1	Aug. 15	9
Vitaphone Novelties	9604	Too Much Speed	1	Jan. 3	10
"	9605	Here We Go Again	1	Feb. 14	10
"	9606	Head Over Heels	1	June 20	10
"	9607	The Spirit of West Point	1	Aug. 8	10
M.M. Cartoons (Tech.)	9706	Food Coverage	1	Dec. 13	7
"	9707	Don't Give Up The Ship	1	Jan. 3	7
"	9708	Snaw Business	1	Jan. 17	7
"	9709	A Mouse Divided	1	Jan. 31	7
"	9710	Kiss Me Cat	1	Feb. 21	7
"	9711	Duck Anuck	1	Feb. 28	7
"	9712	A Peck O' Trouble	1	Mar. 28	7
"	9713	Fowl Weather	1	Apr. 4	7
"	9714	Muscle Tussle	1	Apr. 18	7
"	9715	Ant Pasted	1	May 9	7
"	9716	Much Ado About Nutting	1	May 23	7
"	9717	There Auto Be A Law	1	June 6	7
"	9718	Tom-Tom Tomcat	1	June 27	7
"	9719	Wild Over You	1	July 11	7
"	9720	Duck Dodgers In the 24½ Century	1	July 25	7
"	9721	Plop Goes The Weasel	1	Aug. 22	7
"	9722	Cat-Tails For Two	1	Aug. 29	7
Bugs Bunny Specials (Tech.)	9725	Hare Life	1	Dec. 20	7
"	9726	Forward, March Hare	1	Feb. 14	7
"	9727	Upswept Hare	1	Mar. 14	7
"	9728	Southern Fried Rabbit	1	May 2	7
"	9729	Hare Trimmed	1	June 20	7
"	9730	Bully For Bugs	1	Aug. 8	7
Melody Master Bands (Re-issues)	9803	Circus Band	1	Dec. 27	9
"	9804	Ozzie Nelson & His Orch.	1	Apr. 18	9
"	9805	Vincent Lopez & Orch.	1	June 6	9
"	9806	Spade Corley Band	1	Aug. 22	9

1953-54

Technicolor Specials	1001	Gone Fishin	2	Sept. 12	17
"	1002	Romance of Louisiana	2	Oct. 10	13
Featurettes	1101	Minstrel Days	2	Sept. 26	20
Blue Ribbon Cartoons (Tech.)	1301	Old Glory	1	Sept. 12	7
"	1302	Walky, Talky Hawky	1	Oct. 17	7
Joe McDoakes Comedy	1401	So You Think You Can't Sleep	1	Oct. 31	10
Sports Parade (Tech.)	1501	Royal Mounties	1	Sept. 19	9
"	1502	Sea Sports of Tahiti	1	Oct. 24	9
Vitaphone Novelties	1601	Hit 'lm Again	1	Sept. 5	10
"	1602	Say It With Spills	1	Oct. 24	10
M. M. Cartoons (Tech.)	1701	A Street Cat Named Sylvester	1	Sept. 5	7
"	1702	Zipping long	1	Sept. 19	7
"	1703	Easy Peckin's	1	Oct. 17	7
"	1704	Catty Cornered	1	Oct. 31	7
Bugs Bunny Specials (Tech.)	1723	Duck! Rabbit, Duck!	1	Oct. 3	7
Melody Master Bands	1801	Desi Arnaz & Band	1	Oct. 3	9

Hollywood Production

ALLIED ARTISTS

Shooting

BOMBA AND THE GOLDEN IDOL
Cast: Johnny Sheffield, Anne Kimbell.
Producer .....Ford Beebe
Director ..... Ford Beebe

ARROW IN THE DUST
(Technicolor)
Cast: Sterling Hayden
Producer .....Hayes Goetz
Director .....Lesley Selander

Cutting

MEXICAN QUEST
(Lindsley Parsons Prod.)
Cast: George Brent, Karen Sharpe, Hillary Brooke, Morris Ankrum, Marjorie Lord, Douglas Kennedy.
Producer .....Lindsley Parsons
Director .....Frank McDonald

FIGHTER ATTACK
(Color)
Cast: Sterling Hayden. J. Carrol Naish, Dave Willock, John Fontaine, Anthony Caruso, Joy Page.
Producer .....William Calihan
Director .....Lesley Selander

DEPUTY MARSHAL
Cast: Wayne Morris, Virginia Grey, Mayron Healey, John Kellogg, Rick Vallin.
Producer .....Vincent M. Fennelly
Director .....Thomas Carr

DRAGONFLY SQUADRON
(3-D)
Cast: John Hodiak, Barbara Britton, Bruce Bennett, Gerald Mohr, Chuck Connors, John Lupton, Pamela Duncan, Jess Barker.
Producer .....John Champion
Director .....Lesley Selander

RIOT IN CELL BLOCK 11
Cast: Neville Brand, Emile Meyer.
Producer .....Walter Wanger
Director .....Don Siegel

HOUSE IN THE SEA
Cast: Joan Bennett, Richard Conte, Wanda Hendrix.
Producer .....William F. Broidy
Director .....Jerry Juran

COLUMBIA

Shooting

BATTLE OF ROGUE RIVER
(Technicolor)
(Esskay Pictures Co.)
Cast: George Montgomery.
Producer .....Sam Katzman
Director .....William Castle

THE CAINE MUTINY
(The Kramer Co.)
(Technicolor)
Cast: Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn, Tom Tully, Arthur Franz, Jerry Paris, Lee Marvin.
Producer .....Stanley Kramer
Director .....Edward Dmytryk

THE BLACK KNIGHT
(Technicolor)
(Warwick Productions)
(Shooting in Madrid)
Cast Alan Ladd.
Porducers .....Irving Allen and A. R. Broccoli
Director .....Tay Garnett

THE MAD MAGICIAN
(Edward Small Prod.
for Columbia Release)
Cast: Vincent Price, Mary Murphy, John Emery, Eva Gabor, Donald Randolph, Lenita Lane.
Producer .....Bryan Foy
Director .....John Brahm

Cutting

THE NEBRASKAN
(3-D, Technicolor)
Cast: Jed Carey, Roberta Haynes, Richard Webb, Wallace Ford, Lee Van Cleef.
Producer .....Wallace MacDonald
Director .....Fred F. Sears

PARIS MODEL
(American Pictures)
Cast: Marilyn Maxwell, Paulette Goddard, Eva Gabor, Barbara Lawrence, Tom Conway, Cecil Kellaway, Florence Bates, Leif Erickson, Robert Hutton, Mike Romanoff, El Brendel, Laurette Luez, Aram Katcher.
Producer .....Albert Zugsmith
Director .....Alfred E. Green

EL ALAMEIN
Cast: Scott Brady.
Producer ..... Wallace MacDonald
Director ..... Fred F. Sears

GUN FURY
(3-D, Technicolor)
Cast: Rock Hudson, Jed Carey, Donna Reed, Roberta Haynes, Lee Marvin, Pat Hogan, Leo Gordon, Neville Brand.
Producer ..... Lewis Rachmil
Director ..... Raoul Walsh

MISS SADIE THOMPSON
(3-D) (Technicolor)
(Beckworth Corp.)
Cast: Rita Hayworth, Jose Ferrer, Aldo Ray, Rudy Bond, Henry Slate.
Producer .....Jerry Wald
Director .....Curtis Bernhardt

SCALPEL
Cast: Charlton Heston, Lizabeth Scott.
Producer .....William J. Fadiman
Director .....Irving Rapper

INDEPENDENT

Shooting

DUEL IN THE JUNGLE
(Moulin Productions, Technicolor, Wide-Screen. Shooting in Johannesburg, So. Africa.)
Cast: Dana Andrews, Jeanne Crain, David Farrar.
Producers .....Marcel Hellman and Tony Owen
Director .....George Marshall..

RIVER BEAT
(Abtcon Pictures, Shooting in London, England)
Cast: Phyllis Kirk, John Bentley, Robert Ayres, Leonard White.
Executive
Producer .....Herman Cohen
Producer .....Victor Hanbury
Director .....Guy Green

MAGOG
(Ivan Tors Production)
(Eastman Color)
Cast: Richard Egan, Constance Dowling, Hervert Marshall.
Producer .....Ivan Tors
Director .....Hervert L. Strock

Cutting

CAPTAIN SCARFACE
(Lincoln Pictures for Astor Release)
Cast: Barton MacLane, Leif Erickson, Virginia Grey, Rudolph Anders.
Producers .....Hal Roach, Jr. and Carroll Case
Director .....Paul Guilfoyle

JUNGLE FURY
Cast: Glenn Ford, Ann Sheridan, Zachary Scott, Jack Elam, Rodolfo Acosta.
Producer ..... Benedict Bogeaus
Director ..... Jacques Tourneur

RUN FOR THE MONEY
(Gateward Pictures; Cinecolor)
Cast: Jimmy Boyd, Bill Williams, Jean Porter, George Cleveland.
Producers .... Edward Alperson, Jr., and Wesley Barry
Director ..... Wesley Barry

CAPTAIN JOHN SMITH AND POCAHONTAS
(Pathecolor)
(Wisberg-Pollexfen Prod.)
Cast: Tony Dexter, Robert Shayne, Eric Colmar.
Producer .....Aubrey Wisberg and Jack Pollexfen
Director .....Lew Landers

STEEL LADY
(World Films, Inc. for Edward Small Corp.)
Cast: Rod Cameron, Tab Hunter, Richard Erdman, John Dehner, John Abbott.
Director .....E. A. Dupont

MOVIE STUNT MAN
(Bernard B. B. Ray Prod.)
Cast: Bill Henry.
Producer .....Bernard B. B. Ray
Director .....Bernard B. B. Ray

TOP BANANA
Cast: Phil Silvers and Broadway cast.
Exec. producers.....Joe Justman, Gene Towne, Ben Peskay
Producer .....Albert Zugsmith
Director .....Alfred Green

Exhibitor Produced Pictures — Lippert Pictures, Inc. — Practical Profitable Progressive

Cutting

CAIRO
(Eros Films for Lippert Release; Shooting in Italy)
Cast: George Raft, Maria Canale.
Producer .....Bernie Luber
Director .....Ray Enright

METRO-GOLDWYN-MAYER

Shooting

MISS BAKER'S DOZEN
(Ansco Color)
Cast: Greer Garson, Robert Ryan, Barry Sullivan, Richard Haydn, James Arness, Rex Thompson, Tim Considine, David Stollery.
Producer .....John Houseman
Director .....Robert Z. Leonard

ROSE MARIE
(Technicolor; CinemaScope)
Cast: Ann Blyth, Howard Keel, Fernando Lamas, Marjorie Main, Bert Lahr, Joan Taylor.
Producer .....Arthur Hornblow, Jr.
Director .....Melvin LeRoy

EXECUTIVE SUITE
Cast: William Holden, June Allyson, Barbara Stanwyck, Frederic March, Walter Pidgeon, Shelley Winters Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch.
Producer .....John Houseman
Director .....Robert Wise

Cutting

THE LONG, LONG TRAILER
(Technicolor)
Cast: Lucille Ball, Desi Arnaz, Marjorie Main.
Producer .....Pandro S. Berman
Director .....Vincente Minnelli

TENNESSEE CHAMP
(Technicolor, Wide-Screen)
Cast: Shelley Winters, Dewey Martin, Keenan Wynn,, Earl Holliman, Hope Miller, Dave O'Brien.
Producer .....Sol Baer Fielding
Director .....Fred M. Wilcox

RHAPSODY
(Technicolor)
Cast: Elizabeth Taylor, Vittorio Gassman, John Ericson, Louis Calhern, Jacqueline Duval.
Producer .....Lawrence Weingarten
Director .....Charles Vidor

THE FLAME AND THE FLESH
(Technicolor)
(Shooting in Naples, Italy)
Cast: Lana Turner, Pier Angeli, Carlos Thompson, Bonar Colleano, Peter Illing.
Producer .....Joseph Pasternak
Director .....Richard Brooks

KNIGHTS OF THE ROUND TABLE
(Technicolor)
(Shooting in London)
Cast: Robert Taylor, Ava Garnder, Mel Ferrer, Maureen Swanson, Stanley Baker.
Producer .....Pandro S. Berman
Director .....Richard Thorpe

Paramount Pictures

Shooting

"CASANOVA'S BIG NIGHT"
(Technicolor; Wide-Screen)
Cast: Bob Hope, Joan Fontaine, Audrey Dalton, Basil Rathbone, Arnold Moss, Vincent Price, John Carradine.
Producer .....Paul Jones
Director .....Norman Z. McLeod

KNOCK ON WOOD
(Frank-Panama Production)
(Technicolor) (Wide Screen)
Cast: Danny Kaye, Mai Zetterling, Torin Thatcher, David Burns, Leon Askin, Abner Biberman.
Producers .....Panama and Frank
Directors .....Panama and Frank

Cutting

THE ODESSEY OF ULYSSES
(3-D) (Eastman Color)
(Lux Films) (Shooting in Rome)
(For Paramount release)
Cast: Kirk Douglas, Silvana Mangano, Anthony Quinn.
Producer .....Dino DiLaurentis

THE NAKED JUNGLE
(Technicolor, Wide-Screen)
Cast: Charles Heston, Eleanor Parker, Abraham Sofaer, William Conrad, Norma Calderon.
Producer .....George Pal
Director .....Byron Haskin

ALASKA SEAS
(Wide-Screen)
Cast: Robert Ryan, Jan Sterling, Brian Keith, Gene Barry, Richard Shannon.
Producer .....Mel Epstein
Director .....Jerry Hopper

FLIGHT TO TANGIER
(3 D, Wide Screen, Technicolor)
Cast: Joan Fontaine, Jack Palance, Corinne Calvet, Robert Douglas, Jeff Morrow, Richard Shannon, Marcel Dalio.
Producer ..... Nat Holt
Director .... Charles Marquis Warren

LOST TREASURE OF THE AMAZON
(3-D, Wide Screen, Technicolor)
Cast: Fernando Lamas, Rhonda Fleming, Brian Keith.
Producer ..... William H. Pine and William C. Thomas
Director ..... Edward Ludwig

ELEPHANT WALK
(Technicolor)
(Shooting in Ceylon)
Cast: Vivien Leigh, Dana Andrews, Peter Finch.
Producer .....Irving Asher
Director .....William Dieterle

Hollywood Production

RKO RADIO PICTURES

Shooting

RANGERS OF THE NORTH
(Technicolor) (3-D)
Cast: Victor Mature, Piper Laurie, William Bendix, Vincent Price, Betta St. John, Dennis Weaver, Walter Reed, Marlo Dwyer, Steve Darrell, Harry Cheshire.
Producer .....Irwin Allen
Director .....Louis King

Cutting

SON OF SINBAD
(3-D, Technicolor)
Cast: Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price, Mari Blanchard, Edwina Hazard.
Producer ..... Robert Sparks
Director ..... Ted Tezlaff

CARNIVAL
(Color)
(King Brothers Production; Shooting Munich)
Cast: Anne Baxter, Steve Cochran, Lyle Bettger, J. C. Flippen, Helene Stanley, George Nader, Sol Solomon.
Producer .....King Brothers
Director .....Kurt Neumann

THE FRENCH LINE
(Edmund Grainger Prod.)
(Technicolor)
Cast: Jane Russell, Gilbert Roland, Arthur Hunnicutt, Mary McCarty. Joyce Mackenzie, Craig Stevens, Steve Flagg, Laura Elliott.
Producer .....Edmund Grainger
Director .....Lloyd Bacon

Republic

Shooting

RED HORIZON
Cast: John Derek.
Associate producer .....William J. O'Sullivan
Director .....William Witney

Cutting

GERALDINE
Cast: John Carroll, Mata Powers
Associate Producer.....Sidney Picker
Director .....R. G. Springsteen

SHADOW OF TOMBSTONE
Cast: Rex Allen.
Producer .....Rudy Ralston
Director .....William Witney

FLIGHT NURSE
Cast: John Leslie, Forrest Tucker, Tod Andrews, Jeff Donnell.
Associate
Producer-director .....Allan Dwan

LAUGHING ANN
(Technicolor)
(Wilcox-Neagle Production)
Cast: Wendell Corey, Forrest Tucker, Margaret Lockwood.
Producer-Director ....Herbert Wilcox

JUBILEE TRAIL
(Trucolor)
Cast: Vera Ralston, Forrest Tucker, Joan Leslie, Pat O'Brien, Ray Middleton, Buddy Baer, John Russell, Jim Davis, Barton MacLane, Nina Varela, Martin Garralaga.
Associate Producer .....Joseph Kane
Director .....Joseph Kane

HELL'S HALF ACRE
(Shooting in Honululu)
Cast: Wendell Corey, Evelyn Keyes, Marie Windsor, Elsa Lanchester, Nancy Gates, Jesse White, Keye Luke, Leonard Strong, Philip Ahn.
Associate
Producer-Director ....John H. Auer

20th CENTURY FOX

Shooting

WE BELIEVE IN LOVE
(Shooting in Rome)
(CinemaScope) (Technicolor)
Cast: Clifton Webb, Jean Peters, Maggie McNamara, Dorothy McGuire, Louis Jourdan.
Producer .....Sol C. Siegel
Director .....Jean Negulesco

NIGHT PEOPLE
(CinemaScope) (Technicolor)
Cast: Gregory Peck, Rita Gam, Broderick Crawford, Walter Abel, Buddy Ebsen, Casey Adams, Anita Bjork.
Producer .....Nunnally Johnson
Director .....Nunnally Johnson

THREE YOUNG TEXANS
(Technicolor) (Panoramic Productions)
(For 20th Century-Fox Release)
(Shooting at RKO-Pathe)
Cast: Keefe Braselle, Mitzi Gaynor, Jeff Hunter.
Producer .....Leonard Goldstein
Director .....Henry Levin

MAN IN THE ATTIC
(Technicolor) (Panoramic Productions)
(For 20th Century-Fox Release)
(Shooting at RKO-Pathe)
Cast: Constance Smith.
Producer .....Robert Jacks
Director ....Hugo Fregonese

PRINCE VALIANT
(Technicolor; CinemaScope)
Cast: Robert Wagner, Janet Leigh, Debra Paget, James Mason.
Producer .....Robert L. Jacks
Director .....Henry Hathaway

RIVER OF NO RETURN
(Technicolor; CinemaScope)
Cast: Marilyn Monroe, Robert Mitchum, Rory Calhoun, Tommy Rettig.
Producer .....Stanley Rubin
Director .....Otto Preminger

GATLING GUN
(Technicolor)
(Panoramic Prod. for 20th Century-Fox Release)
Cast: Van Johnson, Joanne Dru, Richard Boone, Craig Hill, Melvin Stone.
Producer .....Leonard Goldstein
Director .....Rudy Mate

GORILLA AT LARGE
(3-D, Eastman Color)
(Panoramic Prod. for 20th Century-Fox Release)
Cast: Anne Bancroft, Cameron Mitchell, Charlotte Austin, Raymond Burr.
Producer .....Robert Jacks
Director .....Harmon Jones

Cutting

DEMETRIUS AND THE GLADIATORS
(CinemaScope, Technicolor)
Cast: Victor Mature, Susan Hayward, Michael Rennie, Anne Bancroft, Jay Robinson, Barry Jones, William Marshall.
Producer ..... Frank Ross
Director ..... Delmar Daves

HOW TO MARRY A MILLIONAIRE
(Technicolor)
(CinemaScope)
Cast: Betty Grable, Marilyn Monroe, William Powell, Lauren Bacall, Rory Calhoun, David Wayne, Cameron Mitchell.
Producer .....Nunnally Johnson
Director .....Jean Negulesco

KING OF THE KHYBER RIFLES
CinemaScope) (Technicolor)
Cast: Tyrone Power, Terry Moore, Michael Rennie, Guy Rolfe, John Justin, Aram Katcher.
Producer .....Frank P. Rosenberg
Director .....Henry King

HELL AND HIGH WATER
(Technicolor; CinemaScope)
Cast: Richard Widmark, Bella Darvi, Victor Francen.
Producer .....Raymond A. Klune
Director .....Samuel Fuller

UNITED ARTISTS

Shooting

AMERICANO
(Moulin Prod.) (Shooting in Brazil)
Cast: Glenn Ford, Arthur Kennedy, Caesar Romero, Sara Montiel.
Producer .....Robert Stillman
Director .....Budd Boetticher

Cutting

RIDERS TO THE STARS
(Eastman Color)
(Ivan Tors Prod.)
Cast: William Lundigan, Richard Carlson, Martha Hyer, Herbert Marshall.
Producer .....Ivan Tors
Director .....Richard Carlson

BEACHHEAD
(Pathecolor)
(Aubrey Schenck Prod.; Shooting in Hawaii)
Cast: Tony Curtis, Frank Lovejoy, Mary Murphy, Skip Homeier, Eduard Franz, Alan Wells, John Doucette.
Producers .....Aubrey Schenck and Howard Koch
Director .....Stuart Heisler

FREE AND EASY
Cast: Beverly Michaels, Richard Egan, Evelyn Scott, Robert Osterloh.
Producer .....Clarence Greene
Director .....Russell Rouse

CAMEL CORPS
(Edward Small Prod.)
(Natural Vision 3-D. Eastman Color, Wide Screen)
(Shooting at Kanab, Utah)
Cast: Rod Cameron.
Producer .....Edward Small
Director .....Ray Nazarro

RING AROUND SATURN
(Regiscope Process, 3-D, Wide Screen)
Producers ..... William and Edward Nassour
Director ..... Edward Nassour

Universal International

Shooting

SASKATCHEWAN
(Shooting in Canada)
(Technicolor)
Cast: Alan Ladd, Shelley Winters, Robert Douglas, J. Carrol Naish, Richard Long, Hugh O'Brian, Antonio Moreno, George Lewis, Jay Silverheels.
Producer .....Aaron Rosenberg
Director .....Raoul Walsh

JOHNNY DARK
Cast: Tony Curtis, Piper Laurie.
Producer .....William Alland
Director .....George Sherman

THE FAR COUNTRY
(Technicolor)
(Shooting in Canada)
Cast: James Stewart, Ruth Roman, Corinne Calvert, Walter Brennan.
Producer .....Aaron Rosenberg
Director .....Anthony Mann

FORT LARAMIE
(Technicolor)
Cast: John Payne, Mari Blanchard, Dan Duryea, Joyce MacKenzie, Barton MacLane.
Producer ..... Ted Richmond
Director .....Jesse Hibbs

Cutting

RIDE CLEAR OF DIABLO
(Technicolor)
Cast: Audie Murphy, Dan Duryea, Susan Cabot, Abbe Lane.
Producer .....John W. Rogers
Director .....Jesse Hibbs

THE GLENN MILLER STORY
(Technicolor)
Cast: James Stewart, June Allyson, George Tobias, Henry Morgan, Louis Armstrong, Gene Krupa, Ben Pollack, Barton MacLane.
Producer .....Aaron Rosenberg
Director .....Anthony Mann

THE GLASS WEB
(3-D)
Cast: Edward G. Robinson, John Forsythe, Barbara Rush, Kathleen Hughes.
Producer .....Albert J. Cohen
Director .....Jack Arnold

SON OF COCHISE
(Technicolor)
Cast: Rock Hudson, Barbara Rush.
Producer .....Ross Hunter

BORDER RIVER
(Technicolor)
Cast: Joel McCrea, Yvonne DeCarlo, Pedro Armendariz, Howard Petrie, Erika Nordin, Ivan Triesault, Alfonso Bedoya.
Producer .....Albert J. Cohen
Director .....George Sherman

MA AND PA KETTLE HIT THE ROAD HOME
Cast: Marjorie Main, Percy Kilbride, Alice Kelley, Alan Mowbray, Emery Parnell, Brett Halsey.
Producer .....Richard Wilson
Director .....Charles Lamont

YANKEE PASHA
(Technicolor)
Cast: Jeff Chandler, Rhonda Fleming, Mamie Van Doren, Lee J. Cobb, Benny Rubin, Tudor Owen, Arthur Space, Harry Lauter and the Miss Universe Girls.
Producer .....Howard Christie
Director .....Joseph Pevney

WARNER BROS.

Shooting

THE PHANTOM APE
(WarnerColor, 3-D, All-Media)
Cast: Claude Dauphin, Karl Malden, Steve Forrest.
Producer .....Henry Blanke
Director .....Roy Del Ruth

REAR GUARD
(3-D) (All-Media) (WarnerColor)
Cast: Guy Madison, Joan Weldon, James Whitmore, Harvey Lembeck, Carl Benton Reid, Howard Petrie.
Producer..... David Weisbart
Director .....David Butler

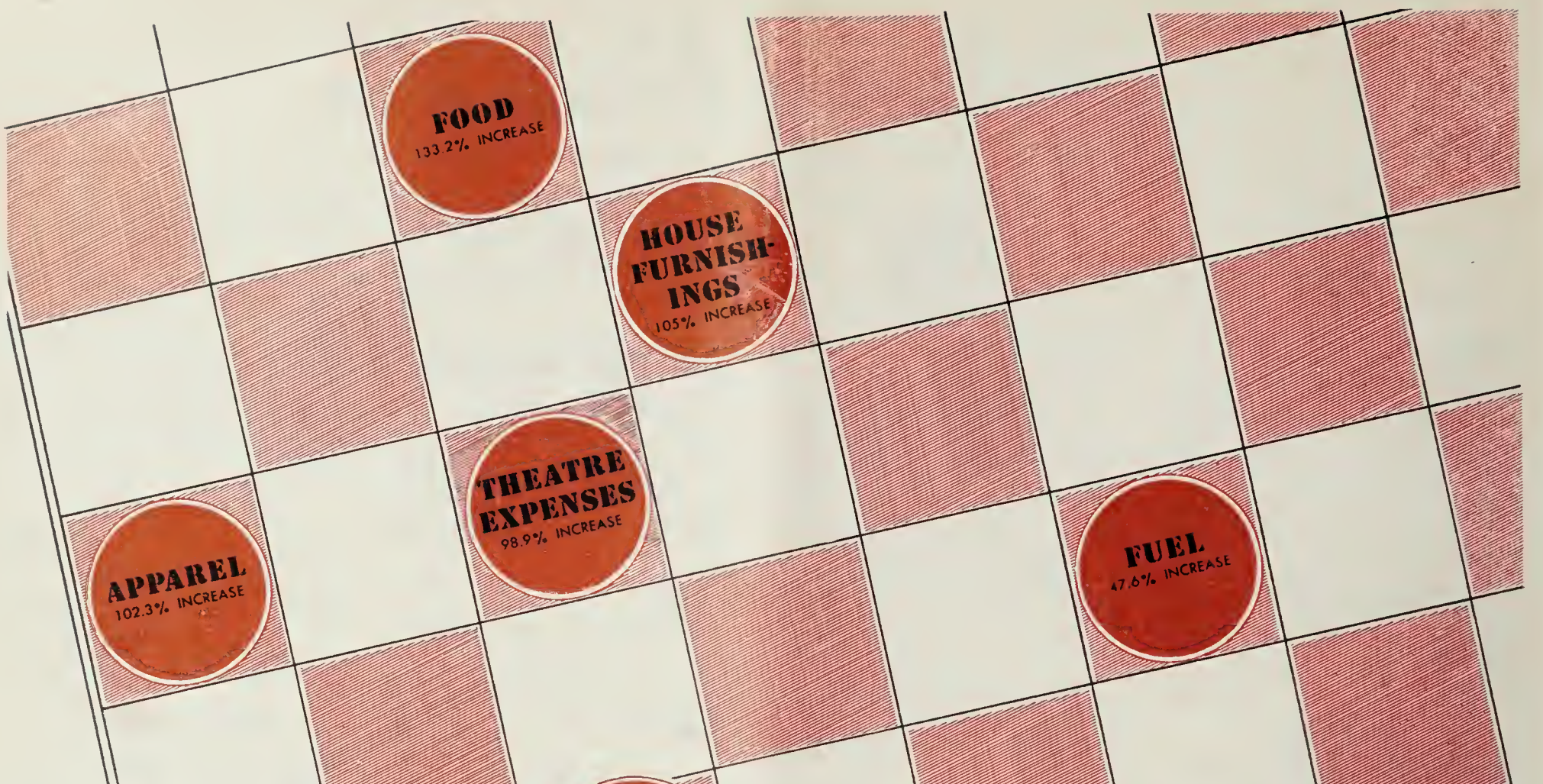
DIAL M FOR MURDER
(3-D) (All-Media) (WarnerColor)
Cast: Ray Milland, Grace Kelly, Robert Cummings, John Williams, Anthony Dawson.
Director .....Alfred Hitchcock

Cutting

THE BOUNTY HUNTER
(3-D, All-Media, WarnerColor)
Cast: Randolph Scott, Dolores Dorn, Director .....Andre De Toth
Marie Windsor.

HONDO
(3-D, WarnerColor, All-Media)
(Wayne-Fellows Prods.)
Cast: John Wayne, Geraldine Page, Ward Bond, Michael Pate, Rudolfo Acosta, Paul Fix, Lee Aaker.
Producer .....Robert Fellows
Director .....John Farrow

SO BIG
Cast: Jane Wyman, Sterling Hayden, Elizabeth Fraser, Ruth Swanson, Richard Beymer.
Producer .....Henry Blanke
Director .....Robert Wise



CORNERED!

Yes, it's a pretty tight spot your DOLLAR is in... *checkmated* at every turn by high prices... *trapped* by increasing costs!

The pattern is explained, to a large extent, by the Bureau of Labor Statistics report that your *Cost-of-Living* has jumped 98.9% since 1939... with FOOD, FUEL, RENT and APPAREL leading offenders... while Exhibitors Digest adds to the bad news, the information that the cost of THEATRE EQUIPMENT and SUPPLIES has moved forward 90.8% ahead of 1940! It puts your badly cornered DOLLAR in a pretty tough spot.



However, you'll note that you *have* been *one* jump ahead... during all these years of rising costs... if you *compare* the *negligible increase*, IF ANY, you've received from NSS.

Yes, COMPARE *all* your costs, with the LOW COST, Service-With-A-Smile Policy of the Prize Baby!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

EWS

ALLIED EXECS MULL ARBITRATION ON CONCLAVE EVE

COMPO LEADERS ADD FRESH REPEAL DRIVE ANGLES

ROXY'S FIRST "ROBE" WEEK SETS RECORD

SCHARY EXPECTS 30 M-G-M RELEASES FOR '54

BOXING PACKAGED FOR THEATRE TV

12 CINERAMA DEBUTS PLANNED IN NEXT THREE MONTHS

EVIEWS

pages 16-18, 20

XPLOITATION

page 24

ol. 32, No. 6 October 3, 1953

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RECORD GROSSES

IN its first two weeks at the Roxy Theatre in New York, "The Robe" in CinemaScope brought in a record gross of $480,000.00, exclusive of Federal admissions taxes.

In its first week, CinemaScope established a world's record gross for a motion picture theatre with receipts of $264,429.00.

At press time, there have already been openings in Los Angeles, Philadelphia, Chicago and Pittsburgh. In each and every case, the CinemaScope grosses have established new records for the theatres where it is on exhibition and in at least two instances have *doubled* the previous record grosses.

Within the next two weeks, "The Robe" in CinemaScope is opening in an additional 17 key

(See Page 5)

"Let's Celebrate The Ho
M-G-M's Got The Big Ho

"Happy **'MOGAMBO'"**

(Clark Gable, Ava Gardner– Technicolor)

"COLUMBUS DAY is perfect for the topper to 'King Solomon's Mines'!"



"'TAKE THE HIGH GROUND!' sets a NEW National HOLIDAY!"

(Richard Widmark, Karl Malden, Elaine Stewart –Ansco Color)

"I've heard about the wonderful Texas saturation Premiere!"



"Any day is a HOLIDAY when you play **'TORCH SONG'"**

(Joan Crawford, Michael Wilding– Technicolor)

"After 'Sudden Fea I'm waiting for Joan Crawford's new one– her first in Technicolor."



lays Together Mr. Exhibitor
ay-Size Attractions!"

"**ALL THE BROTHERS WERE VALIANT'** is one of this year's BIGGEST!"

(Robert Taylor, Stewart Granger, Ann Blyth– Technicolor)

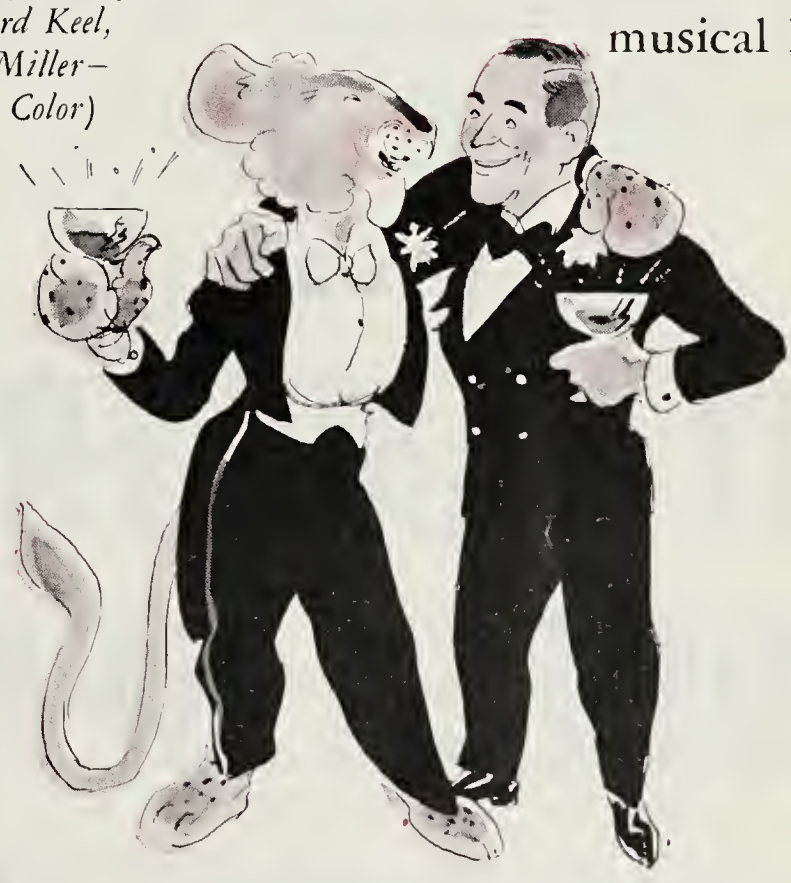
"It's Great for ARMISTICE DAY!"

"Imagine! **'KISS ME KATE'** for THANKSGIVING!"

(Kathryn Grayson, Howard Keel, Ann Miller– Ansco Color)

"Everybody waiting fo that terrifi Broadway musical hit





"MERRY CHRISTMAS! HAPPY NEW YEAR!

'ESCAPE FROM FORT BRAVO'"

(William Holden, Eleanor Parker, John Forsythe– Ansco Color)

"That's a REAL HOLIDAY Attraction!"



"We'll start the NEW YEAR right with the Big Holiday Hit

'EASY TO LOVE'"

(The "Cypress Gardens of Florida" Musical)

A Big Happy Technicolor Show for Big Happy New Years Holiday Crowds!

(Esther Williams, Van Johnson, Tony Martin– Technicolor)



In line with
Universal-International's
policy of serving all
of its pictures to all
of its customers...

WINGS OF THE HAWK

is now available for exhibition
in 3-D and 2-D

•

IT CAME FROM OUTER SPACE

a firmly established 3-D
boxoffice hit, may also be
booked for 2-D exhibition
starting November 29.

AVAILABLE IN

3-D

and

2-D

"WINGS OF THE HAWK"
Color by TECHNICOLOR • Starring **VAN HEFLIN • JULIA ADAMS**
with ABBE LANE • GEORGE DOLENZ • ANTONIO MORENO • NOAH BEERY
Directed by BUDD BOETTICHER • Screenplay by JAMES E. MOSER
Produced by AARON ROSENBERG

"IT CAME FROM OUTER SPACE"
Starring RICHARD CARLSON • BARBARA RUSH with CHARLES DRAKE
RUSSELL JOHNSON • KATHLEEN HUGHES • JOE SAWYER
Directed by JACK ARNOLD • Screenplay by HARRY ESSEX
Story by RAY BRADBURY • Produced by WILLIAM ALLAND

PICTURES WITH THAT *Universal* APPEAL...

Universal International

October 3, 1953
Vol. 32 No. 6

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

cities. We feel perfectly safe in predicting that it will establish new records for grosses in each of the theatres where the film is being shown.

Nothing speaks more eloquently for the favorable public reaction to CinemaScope than the figures registered at the boxoffice—and exhibitors have cause for rejoicing at this exciting news. From the look of things, it is probable that every motion picture theatre will be equipped for anamorphic exhibition within two or three years.

The industry has made tremendous strides within the past year. Cinerama is celebrating its first anniversary on Broadway this week and we salute the process for the tremendous impetus it furnished to the industry. Cinerama sparked the search for the technological improvements that we are now witnessing and for those that are to come. Cinerama itself has done a momentous job in bringing people back to the theatre and has racked up a gross in New York of $2,208.000.00 and played to 1,080,000 patrons. But aside from its aspects as an outstanding theatrical attraction, Cinerama pointed the way for constructive industry thinking. By virtue of its expensive equipment, installation costs and operating expenses, Cinerama, of necessity, will be confined to a limited number of theatres and again we can expect Cinerama to prosper within its restricted sphere.

From the very outset we have stated that 3-D stereoscopy would ultimately fall into disfavor and was merely of transitional value to the industry. This becomes more evident each day. The public has not taken kindly to the use of glasses and we do not believe that it ever will. While third dimension on one film strip is now in the offing and will serve to decrease costs, adverse reaction from the 3-D quickies has put the damper on this type of exhibition which future quality productions in 3-D will find difficult to overcome. And early exhibitor fears that 3-D versions would delay the release of flat versions have melted away and there has been a noticeable trend away from 3-D which, in our opinion, can only be reversed if it can be achieved without glasses. When that time comes, it will undoubtedly be compatible with CinemaScope just as much as CinemaScope is proving itself compatible with the public taste and the economics required of general theatre operation.

Quality production has set a different tone for CinemaScope. In our opinion, it is even more effective in smaller theatres and that will soon be made evident to the industry.

In the meantime, pictures must be sold for all they are worth. Record boxoffice grosses are being set by many of the flat films such as "From Here To Eternity," "Stalag 17" and a number of others. To paraphrase a columnist we read this week, "It's good to see that motion pictures are the toughest competition for motion pictures!"

Dues and Dividends

COMPO is once again moving forward in renewal of its campaign for the elimination of the Federal tax on motion picture admissions.

Although Congress will not reconvene until the turn of the year, this is a wise course of action. COMPO is smart enough to know that tax relief has not been guaranteed by virtue of the President's message. The industry cannot even be sure of strange bedfellows in an omnibus tax bill. It will take intelligent action.

The best minds of the industry are now formulating plans for another grass roots campaign. We have already witnessed COMPO's efficiency and unity of purpose in coordinating the industry's activities and it will function in like manner in the coming months.

It cannot do so without adequate financing and every exhibitor is urged to send in his dues to COMPO when called upon to do so. The dues have been established on a modest scale and can pay dividends in 1954.

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Allied Executives Mull Arbitration On Conclave Eve

Discussion on whether National Allied should consider entering into further negotiations toward an industry arbitration plan will be a highlight on the agenda of the Allied board when it meets in Boston this weekend on the eve of the group's annual convention at the Sheraton Plaza Hotel, Wilbur Snaper, president, told the trade press this week.

He stressed the fact that the group would not re-study the draft of the plan rejected at Allied's last convention, but, instead, would decide on whether to do anything about effecting a fresh approach to the question.

The problem has been so placed on the agenda because of the "tremendous amount of interest in the subject," Snaper stated.

On the upcoming convention, to be held from Oct. 5-7, Snaper announced that the Alete Service Corp., represented by L. D. Netter, Jr., general sales manager, and E. O. Wilschke, operating manager, will conduct an open forum to discuss the technical phases and costs of CinemaScope with the group.

Plan Price Discussion

Discussion will include a listing of prices on all the various equipment needed for the exhibition of CinemaScope product, as well as an explanation of the new process. Exhibitors will get the chance to question the experts on screens, stereophonic sound and anything else they find confusing about the medium, Snaper noted.

Also appearing before the convention will be Al Sindlinger, who compiled the data used in the industry's fight to get the 20 percent admission tax removed, Snaper revealed. The statistician will speak on pertinent information assembled on box office figures.

A representative of Box Office Television has also been granted permission to speak before the group, it was disclosed, as will Steve Broidy, president of Allied Artists.

Keynote speaker has still not been announced, but it was stated that the dinner climaxing the affair will be addressed by James J. Wadsworth, deputy U. S. representative to the U. N.

Propose 3-D Question

Earlier, the New Jersey unit of the organization voted to put before the Allied board the question of whether or not the group should encourage further production of 3-D pictures.

The Jersey group, headed by Snaper, seemed to feel that 3-D was on the way out, the official reported, for which "others than exhibitors" were blamed.

Attempts by certain parties to make "a fast buck" with the new medium, "bad deals," poor films and the high cost of equipment were some of the reasons given for the failure of the medium to make itself a decided success. The Jersey exhibitors agreed that if 3-D were to survive, an entirely different approach to it must be found, Snaper reported.

Another local group, North Central Allied, will seek at the national convention some legal method of forcing distributors to make product available to subsequent suburban run theatres on regular clearance. Benjamin Berger, president of NCA, stated that the problem of changed clearance dates defies local solution.

It was felt by some exhibitors that Berger's hope for seeking legal remedy to the situation might be stymied because most film contracts carry the words "as made available."

Convention delegates will get the chance to see the Nord single-film 3-D process in action when it is demonstrated for them on Monday morning at the Exeter St. Theatre.

COMPO Leaders Add Fresh Angles To Tax Repeal Drive

COMPO's continuing drive to effect repeal of the Federal 20 percent tax on admissions received added impetus this week with reports that the all-industry organization's tax repeal committee, under the joint aegis of Col. H. A. Cole and Pat McGee, had adopted new measures with which to wage the campaign.

Measures, designed to penetrate to the grass roots level of the industry, are highlighted by one geared to bring the exhibitor into renewed contact with his Congressman.

The measures were decided upon following the nods COMPO's executive committee and board of directors gave to continuance of the campaign under Cole-McGee at meetings held in New York last week.

Urge "Thank-You" Drive

Key measure consists of a plan to wage a "thank-you" campaign on the part of state tax repeal committee members. Cole and McGee have urged each to call on his legislators, offering thanks on their work in getting the Mason Bill through the last session of Congress.

Wherever possible, luncheons should be given the lawmakers as a further expression of good will, they stated. The committee stressed the fact that although the legislators should not be asked point blank for promises of further support in the next phase of the tax campaign, it was felt, nevertheless, that such assurances of help would be naturally forthcoming.

In another phase of the drive, the committee assembled 14 questions commonly asked by Congressmen and other persons skeptical of the value of the Mason Bill, or any similar measure, in relieving the precarious financial situation of the industry. Included in the list are questions about theatre closings, new techniques, who would benefit from tax relief, etc.

Answers Prepared

Answers have been prepared by the committee to all these questions, and both questions and answers have been sent to all state chairmen and co-chairmen. It is hoped that in this way all persons likely to be questioned about tax relief will know what to expect and be prepared with logical answers.

As for theatre closings, the committee reports that 5,000 theatres have shuttered during the past five years, and that closings are currently continuing at the rate of six a day. In addition, an estimated 4,500 houses are operating in the red, but are being kept open in the hope of tax relief in the near future.

The President's implied promise of reducing the tax to 10 percent is considered in the list, and the committee stated that though such a reduction could possibly save some theatres, perhaps temporarily, it could not save the industry generally.

Raised admission prices are not the answer to the problem, it is claimed, because the public will not and can not pay such high prices for film entertainment. Where prices have been raised, nets have fallen, it was reported.

Some special pictures must be played to advance prices, it was admitted, but even this procedure was decried by the committee.

In considering television as the cause for the industry's dilemna, rather than the tax, the committee admitted that TV competition has hurt the film industry, but it stated that such competition could be met, but not when "added to the burden of the extortionate tax."

Another bugaboo in the campaign, the cry that removal of the tax would be unfair discrimination in favor of one industry, was answered by Cole and McGee, who stated that "its removal would be the removal of a discrimination rather than the establishment of one." The tax is a special one carried by the amusement industry, which can no longer bear it, the committee stated.

Must Assume Nothing

Nothing must be taken for granted, the COMPO group maintained, and it must start afresh in its campaign for this year, not counting on the success it had with Congress in the previous drive. Also, it added that it could not take for granted from the President's message that tax relief is guaranteed to the industry.

In announcing that it would keep the same organizations and goals for the renewed drive, the committee emphasized the fact that it must also continue the grass roots character of its work. It was repeated that efforts will be made for complete elimination of the tax rather than reduction.

A supply of new informational materials supporting any phase of the drive which may need additional studies was promised by the group, which also announced the proposed formation of a press relations committee to help in dealing with the press and other publicity media.

Begin Dues Campaign

In other business conducted by the executive committee and board of directors at its joint meeting, the group decided to conduct a new dues campaign on the same basis as last year and confirmed its support of the triumvirate of Sam Pinanski, Al Lichtman and Trueman Rembusch to continue as leaders of the organization.

Also, it approved the appointment of a committee to consider the formation of an industry research program, which is expected to start fairly modestly, concerning itself with the physical equipment of theatres. It was announced that members of this committee would be appointed shortly.

A request for membership in COMPO from Claude Ezell on behalf of the International Drive-In Theatre Owners Association was announced by Lichtman, who acted as chairman of the meeting. The application was referred to the COMPO membership committee.

The group also learned that an amount nearing $1,000,000 had been collected in the Korea relief fund drive.

Fox Slates 44 "Robe" Openings; Roxy's First Week Sets Record

Viewed as the largest profit for a single week's engagement in the history of the motion picture industry, the gross at the New York Roxy Theatre for 20th Century-Fox's "The Robe," first CinemaScope film, totaled $317,286, with the film company netting a reportedly unprecedented sum of $175,000 in film rental.

Picture set additionally for the Roxy new all time hourly, matinee, evening and weekend records. A tremendous concessions business and sale of souvenir programs at 50 cents each also scored as record breaking.

In line with these high figures, a prediction that 20th-Fox earnings would take an upsurge was made by Spyros P. Skouras, president, in a report to stockholders. The company head expressed the hope that "we now look ahead to a bright and profitable future for our company as well as our industry."

Continue Demonstrations

Meanwhile, it was announced that demonstrations of the anamorphic lens system would continue in all parts of the world through December, with openings of "The Robe' accelerated so that the film should be playing in all principal cities of the world by the end of the year. Approximately 44 domestic openings have been planned through October for the film.

It was augured that the Biblical spectacle would run for 20 weeks at the State Lake Theatre, Chicago, by David B. Wallerstein, general manager of Balaban & Katz, operators of the house.

The midwest premiere, for which special police guards had to be called out to handle the throng, was attended by many civic and social dignitaries. The house had to add a third performance opening night to take care of the crowds who refused to leave till they had seen the film.

The Chicago house is less than half the size of New York's Roxy, and the fact that the film was successfully received there was taken by 20th-Fox officials to mean that the new process can be adapted to any theatre.

Skouras told the press at a luncheon that he believed that at least 6,000 theatres will be equipped for Cinemascope showings by Sept., 1954, and that 50 to 60 films would be produced in that process during the calendar year 1954.

Film Broadway Revue

Al Lichtman, director of distribution, told the press at the same time that the Ford Motor Co. and General Motors were both negotiating to produce CinemaScope pictures for showing in theatres at their sales conventions. Also, the Broadway revue, "New Faces," will be filmed independently in the new process, he stated.

Critical reaction to the film following the opening in Philadelphia was good, with the Philadelphia "Inquirer" calling the film "a new milestone in motion picture history." The Pennsylvania city premiere was a huge affair, according to a company report, rivaling the one held at the world premiere at the Roxy.

A military band paraded to the theatre, and the festivities were both telecast and broadcast by WFIL-TV and its ABC radio station.

A similarly glittering opening night was held for the film's engagement at Grauman's Chinese Theatre, Los Angeles, which was also a $5-a-ticket sold-out affair.

The Hollywood Chamber of Commerce hosted a luncheon for 200 Southern California editors and mayors saluting both the film and the medium prior to the premiere, for which 70 extra policemen had to be called out, a company report stated.

Also, Chamber merchant-members bought dozens of newspaper ads and radio spots and decorated all their windows along Sunset Boulevard's "CinemaScope Lane."

Simmons Footprinted

A radio broadcast luncheon honored Frank Ross, producer; Philip Dunne, scenarist, and Professor Henri Chretien, CinemaScope inventor. This followed the footprinting of Jean Simmons, femme star of the picture, and the dedication of a metal plaque by Lt. Gov. Goodwin Knight, commemorating Grauman's as the first California theatre to show a CinemaScope film.

Plans under way for the screening of the film for delegates to the annual convention of Allied States at Boston on midnight of Oct. 6 at the Keith Memorial Theatre will give many exhibitors a chance to see the picture and the new medium for the first time.

CinemaScope Worldwide In 3 Years: Skouras

PITTSBURGH.—A prediction that within three years every motion picture theatre in the world will be equipped for CinemaScope or a similar medium was made this week by Spyros P. Skouras, president of 20th Century-Fox, at a press luncheon preceding the premiere of "The Robe." He added that the development of the new process should be a boon to smaller theatres and put an end to house closings.

The Harris Theatre, which is playing the CinemaScope film in this city, differs from the Roxy Theatre, N. Y., and other houses now playing the feature in that it is long and narrow, seating approximately 2,100. The screen is 48.6x19 feet.

Johnston Lauds Rivalry

JACKSON, MICH.—Most producers, realizing the futility of conspiring among themselves, do not try "to crush or freeze out their rivals," stated Eric Johnston, MPAA prexy, in a speech made this week before the Community Lecture Series. Instead, they seek to out-do each other in technical advances and merchandising, he added, having been kept "on their toes to the delight of the buying public."

IMPEA Helm To Arnall

The newly organized Independent Motion Picture Export Association, an offshoot of SIMPP, has elected former Gov. Ellis G. Arnall, president of the parent group, to hold the same position in the new organization. In the election, which was conducted at the first meeting of the IMPEA's board, Marvin L. Faris was elected secretary, and George L. Bagnall, treasurer.

Boxing Packaged For Theatre TV

A theatre television series of major boxing attractions will be offered to situations equipped to receive them on a regularly weekly basis Tuesday nights starting Oct. 27 by Theatre Television Associates, newly-formed subsidiary of Cappel-MacDonald & Co., a sales promotion firm, Leo Rosen, director of TV operations, announced this week.

Cost per week to the theatres will be $.25 for every seat in the house plus a charge of $.15 for each seat sold for the performance, Rosen revealed. Cost has been figured on the basis of having approximately 33 theatres subscribe to the plan. Should more houses take the series, the costs might be appreciably lowered, it was explained.

Three Cycles Scheduled

The series is planned to run in three cycles, the first of which will be scheduled for 10 weeks with the other two being planned as 13-week periods. An exhibitor can cancel the remaining cycles by giving notice of his decision up to five weeks before the end of a period. It was explained that this will give the group sufficient time to make plans for the signing of fighters and contracts.

Once the theatre owner contracts for the series, he will not have to worry about any phase of the operation except advertising, Rosen explained. As for the latter, TTA will prepare pressbooks, trailers put out by National Screen Service and many other publicity aids, he said.

Other box office attractions are now being set in addition to the fight programs for use by theatres during the evenings as an extra incentive to get patrons into their houses on weak attendance nights.

Other Plans Revealed

The group has plans, however, in another direction for theatres to profit from closed circuit TV. This would call for subscribing houses to allow their theatres to be used in the mornings by commercial firms holding sales meetings. The theatre would receive a rent varying from $500 to $800 every time it is used for this purpose, according to present plans.

A third use of theatre TV proposed by Rosen is public and semi-public services in which educational and other similar telecasts would be carried by the theatres. For this, the theatre would get its regular rental fee, but TTA would lower its charges.

Anglo-U. S. Pact Ratified; Minor Changes Effected

The current Anglo-American film remittance agreement has been extended for another year with only minor changes made in the pact by the British government and the Motion Picture Export Association of SIMPP. The expired contract gave the U. S. companies a basic $17,000,000 annually without conversion restrictions plus other credits amounting to $4,000,000 to $5,000,000 per year.

Terms of the new pact provide for the waiving, as was the case last year, by U. S. companies of the right to convert and remit Eady Plan money accruing to their credit during the 12-month period. Ratification was made by all parties late this week by means of a poll.

An Important Statement

from

20th Century-Fox

regarding the

MIRACLE MIRROR

and

MAGNIGLOW ASTROLITE SCREENS

for

CINEMASCOPE

It is now an established fact that the superior, all-purpose Miracle Mirror and Magniglow Astrolite screens are as vital to the proper projection of CinemaScope pictures as are the CinemaScope Anamorphic Lens and the CinemaScope Magnetic Stereophonic Sound System. This combination makes the show -- it is all-important for the fullest enjoyment of CinemaScope.

As we announced a short time ago, due to the limited production facilities of the Miracle Mirror Screen, CinemaScope Products, Inc., last April contracted with the Radiant Manufacturing Corporation of Chicago for the Magniglow Astrolite Screen. This was done in order to augment the supply and satisfy the enormous demand for screens which meet the supremely high quality standards of CinemaScope.

After extensive study and planning, Radiant has completed re-tooling and installation of the most modern machinery to enable them to turn out the Magniglow Astrolite Screen on a mass production basis. As a result, the two factories, Miracle Mirror and Magniglow Astrolite, are now producing perfect screens for CinemaScope projection in quantity to meet the demand.

Now that these two companies are set up for mass production, they are able to produce stock sizes for theatres of any size or shape which require screens up to 50 feet in width and generally having up to 2,500 seats.

The following stock sizes in Miracle Mirror and Magniglow Astrolite Screens all are available through the dealer of your choice:

GENERALLY APPLICABLE TO THEATRES SEATING UP TO 1000:

Miracle Mirror

Size 1 . . . 21′-2″ x 10′-7″
Size 1a . . 21′-2″ x 12′-9″
Size 2 . . . 25′-4″ x 12′-8″
Size 2a . . 25′-4″ x 15′-3″
Size 3 . . . 29′-6″ x 14′-9″
Size 3a . . 29′-6″ x 17′-9″
Size 4 . . . 33′-8″ x 16′-10″
Size 4a . . 33′-8″ x 20′-4″

Magniglow Astrolite

Size 1 . . . 18′-10″ x 11′-4″
Size 1a . . 22′-8″ x 11′-4″
Size 2 . . . 22′ x 13′-3″
Size 2a . . 26′-6″ x 13′-3″
Size 3 . . . 25′-4″ x 15′-3″
Size 3a . . 30′-6″ x 15′-3″
Size 4 . . . 28′-7″ x 17′-2″
Size 4a . . 34′-4″ x 17′-2″
Size 4b . . 31′-10″ x 19′-2″

GENERALLY APPLICABLE TO THEATRES SEATING FROM 1000 TO 2500:

Miracle Mirror

Size 5 . . . 37′-10″ x 18′-11″
Size 5a . . 37′-10″ x 22′-9″
Size 6 . . . 42′ x 21′
Size 6a . . 42′ x 25′-4″
Size 7 . . . 46′-2″ x 23′-1″
Size 7a . . 46′-2″ x 27′-10″
Size 8 . . . 50′-4″ x 25′-2″
Size 8a . . 50′-4″ x 30′-4″

Magniglow Astrolite

Size 5 . . . 38′-4″ x 19′-2″
Size 5a . . 35′ x 21′-1″
Size 6 . . . 42′ x 21′-1″
Size 6a . . 41′-6″ x 25′
Size 7 . . . 46′-2″ x 23′-1″
Size 7a . . 44′-10″ x 27′
Size 8 . . . 50′ x 25′
Size 8a . . 50′ x 28′-11″



These stock sizes have been designed to give the exhibitor a wide choice of screen sizes to enable him to show pictures in any aspect ratio.

Because of the production volume achieved, and the virtual elimination of waste due to standardization of these sizes, effective immediately the price of these stock-size Miracle Mirror and Magniglow Astrolite Screens is $2.10 per square foot.

The price of screens for theatres using widths in excess of 50 feet remains at $3 per square foot. This higher price is necessitated by additional labor costs resulting from custom construction, special design, individual handling off the production line and outsize packaging. Both the stock-size and custom screens are made of the same material.

Al Lichtman, 20th Century-Fox

Schary Expects 30 M-G-M Pix For '54 Release

A releasing schedule of 30 films, nine more than the company plans to produce, is expected at Metro-Goldwyn-Mayer for 1954, Dore Schary, vice-president in charge of production, stated this week. The extra features are slated to come from the company's backlog, which Schary termed "pretty good."

The production chief said also that Metro will probably continue making fewer but "bigger pictures," although he explained that this was a flexible policy and could be changed at any time. The studio would be guided by the market, as understood by Nicholas M. Schenck, Loew's president, Schary added.

He stated that the company is now reaching its objective of lowering costs without reducing quality on its films. "If we have to spend $4,000,000 today on a picture, we can get more for the $4,000,000 than we did four years ago," he explained.

Warns On Economy

However, the executive warned that economy for its own sake is disastrous if quality is sacrificed because of it.

In his comments on "The Robe," Schary said that he was excited by the box office reaction to the film, and announced that his own company has already finished shooting its first feature in the new medium, "Knights of the Round Table." His studio will study the market and then set a release date on that film, he stated.

An exact count of the number of films in the M-G-M backlog couldn't be given, the official explained, because the situation is very fluid. He said that included in his estimate are features now ready for release, such as "Mogambo," "Take the High Ground," "Easy to Love," "Torch Song" and "Fort Bravo."

CineramaOpeningsSlated For One Dozen Theatres In Ensuing Three Months

Following the opening of "This Is Cinerama" at the Boyd Theatre in Philadelphia Oct. 5 and at the Warner in Washington Nov. 5, plans have been revealed by Lester Isaac, general manager in charge of exhibition, for the booking of the film at five more American houses and two Canadian ones by the end of the year. This would bring to 13 the number of theatres showing the presentation.

Other houses definitely set to get the attraction in December are the Warner, Pittsburgh, as well as houses in Boston, San Francisco and St. Louis.

Negotiations are now being conducted to open the film in Dallas, Toronto and Montreal the same month, the exhibition manager stated.

The film, which is now playing in New York, Detroit, Chicago and Los Angeles, passed its first birthday this week. In that period, Isaacs estimated that a total of 2,225,000 persons had paid to see the film. He named word of mouth as the big factor in getting persons interested in the production.

Yates Doubles Production Outlay, Cites Reactivated Public Interest



Republic President Herbert J. Yates addresses home office and sales executives, including branch managers from the metropolitan and eastern divisions, at a sales meeting held at the New York Athletic Club, first of a series of three sales meetings called by C. Bruce Newbery, director of sales, shown seated to his left.

Following close upon his announcement of a production schedule of from 15 to 20 "super deluxe" pictures costing "millions of dollars" for Republic Pictures Corp. for 1953-54, Herbert J. Yates, company president, stated his belief that theatre closings are virtually finished and that though this will be a crisis year, he feels "public interest has definitely now turned back toward the film theatre."

He added that if he didn't feel so optimistic, his company wouldn't be spending "twice as much money on our 1953-54 product as in previous production years." This statement of optimism was made just prior to the company's third regional sales meeting held in Los Angeles last week.

Original announcement of the production plans came at the opening session of the first of the series of two-day sales meetings, this one held in New York under the leadership of C. Bruce Newbery, director of sales. At that time, Yates called for an all-out war on box office decline and added that he was negotiating with some of the top production and artist talent in the industry.

Films must not only be produced individually but merchandised individually, the executive stated. Such campaigns were outlined for forthcoming Republic releases, "Sea of Lost Ships," to be exploited with the support of the U. S. Coast Guard, and "Flight Nurse."

Promotion plans were also discussed for "Jubilee Trail," starring Vera Ralston and Joan Leslie; "Johnny Guitar," Joan Crawford's first western, and "Laughing Anne," a Yates-Herbert Wilcox production.

Branch managers were urged by Newbery to co-operate with exhibitors on showmanship, which would help to realize the full box office potential of product. Intelligent teamwork must be the basis for sound salesmanship, he added.

Varied Technical Subjects Spotlight SMPTE Agenda

A record attendance of more than 1,000 is expected for the 74th semi-annual convention of the Society of Motion Picture and Television Engineers to be held at the Hotel Statler, Oct. 9. Keynote speaker for the five-day affair, open to all representatives of the film and TV industries, will be Henry J. Taylor, commentator for General Motors on the ABC network.

Sharing the agenda will be films for TV and theatre video along with what has been described as the most varied grouping of subjects in SMPTE convention history. Included among these are stereophonic sound, 3-D, wide-screen and language dubbing.

Find 700 Wide Screens

Approximately 700 U. S. motion picture theatres are currently equipped for the exhibition of wide-screen product, it was found in a territory by territory survey.

3-D Pix Win 2-D Bookings

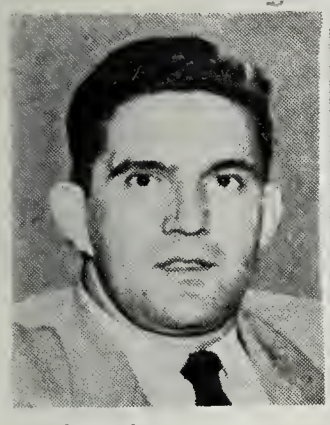
Current trend in the industry appears to have film companies ready to accept 2-D bookings for films originally released in 3-D. Universal-International is now accepting 2-D bookings for its "Wings of the Hawk," which reportedly has had approximately 250 playdates in the extra dimensional medium, and is planning to release a 2-D version of "It Came from Outer Space."

The Universal action was explained by the company as being "due to a realization that interest in 3-D pictures is sagging," the report stated. Exhibitors will be given a choice of what version they want so they can use their 3-D sets as they will, the company noted.

Films first released in 3-D have now been assigned 2-D numbers by the company's sales department, Universal noted.

NEW APPOINTMENTS

MILT MOHR was named to fill the vacant post of publicity manager at RKO Radio, where he has been acting as assistant in that office since he joined the company last April. Mohr was previously at Paramount. In his new position, he will function under Mervin Houser, eastern director of advertising, publicity and exploitation. His appointment completes top departmental positions: Davis Cantor is exploitation manager; Ben Grim, advertising maager; Rutgers Neilson, foreign publicity manager, and Leon Bamberger, sales promotion manager.



HAROLD SALTZ



CARL REARDON

M. P. "PAT" HALLORAN, former Minneapolis sales manager for Universal Pictures, was advanced to the post of branch manager of the Milwaukee office of the organization. He replaces David J. Goldman, resigned. Halloran started with the company as a salesman in 1932. Three other new branch managers named at Universal include EDWARD HEIBER, formerly Cleveland branch manager, who was transferred to manage the Philadelphia exchange replacing Joseph G. Leon, resigned. Heiber's Cleveland post has been assumed by CARL F. REARDON, formerly New Haven branch manager. The latter post has gone to HAROLD SALTZ, formerly Philadelphia sales manager.

JOSEPH WOHL was upped to New York branch manager for Republic Pictures, replacing William P. Murphy, resigned. Wohl, formerly was assistant branch manager, and he has also worked for Republic Pictures International.

RON MICHAELS, formerly joint managing director for United Artists in Australia and New Zealand, a post he shared with Walter Thorburn, resigned, was named sole managing director. The company's newly established sales organization in Western Germany was placed under the general managership of ERIC PLESKOW. He has charge of offices in Frankfurt, Berlin, Munich, Dusseldorf and Hamburg.

In other appointments of the same company, ISIDOR ROSENFELD was named manager in Peru, succeeding Leon Nebel, resigned. Rosenfeld has been in the field of foreign sales for several companies for more than 20 years. GEORGE ORNSTEIN, formerly special representative in Italy, was transferred to Spain in a similar capacity. His Italian successor is KURT UNGER, formerly operating head of Middle East Film Distributors.

Moving further east, RICHARD I. GUARDIAN was appointed UA district supervisor for the Philippines, Hong Kong and Taiwan, headquartering in Manila. Guardian was formerly with Paramount in Central America.

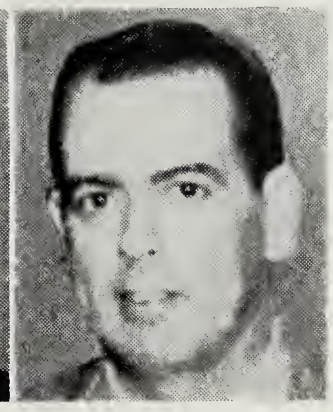
ARTHUR H. SOLMSON replaces W. S. Tsui, resigned, as manager in Hong Kong. Also, CONRADO DE JESUS, formerly acting manager in the Philippines, was made manager.

The MONROE GREENTHAL AGENCY was named to handle advertising for Cinerama Productions Corp. Included in the operation will be the presentation of Cinerama in 20 American cities before the first of the year, and a trade paper campaign in connection with the anniversary of the new process. The agency will handle advertising for Cinerama's playdates in New York, Chicago, Detroit and Los Angeles.

LEW KERNER, production and programming chief of Motion Pictures for Television, Inc., was made a vice-president of the company in charge of developing new TV programs. Promotion follows Kerner's recent return from a European survey, in which he studied program and production facilities in Paris, Rome and Israel.



ED HEIBER



M. P. HALLORAN

Four new members designated by the Stanley Warner Corp. to the board of directors of Cinerama, Inc., are DAVID FOGELSON, secretary of SW; HARRY L. KALMINE, vice-president and general manager; NATHANIEL LAPKIN, vice-president, and W. STEWART MCDONALD, vice-president and treasurer. They replace the four directors previously designated by Cinerama Productions Corp., now resigned. Next cities scheduled to get theatres exhibiting the new process are Philadelphia, Oct. 5, and Washington, D. C., Nov. 5.

BERNIE HYNES, formerly manager of the Denver Theatre, Denver, resigned to go to Hollywood, where he will be associated with Leonard Goldstein, 20th Century-Fox producer. Hynes managed the Radio City Music Hall before coming west to Denver.

NATHAN D. LEVIN, following a 13-year stay at the Boston exchange of Allied Artists, was appointed to succeed the late M. Harlan Starr as manager of the company's Detroit office. At the time of his promotion, Levin was city salesman for the group.

STANLEY F. HODES, affiliated with the Air Pictorial Corps of the Air Force for the past four years, joined Rainbow Pictures as a producer-director. He is slated to travel all over the world on various assignments, with his home base at Rainbow's office in Miami.

"Bigger" Movies Urgent—Lippert

Giving vent to a belief that the market for the "smaller" picture is rapidly disappearing, Robert L. Lippert, head of Lippert Pictures and Lippert Productions, stated that what the industry needs more than any other single thing is "bigger pictures."

In an interview with the trade press last week, prior to a trip overseas, Lippert, who is also a west coast exhibitor and distributor, said that the demand for major productions is so great that it may benefit his producing organization to turn out six or eight films annually at a cost comparable to the 24 pictures he has planned with moderate or lesser budgets.

Claims Habit Gone

Lippert pointed out that theatremen can no longer afford to play in-between product; a movie-going habit no longer exits in the minds of the paying public, he said. People today, he added, can "smell out the good ones."

In the next several months Lippert, with his line-up of 24 pictures, hopes, he said, to fill a product gap in the market. One of his major features is "Sins of Jezebel," which, he noted, was filmed in 2-1 aspect ratio for wide-screen projection. All other features, he added, would be made in a 1-1.85 ratio.

Purpose of his trip to Europe, he said, was to look over some properties and perhaps shoot a film on the continent.

Reade Theatres Resumes Wednesday Night Art Pix Policy For Third Season

The art film program called "Curtain at 8:40," instituted by Walter Reade Theatres to show such films in communities away from New York which would not support these pictures normally, will be launched Oct. 14 for the third successive year at eight of the circuit's New Jersey and upstate New York houses, according to a circuit report.

Each Wednesday night for six successive weeks, the theatres' regular programs will be cancelled to present this special program, it was explained. Refreshment stands will be closed, and free coffee will be served in the lounges. An art exhibit or display will be shown in the lobby, the report stated.

List Participants

Houses participating in the plan include the Paramount Theatre, Long Branch, N. J.; the Community, Toms River, N. J.; the Carlton, Red Bank, N. J.; the Majestic, Perth Amboy, N. J.; the Paramount, Plainfield, N. J.; the Community, Morristown, N. J.; the Kingston, Kingston, N. Y., and the Community, Saratoga Springs, N. Y.

Films planned for the first series are "The Sea Around Us," "The Importance of Being Earnest," "Tonight At 8:30," "Seven Deadly Sins," "Fan Fan the Tulip" and "The Little World of Don Camillo."

CHARLES SCHNEE was appointed to an important new post as an editorial executive to Dore Schary, M-G-M studio head. He will serve in a dual capacity, it was announced, and also will produce, with his first film to be "Bad Day at Black Rock," starring Spencer Tracy.



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STARRING

JANE WYMAN

STERLING HAYDE

has the finest performance
ctress since 'Johnny Belinda'!

is the prize-winner of all the
Edna Ferber novels that
come screen smashes!

is very, **very** big!

BROS. PRESENT
RBER'S
PRIZE NOVEL

"Big"





NCY OLSON

WITH STEVE FORREST ELISABETH FRASER · MARTHA HYER · WALTER COY · RICHARD BEYMER · TOMMY RETTIG
ROLAND WINTERS · JACQUES AUBUCHON SCREEN PLAY BY JOHN TWIST MUSIC BY MAX STEINER
PRODUCED BY HENRY BLANKE DIRECTED BY ROBERT WISE

THIS PICTURE ALSO CAN BE EXHIBITED ON
WIDE SCREENS

Distribs Organize For Hospital Drive

Organization of the National Distributor Committee for the 1953 Christmas Salute, fund raising drive held annually on behalf of the industry's own Will Rogers Memorial Hospital, Saranac Lake, was announced completed by Charles Feldman, national distributor chairman, who stated that the Salute, running from Oct. 15-Jan. 15, is ready for an earlier start than in previous years.

A new means of raising funds for the drive has been found by the committee, which is offering to send out two-color greeting cards for industryites who donate $.50 per name. The hospital will fill in the sender's name on as many cards as desired and will mail them out from Saranac Lake. Card states that the sender has made a contribution to the fund instead of sending a regular Christmas card.

Washington Briefs

Court Review Asked

The question of whether the entry of a consent decree as a result of Federal anti-trust litigation can be used to relieve defendants from the provisions of a previous decree was raised in a petition filed in the Supreme Court by the successful exhibitors in the famed Jackson Park case. Florence Bigelow and her Chicago colleagues asked the High Court to review a finding by the Seventh Circuit Court of Appeals that one of the theatre defendants in that suit against RKO no longer is subject to the injunctive decree handed down.

Plan Color Tests

Official tests of the National Television System Committee's compatible color television will be held in New York Oct. 15, according to the Federal Communications Commission. Three television networks will participate in the tests, including the Columbia Broadcasting System. CBS back in 1950 had its non-compatible field sequential system approved by the Commission, and the approval still stands. However, the television industry refused to adopt CBS color and through the NTSC petitioned for withdrawal of FCC approval in favor of the compatible system.

Offers News Films Daily

Syndication of film news packages making available to all TV stations across the country a daily supply of complete news films and background stories has been inaugurated by CBS Television, it was announced last week by Sig Mickelson, director of news and public affairs for the network.

RKO Ups Lotherington

Ralph Doyle has resigned from the position of managing director of RKO Pictures Australasia. The post was taken by Douglas G. Lotherington, general sales manager of the Australasian sales office since 1933, whose official title will be acting managing director.

New Theatre TV Firm Rents Sets

A new pay-as-you-see television group, Box Office Television, has been announced by Richard H. Dorf, one of the officers of the company. He added that his organization could be called a "potential competitor" of the other three similar TV firms—Telemeter, Skiatron and Phonevision. Backing the new company, it was learned, is Wells Television, Inc., which developed the closed circuit hotel telecast system.

Arrangements have been made by the new group to lease equipment to theatres, who will pay "a nominal fixed fee" for its use, the company reported. Larger theatres will get regular RCA projection equipment, while smaller houses will receive specially designed material, which is said to be portable and requires no installation cost.

Unveiled at Conclave

The equipment rental plan will be unveiled publicly for the first time at the annual convention of National Allied, for which BOT has taken two booths, according to William P. Rosensohn, vice-president. He added that the portable equipment will be used to telecast parts of the World Series, if it is still in progress, to the convention.

The group has no connection with the theatre TV firm, Box Office Television, Inc., is was stressed.

The Box Office system has been used on an experimental basis, Dorf said, but the firm has not yet made plans for its commercial use. Also, no decision has been made as yet whether or not to seek FCC approval of the method, which works by scrambling the TV signals at the station transmitter and then decoding them at the TV set by a special key.

Award To Mervyn LeRoy

The first motion picture World Brotherhood testimonial dinner, to be held Oct. 15 in the Beverly Hills Hotel, will honor director Mervyn LeRoy and present him with a World Brotherhood citation. LeRoy will receive the award for his direction of M-G-M's "Quo Vadis," called "a film of significance to Christianity and appreciative of Judaism."

EXHI-BITS

Groups Join TOA

The 28th affiliate, and the first one in the northwest, of Theatre Owners of America was reached when the board of directors of Theatre Owners of Washington, Northern Idaho and Alaska voted to become associated with the national group. Report of the decision has been announced by J. M. Hone, executive secretary of Seattle, Wash.

The association appointed Joseph J. Rosenfield, Spokane, TOA director for the group, which was formerly associated with the Pacific Coast Conference of Theatre Owners. Another exhibitor organization newly joined with TOA is the California Theatres Association, with L. S. Hamm as president and Roy Cooper, TOA director.

TOA president Alfred Starr welcomed "this additional support from the West Coast." He added that he felt certain both the local and national groups would be "strengthened by the action."

Begin "Journal" Directory

Directory of neighborhood motion picture theatres planned by the New York "Journal American" as an inexpensive means of advertising for the smaller Gotham houses will begin with the Oct. 7 issue of the paper, it was disclosed this week. Rates lower than the usual display advertising ones will be given the nabes who use this system, the paper announced.

Suit Date Set

New Orleans.—An Oct. 17 hearing date has been set for the suit filed by Joy Theatres, Inc., in Federal District Court to prevent 20th Century-Fox from giving first run rights to the Saenger Theatre, operated by Paramount Gulf Theatres, until new bids have been made and revealed publicly. The plaintiff charges that it had made a higher bid for a film than the Saenger for exhibition at its Panorama Theatre. Both 20th-Fox and Paramount Gulf were named as defendants in the $385,000 suit.

Matthew Fox Unit Films TV Shows

A $30,000,000 group of top name television shows will be produced and released by Motion Pictures for Television, Inc., according to a statement by Matthew Fox, chairman of the board. First of the shows, "Duffy's Tavern," costing $4,680,000 over a three year period, has already started production in Culver City, he stated last week.

Second series now in production is a "Flash Gordon" package of 39 shows, being filmed in Berlin with an all-American cast, the executive stated. TV rights to the comic strip character were acquired from King Features Syndicate for 10 years, and half the 39 shows are already completed, Fox added.

The "Duffy" show, starring Ed Gardner and being produced by Hal Roach, Jr., will be followed shortly by six additional shows with a total estimated expenditure of $30,000,000, Fox stated. He said also that "Duffy" will be produced both in Eastman color and black-and-white, to be ready for "an instantaneous switch-over to color TV."

New 3-D Viewer Models Displayed By Pola-Lite

Samples of Pola Lite's three latest models of all-plastic 3-D glasses will be displayed at the Allied States annual convention in Boston next week, it was stated over the weekend by Al O'Keefe, vice-president in charge of distribution. The company has reserved three booths at the convention and has prepared special brochures on the viewers. Two of the models are now available to exhibitors. They are the Hi-Lite, an improved type of the present adult glasses, and the Juvenile, tailored to fit children. The third model, the Clip-On for persons wearing spectacles, is expected to be ready for distribution in about four weeks.

The Brooklyn plant of the company is now building two machines, which will be shipped to England when completed, for production of the glasses.

HIS FISTS...

MADE FOR KILLING

HER LIPS...

MADE FOR KISSING

Together they busted the fight racket wide open!

HERBERT J. YATES
presents

CHAMP FOR A DAY

starring

ALEX NICOL · AUDREY TOTTER

with

CHARLES WINNINGER

HOPE EMERSON · JOSEPH WISEMAN · BARRY KELLEY

Screenplay by IRVING SHULMAN

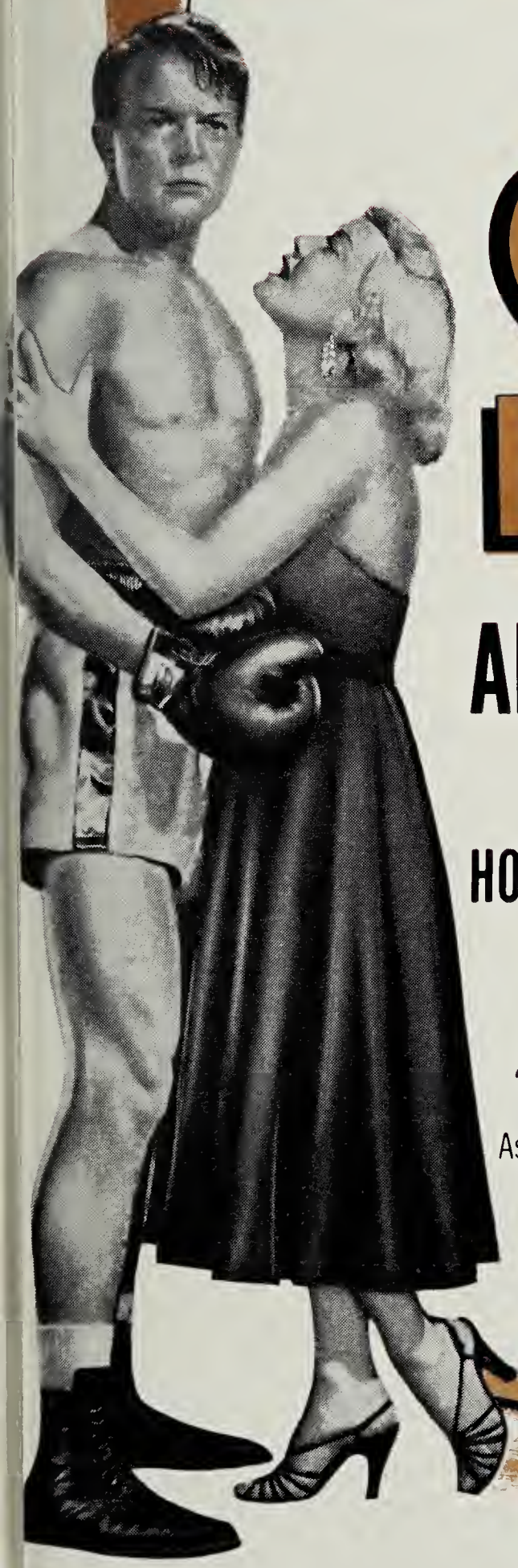
Based on the Saturday Evening Post Story

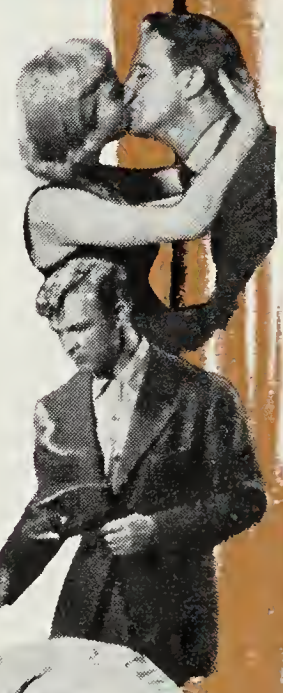
"The Disappearance of Dolan" by WILLIAM FAY

Associate Producer-Director WILLIAM A. SEITER

A REPUBLIC PICTURE

Republic Pictures Corporation







Staff Reviews

"So Big"

(Warner Bros.) 101 Min.

Cast: Jane Wyman, Sterling Hayden, Nancy Olson, Steve Forrest, Elisabeth Fraser, Martha Hyer, Walter Coy, Richard Beymer, Tommy Rettig, Roland Winters, Jacques Aubuchon, Ruth Swanson, Dorothy Christy, Oliver Blake, Lilly Kemble Cooper.

Credits: Produced by Henry Blanke; Directed by Robert Wise; Screen play by John Twist; From the novel by Edna Ferber.

"So Big," adapted from the Pulitzer Prize-winning novel by Edna Ferber, and starring Jane Wyman, should register as one of the most successful family entertainments of the year. The film boasts the strongest performance of Miss Wyman to date, and together with its sentimental tale of hardship and triumph in the life of a farmer's wife, may rack up grosses on a par with "The Blue Veil." "So Big" has as its background a truck farm on the outskirts of Chicago at the turn of the century. Half way through the footage, the story moves forward a number of years and concentrates on life within the high society circle of the mid-western metropolis. And throughout, emphasis weighs heavily on the reactions of Miss Wyman, who, as the farmer's wife, derives strength in wresting a living from the soil, rearing a child after the death of her husband, and observing her son's corruption in the clutch of big city competition. The women in the audience will love "So Big" for these reasons, and their tears will flow quite frequently throughout the span of the footage, which covers more than four decades in time. Story, related via a flash-back, is replete with solid production values, good acting and strong rural as well as big city atmosphere. The dramatic sweep of "So Big," together with its scenes of mother-son emotion, and its romance, will satisfy the entire famliy.

STORY: In a review of the life of a farmer's widow, Jane Wyman, it is discovered that, left an orphan in her teens, she married a truck farmer, Sterling Hayden, who died soon after, leaving her to rear a son alone. Jane, a sensitive woman, surmounted financial obstacles and sent the son through college, where he won a degree in architecture. But Hayden fell prey to the wiles of Martha Hyer, a social climber, and gave up his field for the quick money of sales promotion. Jane grew heartbroken, but found consolation in the success of Walter Coy as a composer of serious music. Years before, Jane had inspired Coy to creativity. Meanwhile, Forrest met and fell in love with Nancy Olson, an artist, and ditched Martha. But Nancy rejected him for Coy, to whom money was no goal in itself. Forrest in the present is consoled by Jane's faith in him. Together they plan his return to creative work.

"Torch Song"

(M-G-M) Technicolor 90 Min.

Cast: Joan Crawford, Michael Wilding, Gig Young, Marjorie Rambeau, Henry Morgan, Dorothy Patrick, James Todd, Eugene Loring, Paul Guilfoyle, Benny Rubin, Peter Chong, Maidie Norman, Nancy Gates, Chris Warfield, Rudy Render.

Credits: Produced by Henry Herman and Sidney Franklin, Jr.; Directed by Charles Walters; Screen play by John Michael Hayes and Jan Lustig; Based on a story by I. A. R. Wylie; Songs by Adolph Deutsch; Kermit Goell and Fred Spielman; Jack Lawrence and Walter Gross; Howard Dietz and Arthur Schwartz.

There is much in this latest Joan Crawford vehicle which should please the women, and they will account overwhelmingly for the patronage wherever "Torch Song" is played. Picture casts Miss Crawford in a role that for her is off-beat: a top Broadway musical comedy star who sings and dances quite frequently. Miss Crawford, in the story, is also seen as a participant in a down-beat romance with Michael Wilding, who plays a blind pianist. The plot, a rather routine affair, is enhanced considerably by a tasteful production rendered in Technicolor; some gorgeous costumes for Miss Crawford; employment of some new and some old songs, and the staging of one big musical number. "Torch Song" is pure Joan Crawford all the way—her thesping is the key point of the film.

STORY: At the peak of her career as a musical comedy performer, Joan Crawford discovers that few stage creators will work with her due to her inflammatory temper. When Michael Wilding takes over as rehearsal pianist on her new show, her temper flares up again. Her outbursts, moreover, bring on feelings of guilt since Wilding is blind. Joan fires and rehires him again, but when the show is set to try out out-of-town, Wilding suddenly leaves. Joan tries to persuade him to rejoin the show, and he bitterly denounces her as selfish and a personal failure. But Joan finds a note of hope in his tirade and digs up information revealing Wilding as having been secretly enamored of her for years. Joan discovers her own reactions to him as similar. Both confess love for each other.

"The Joe Louis Story"

(United Artists) 88 Min.

Cast: Coley Wallace, Paul Stewart, Hilda Simms, James Edwards, John Marley, Dotts Johnson, Evelyn Ellis, Carl Rocky Latimer, John Marriott, P. Jay Sidney, Issac Jones, Royal Beal, Buddy Thorpe, Ruby Goldstein, Anita Ellis, Ellis Larkins Trio, David Kurlan, Herb Ratner, Norman Rose, Josef Draper, Ossie Davis.

Credits: A. Walter P. Chrysler, Jr., Presentation; Produced by Stirling Silliphant; Directed by Robert Gordon; Original screen play by Robert Sylvester.

The name of Joe Louis is legend to millions on millions of Americans, and this tributary film, depicting the high points of the great fighter's 20-year career, should bring them out in tremendous multitudes. "The Joe Louis Story" contains, besides an absorbing true-to-life account of the champ's ring and personal life, numerous newsreel clips of his most significant bouts. These are strung together in expert fashion, and represent the only times Louis is seen on the screen. In the story, his part is played by Coley Wallace, an actor who resembles the champ in many physical respects.

Wallace receives excellent support from Hilda Simms, as Louis' ex-wife; James Edwards, his trainer; John Marriott, Paul Stewart and Dotts Johnson. Following the sneak preview at the Loew's 72nd St. Theatre, N.Y.C., the audience responded with hearty ovation. Film, told via a flashback, has among its more dramatic highlights the attempts Louis made to fight Max Schmeling a second time; his misunderstandings with his wife; his spats with his trainer over boxing policy.

STORY: Paul Stewart, newspaperman and confidant of Joe Louis, writes the "real" story of the champ's carrer on the night of his defeat to Rocky Marciano in 1950. Louis, Coley Wallace, began as an amateur in Detroit. His ring prowess attracted the attention of James Edwards, who became his manager and led him through a series of successful bouts which climaxed with his defeat of James Braddock for the heavyweight crown. Louis went on to defeat Max Schmeling, the only man who ever knocked him out, and continued on his boxing career. His marriage with Hilda Simms ran hot and cold throughout. After Edwards dies, Louis takes on a new manager. The war breaks out and he stages exhibitions while in the Army. Upon his discharge, Hilda divorces him due to mutual misunderstanding. Soon Louis retires as undefeated champ but takes on new fights to meet a financial debt. He finally meets defeat at the hands of Marciano.

"Take the High Ground!"

(M-G-M) AnscoColor 101 Min.

Cast: Richard Widmark, Karl Malden, Elaine Stewart, Russ Tamblyn, Carleton Carpenter, Steve Forrest, Jerome Courtland, William Hairston, Robert Arthur, Maurice Jara, Chris Warfield, Bert Freed.

Credits: Produced by Dore Schary; Directed by Richard Brooks; Story and screen play by Millard Kaufman.

A polished production dealing with the basic training of the American soldier, this vibrant and meritorious offering contains substantial inner merit to garner strong audience attraction and interest. Filmed largely on location at Fort Bliss, Texas, it stars Richard Widmark and boasts some strong dramatic and romantic sequences. Emphasis in the story, which is almost documentary in its depiction, is on the development of recruit into soldier. Action and comic twists figure highly in the proceedings. Knit together under brisk direction, "Take the High Ground!" should pay off with a wide audience. Performances match in polish the quality of the production. Besides Widmark, others to occupy the key acting spots are Elaine Stewart and Karl Malden.

STORY: Richard Widmark and Karl Malden, sergeants at Fort Bliss, take on another 16 weeks of training with new men, mostly youngsters. Widmark is the hardboiled type, discontent with his duty. Malden is inclined to be gentler. In the training period they keep their charges on the move and gradually shape them into a semblance of a fighting unit. Elaine Stewart is in nearby El Paso, a war widow, who drinks too much. Widmark cultivates her but incurs her disgust by his cold approach and lack of humanity. When he attempts to change his personality she is ready to leave El Paso without making up. Previously, Widmark and Malden had tangled but they are now pals again. With 16 weeks behind them, they demonstrate pride as the trained platoon ships out and a new batch of recruits arrives.

"Botany Bay"

(Paramount) Technicolor 94 Min.

Cast: Alan Ladd, James Mason, Patricia Medina, Sir Cedric Hardwicke, Murray Matheson, Dorothy Patten, John Hardy, Hugh Pryse, Malcolm Lee Beggs, Anita Bolster, Jonathan Harris, Alec Harford, Noel Drayton, Brendan Toomey, Ben Wright, Bruce Payne, Harry Martin.

Credits: Produced by Joseph Sistrom; Directed by John Farrow; Screen play by Jonathan Latimer; From the novel by Charles Nordhoff and James Norman Hall.

Adventure, action, intrigue and romance on the high seas are wrapped up in this excellently mounted Technicolor melodrama that boasts a terrific box office potential with the co-starring value of the Alan Ladd and James Mason names. The story, with its compelling settings aboard an 18th century sailing vessel and its scads of violent action, leans slightly toward the pedestrian side. But enough exploitable fodder, plus the star names are on hand to make up for what is lacking. Set in the reign of England's George III, plot concerns the fate of a group of convicts sent via ship to Australia. Ladd delivers what his audiences have come to expect of his performances while James Mason offsets his heroics with his portrayal of a cruel sea captain. Patricia Medina takes the romantic honors and a very large supporting cast, headed by Sir Cedric Hardwicke, adds interests to the proceedings.

STORY: A group of convicts, among them Alan Ladd and Patricia Medina, are spared death in 18th Century England by a proclamation ordering them to Australia. Under the harsh rule of Capt. James Mason, the convicts suffer many hardships, some deaths, on the long sea voyage. Ladd runs into controversy continuously with Mason since he is really innocent of his crimes but prevented by the captain from securing his freedom. Ladd, imprisoned aboard ship for try-

ing to escape, arrives in Austalia in irons; a victory for Mason, who also is jealous of the attention Patricia had paid the other. But when Patricia refuses to return to England with Mason, the latter plans Ladd's death. Mason's plotting are thwarted when he dies at the hands of aboriginies and Ladd is cleared. He decides to remain with Patricia in Australia.

●

"The Veils Of Bagdad"

(Univ.-Int'l.) Technicolor 82 Min.

Cast: Victor Mature, Mari Blanchard, Virginia Field, Guy Rolfe, Jim Arness, Palmer Lee, Nick Cravat, Ludwig Donath, Jackie Loughery, Leon Askin, Howarr Petrie, Charles Arnt, Glenn Strange, Sam Stein, Dave Sharpe.

Credits: Produced by Albert J. Cohen; Directed by George Sherman; Story and screen play by William R. Cox.

Highly exploitable is this latest Technicolor adventure of ancient Bagdad, encompassing enough action in its running time to delight those in the audience, particularly the youngsters, who are fond of this type of product. An added marquee fillip should come from the name of Victor Mature, seen here as the man who opposes the evil ruler of Bagdad and wins the dancing girl. A strictly routine plot serves to link together Mature's heroics, and allows Mari Blanchard to do some sensuous dancing. Also figuring in the proceedings is a group of wrestlers who help, along with the sword play, to keep things properly active. Technicolor adds to the production values of the piece.

STORY: Victor Mature, working in the interests of the sultan, attaches himself to the palace of the evil pasha of Bagdad, Leon Askin. The latter has been conspiring with Guy Rolfe to overthrow the sultan and set up an empire of his own. Mature learns the palace secrets from Rolfe's wife, Virginia Field, and plans to steal Askin's gold. Meanwhile, he falls in love with Mari Blanchard, a dancing girl who is really daughter of a tribal prince killed by Rolfe. She, too, seeks her revenge and joins in Mature's assault on the palace. After a big battle, Rolfe is killed and Askin taken prisoner. Mature is named new ruler of Bagdad, and Mari agrees to be his wife.

●

"The Village"

(United Artists) 98 Min.

Cast: John Justin, Eva Dahlbeck, Sigfrit Steiner, Mary Hinton, W. Woytecki, Guido Lorraine, Maurice Regamey, Helen Horton, teachers and children of the Pestalozzi Village, Switzerland.

Credits: A Lazar Wechsler Production; Produced by Wechsler and Kenneth L. Maidment; Directed by Leopold Lindtberg; Original story and dialogue by David Wechsler and Kurt Fruh; Adaptation by Elizabeth Montagu and Lindtberg.

The problems surrounding refugee children of many nations harbored in a village in Switzerland following World War II are presented in frequently absorbing fashion in this European import. Most of the dialogue is spoken in English and only small stretches, mouthed by some of the wonderful tots of the film, are outfitted with English titles. "The Village" will receive its best attendance at art houses. Film is too diffuse in story and lacking in box office names for notable success on the general market. Plot tries to combine an adult romance with a tale of psychological dilemmas experienced by the children of the village. The result is only partly successful. Film is told via a flashback.

STORY: In the Pestalozzi Village for children in Switzerland, John Justin, teacher of English children, is prevented from leaving his job by the dramatization of the youngsters' plight by Eva Dahlbeck, teacher of Polish youths. Soon Krystina Bragiel, a homeless girl, arrives at the village for succor but is mistaken for a German by the other children and driven away. Krystina is brought back by Justin and a reconciliation is made. Voytek Dolinsky, a Polish lad, befriends her. Suddenly Eva is summoned back to Poland, leaving a love-stricken Justin to await her return. When she does come back, it is with news that her government has ordered the removal of the Polish children from the village. This causes Krystina and Dolinsky, devoted to each other and fearing separation, to flee. Latter dies and Krystina, with Justin's guidance, slowly recovers from the shock as Eva departs for Poland again.

"Toot, Whistle, Plunk, and Boom"

(Walt Disney) 10¼ Min.
CinemaScope Technicolor

Credits: A Walt Disney Production; Directed by C. August Nichols and Ward Kimball; Story by Dick Huemer; Songs by Sonny Burke and Jack Elliott.

This Walt Disney one-reeler, the first cartoon to be made in CinemaScope, is a witty bit of entertainment created to take full advantage of the new technique. Purporting to trace the history of music, the film makes intelligent use of the extra size screen by having art seem to develop horizontally in line with the CinemaScope flow. Stereophonic sound is also well used, and this is especially effective since the cartoon is primarily a musical. Script and animation are both top drawer, making the short a very merry bit of fluff, indeed.

"The Captain's Paradise"

(Lopert Films) 80 Min.

Cast: Alec Guinness, Yvonne de Carlo, Celia Johnson, Charles Goldner, Miles Malleson, Bill Fraser, Nicholas Phipps.

Credits: A Lopert Films Distribution Corp. presentation; A London Film; Produced and directed by Anthony Kimmins; Screen play by Alec Coppel and Nicholas Phipps; Original story by Coppel.

The tills at the nation's art houses should jungle merrily wherever this British comedy starring Alec Guinness is played. Gimmicked up to the hilt with humorous situations concerning a man who leads a dual life, "The Captain's Paradise" provides that kind of diversion which Guinness' numerous fans have come to expect from his films. Although not his best comedy, the picture does excel with a series of tongue-in-check views on married life and extra-marital affairs. Story is told via flashbacks. Guinness is ably supported by Celia Johnson, who plays the wife, and Yvonne de Carlo, as the mistress. Thrown in for added laughs is a sensational climax guaranteed to send every patron out of the theatre with guffaws springing forth from their throats.

STORY: Alec Guinness, British captain of a merchant vessel that sails between Gibraltar and North Africa, is supposedly executed by a firing squad of soldiers. His first mate then relates what really happened. Guinness, for years, had been sailing between the two continents, with Celia Johnson, his wife, in Gibraltar, and Yvonne de Carlo, his mistress, on North Africa. The women had never met due to care taken by Guinness. His happiness, however, was slowly undermined when Yvonne, whom he always had taken dancing, wanted to cook, and Celia, with whom he always stayed at home, wanted to go out evenings. When Guinness refused to comply with either's wishes, both dumped him for other lovers. Guinness then set up his own mock execution before a firing squad to settle his score with society.

"The Big Heat"

(Columbia) 90 Min.

Cast: Glenn Ford, Gloria Grahame, Jocelyn Brando, Alexander Scourby, Lee Marvin, Jeanette Nolan, Peter Whitney, Willis Bouchey, Robert Burton, Adam Williams Howard Wendell.

Credits: Produced by Robert Arthur; Directed by Fritz Lang; Screen play by Sydney Boehm; Based on the "Saturday Evening Post" serial by William P. McGivern.

"The Big Heat" is a powerful, hard-hitting melodrama, that hits with the fury of a trip-hammer and should score high grosses, accordingly. The tale of a city in the grip of an underworld vice lord, and of a young detective sergeant who believes that the law should be enforced properly, the film is starkly told, with emphasis on realism throughout. Picture builds from its very beginning and keeps the audience in suspense throughout. Performances are top. There is no doubt that this shocker will do extremely well at the box office. Word of mouth will aid greatly in its selling. It is definitely one of the most well-done melodramas of its type to be produced in recent years.

STORY: Glenn Ford, homicide sergeant, investigates the suicide of a police officer. When he gets too hot on the trail, he is told to lay off. When urged by his sense of duty to continue with his investigation, the pressure is put on and Ford's wife, Jocelyn Brando, is killed by an auto bomb intended for him. Angry because all are in fear of the vice lord, Alexander Scourby, Ford quits the force and continues work on his own. He learns that the dead cop was in the pay of the vice lord and the cop's widow, Jeanette Nolan, is blackmailing Scourby. When Gloria Grahame becomes involved with the gang, Ford manages to befriend her. She finally is killed by one of the underlings, who is captured by Ford. Police are pressured into a clean-up and both Scourby and the Commissioner of Police are indicted. Ford returns to the force

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"Time Gentlemen, Please"

(Mayer-Kingsley) 79 Mins.

Cast: Eddie Byrne, Hermione Baddeley, Raymond Lovell, Dora Bryan, Jane Barrett, Robert Brown, Marjorie Rhodes, Thora Hird, Ivor Barnard.

Credits: A Group 3 Production; Executive producer, John Grierson; Produced by Herbert Mason; Directed by Lewis Gilbert; Screen play by Peter Blackmore; Based on a novel by R. J. Minney.

Satire and folk comedy mix pleasantly to make this latest production of Britain's experimental Group 3 unit, starring Eddie Byrne of Dublin's Abbey Theatre, a good bet for art houses here. Film pokes fun at the solidly respected English traditions, such as industry, thrift and a reverence for the law. The comedy technique of incongruity is used for some hilarious results as the picture depicts the antics of an aged tramp who suddenly finds himself rich. Byrne is wonderful in his role, and the rest of the cast, though not big names, have all caught the spirit of the film. An imaginative productions adds to the picture's charm.

STORY: When the Prime Minister announces that he is going to visit the village of Little Hayhoe, the villainous town council decides to get rid of Eddie Byrne, town tramp, by putting him in the poor house. A kindly reverend discovers an ancient law declaring that the inmates of the institution must share its rent. Since Byrne is its only tennant, he becomes extremely rich and generously spends his money all over town. Finally, he gets elected to the town council, at which time he agrees to leave the poor house and give its money to charity. A job as mattress tester solves his financial problems, and the town then enjoys 100 percent employment.

(Continued on next page)

Staff Reviews

(Continued from preceding page)

"Back to God's Country"

(Univ.-Int'l.) 78 Min.

Cast: Rock Hudson, Marcia Henderson, Steve Cochran, Hugh O'Brien, Chubby Johnson, Tudor Owen, John Cliff, Bill Radovich, Arthur Space.

Credits: Produced by Howard Christie; Directed by Joseph Pevney; Screen play by Tom Reed; From a novel by James Oliver Curwood.

Lust, violence, skullduggery and chase once again highlight a re-make of this James Oliver Curwood novel which in another day served notably as screen fare. As it is presented in this production, it is handled in a manner sufficiently accomplished to garner general program attention. There is a particularly nasty brawl between Rock Hudson and Steve Cochran to alert the male audience. Marcia Henderson, an attractive newcomer, gives the script proper feminine interest. Photographed in Technicolor, the story was partially filmed on location for refreshing outdoor footage of the snowbound North Country.

STORY: Rock Hudson and Marcia are ready to sail for Seattle in their schooner, loaded with furs. They want to leave before the freeze sets in but Cochran has other plans, including murder. He delays Hudson, sends him off after deserting crew members. Marcia is left at the mercy of Cochran but, aided by a vicious Great Dane and a pistol, she manages to keep him off the ship. Hudson returns. A member of his crew has been murdered. Hudson battles Cochran and is severly injured. With Marcia, he sets off for medical attention with Cochran close behind. Cochran meets his doom when the Great Dane kills him. Hudson and Marcia reach safety.

"The Titfield Thunderbolt"

(Univ.-Int'l.) Technicolor 84 Min.

Cast: Stanley Holloway, George Relph, Naunton Wayne, John Gregson, Godfrey Tearle, Hugh Griffith, Gabrielle Brune, Sidney James, Reginald Beckwith, Edie Martin, Michael Trubshawe, Jack McGowran, Ewan Roberts.

Credits: A J. Arthur Rank Organization Presentation; A Michael Balcon Production; Produced by Michael Truman; Directed by Charles Crichton; Screen play by T. E. B. Clarke.

A welcome British import is this superior Technicolor comedy which should please art house audiences, already familiar with this type of product, and general patrons who have lately shown a liking for this sort of English film. Possessing an unusual plot, which concerns the efforts of a small town to save its railway, the picture is filled with many laugh-provoking situations. In addition, it generates a warmth, coming from the very recognizably human motivations of the leading characters, that multitudes of movie-goers should appreciate. Part whimsey, part slap-stick, it is played to perfection by a host of fine character actors. Although it lacks any really top-name stars, both Stanley Holloway and Hugh Griffith should be familiar here, especially to art house enthusiasts.

STORY: When the British government decides to discontinue the local Titfield train, John Gregson, young squire, and George Relph, town pastor, decide to run it themselves. Stanley Holloway, rich alcoholic, agrees to finance them, but Jack McGowran and Ewan Roberts, who run a competing bus service, sabotage their efforts. The night before the final government inspection, the conspirators completely wreck the train. Things look blackest when the townspeople remember that they still possess the Titfield Thunderbolt, the first train ever used, now placed in the local museum. They use the ancient equipment and just manage to pass the test. Titfield keeps its railway system.

"Combat Squad"

(Columbia) 73 Min.

Cast: John Ireland, Lon McCallister, Hal March, George E. Stone, Norman Leavitt, Myron Healey, Don Haggerty, Tris Coffin, David Holt, Dick Fortune, Robert Easton, Jill Hollingsworth, Linda Danson, Neva Gilbert, Eilean Howe, Paul Keast, Dirk Evans, Bob Peoples.

Credits: Produced by Jerry Thomas; Directed by Cy Roth; Story and screen play by Wyott Ordung.

"Combat Squad" is a good programmer, highlighted by sound acting by its principals, John Ireland and Lon McCallister, with Hal March turning in some pleasant comedy relief. Film captures the drama and events that happen to a platoon of American G.I's in Korea. Made on a limited budget, the film has its moments of suspense and has a real G.I. flavor in its lingo. The encounters with the enemy are well staged, especially a sequence where members of the platoon go out to rid a wooded area of snipers. Like other war stories about Korea, the film has timely exploitation angles.

STORY: A platoon led by Sgt. John Ireland is ordered to blast the enemy from a cave, so that it can be used as an observation post. In order to help complete this operation, a flame thrower is sent up by Lon McCallister, a rookie. Ireland takes the flame-thrower and leads a successful attack against the enemy. McCallister almost ruins the next attack when he pulls the pin of a white phosphorous grenade. He is ordered to the rear by Ireland. Hurt, McCallister wants a transfer, but when he finds that Ireland has kept him from dangerous missions because he wasn't ready for combat, he changes his mind. McCallister then saves Ireland's life by killing a sniper. Ireland is satisfied that McCallister is now a soldier.

"Slaves of Babylon"

(Columbia) Technicolor 81 Min.

Cast: Richard Conte, Linda Christian, Maurice Schwartz, Terrance Kilburn, Michael Ansara, Leslie Bradley, Ruth Storey, John Crawford, Ric Roman, Robert Griffin, Beatrice Maude, Wheaton Chambers, Paul Purcell, Julie Newmeyer, Ernestine Barrier.

Credits: Produced by Sam Katzman; Directed by William Castle; Written by De Vallon Scott.

"Slaves of Babylon" is a slow-moving Biblical drama, richly mounted and beautifully photographed in Technicolor. With a powerful Biblical background to gather material from, the film instead is built around a wordy screen play that lacks great scope. Best bet is as an action house programmer. A tale of the enslaved peoples of Jerusalem in Babylon, the film's most outstanding asset is Maurice Schwartz, who turns in a moving performance as Daniel. As for Richard Conte, he does okay but this isn't his type of role. Another feature in the film is a dance done by Julie Newmeyer. Needless to say, the story of Cyrus, Nebuchadnezzar, and Daniel has plenty of exploitation value.

STORY: Maurice Schwartz sends Richard Conte to Media to find Terrance Kilburn, a sheperd, who is actually the grandson of the king of Media. Conte convinces Kilburn that he should be king of Persia. Kilburn, smitten with the charms of Princess Linda Christian, even lets himself be talked into conquering Persia and Media, marching on Babylon to make Linda the Babylonian queen. Kilburn does conquer Babylon and the Hebrew slaves are freed. Despite the fact that Linda likes Conte, who has rebuffed her, she allows him to go to his true love, Ruth Storey, and all is well, as the Hebrews leave Babylon to return to and rebuild their own land.

"Something Money Can't Buy"

(Univ.-Int'l.) 83 Min.

Cast: Patricia Roc, Anthony Steel, Moira Lister, A. E. Matthews, David Hutcheson, Michael Trubshawe, Diane Hart, Charles Victor, Henry Edwards, Mary Hinton, Joss Abler, Michael Brennan.

Credits. A J. Arthur Rank Organization Presentation; A Vic Film; Produced by Joseph Janni; Directed by Pat Jackson; Story and screen play by Jackson and James Lansdale Hodson.

This British domestic drama concerning the difficult period of adjustment of a young married couple should find its best market among female audiences in special art house situations. Patricia Roc and Anthony Steel, familiar names, make a sympathetic pair of leads, but they have no major scenes with which to capture American audiences. Film attempts an honest presentation of the problems facing young people in the modern world, but in an effort to avoid sensationalism, the scripters have also omitted most of the dramatic possibilities to be found in the story. A developing triangle, like all the other conflicts in the plot, is scotched before it really gets started, thus robbing the film of added interest. At is best, it is a quiet study of both frustration and courage.

SORY: Following World War II, Patricia Roc and Anthony Steel attempt to settle down to a comfortable married life. Financial problems cause them to quarrel, till Steel decides to quit his job and go off on his own to find some other way of making money. Left alone with the children, Patricia starts an agency and soon becomes successful. Meanwhile, Steel is financed by a rich lord, A. E. Matthews, and begins a restaurant business. Eventually, this also brings in a good deal of money, but the family is in danger of breaking up. Patricia, jealous of Matthew's daughter, won't stop her work. However, just in time, Steel restates his love for her, and she agrees to let him work while she stays home to care for the children.

"The Royal African Rifles"

(Allied Artists) Cinecolor 76 Min.

Cast: Louis Hayward, Veronica Hurst, Michael Pate, Angela Greene, Steven Geray, Bruce Lester, Barry Bernard, Robert Osterloh, John Warburton, Pat Aherne, Roy Glenn.

Credits: Produced by Richard Heermance; Directed by Lesley Selander; Scren play by Dan Ullman.

This adventure dealing with British East Africa during World War I is an average programmer, loaded with stock situations. Basic idea of the picture, a British attempt to recover stolen Vickers machine guns before they fall into the hands of the enemy, then to impressionable natives, is good, but it hasn't been developed too well. Action, some fine Cinecolor photography, the presence of Louis Hayward and Veronica Hurst, all give the film an assist. Some stock footage is also blended into the film for a plus credit. The title and the locale of the story give the film a good exploitation hook.

STORY: Louis Hayward is a British navy officer trying to recover Vickers machine guns stolen from his ship at the port of Bombasa. Togged as a hunter, he journeys to a far outpost of the Royal African Rifles. Hayward knows that if the Germans can deliver the guns to a native tribe as per their strategy, the poorly armed Royal African Riffles can be overpowered. Hayward meets Michael Pate and Pate's daughter, Veronica Hurst. Through some clever footwork, Hayward finds out that Paté is the culprit. Pate makes a dash for a nearby German village with the guns, with Hayward in pursuit, followed by members of the outpost. A battle between the German trained townspeople and and Royal African Rifles ends with the British triumpant. Hayward faces the future with Veronica.

(Continued on page 20)





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CINERAMA

PRINT BY TECHNICOLOR — A LOWELL THOMAS AND MERIAN C. COOPER PRESENTATION

Staff Reviews

(Continued from page 18)

"The Gentle Gunman"

(Univ.-Int'l.) 86 Min.

Cast: John Mills, Dirk Bogarde, Robert Beatty, Elizabeth Sellars, Barbara Mullen, Eddie Byrne, Joseph Tomelty.

Credits: A J. Arthur Rank Organization Presentation; An Ealing Studios-Michael Balcon Production; Produced and directed by Michael Ralph and Basil Dearden; Screen play by Roger MacDougall.

Ireland's continuing eorts to throw off British rule provide the theme for this J. Arthur Rank melodrama, which will probably prove too talky for general audiences. Art house patrons may find the philosophy challenging, though it could have been better integrated into the production. Film begins on a high level of suspense, showing a group of Irish saboteurs working against an England busy fighting the Nazis, then it bogs down into discussions between the merits of pacifism and militarism. Action picks up every once in a while, but the film's power is dissipated by the rambling plot. Secondary assets are John Mills and Dirk Bogarde, familiar names, and some shots of the Irish countryside for proper, somber atmosphere.

STORY: John Mills is branded a traitor when he quits the Irish Republican Army because he no longer believes in militarism. His brother, Dirk Bogarde, takes over Mills' duties and his girl, Elizabeth Sellars, when he goes out on a mission in which Elizabeth's brother is fatally wounded. Plans are spoiled when Mills unexpectedly returns to Ireland to try to convince Bogarde to give up his activities. His interference is resented, and he is about to be shot by his own people when help comes at the last moment. Finally, Bogarde is convinced to leave the group, and both brothers leave Elizabeth, who has chosen to keep fighting for Ireland.

"Crazylegs, All American"

(Hall Bartlett) 87 Min.

Cast: Elroy (Crazylegs) Hirsch, Lloyd Nolan, Joan Vohs, James Millican, Bob Waterfield, Bob Kelley, James Brown, John Brown, Norman Field, Louise Lorimer, Joseph Crehan, Joel Marston, Bill Brundige, Win Hirsch, Melvyn Arnold and the Los Angeles Rams.

"Crazylegs, All American" is a gridiron film, with a human interest story based on the colorful and heart-warming career of Elroy "Crazylegs" Hirsch, star end for the Los Angeles Rams and two-time All-American. Film omits all the familiar and corny cliches connected with football dramas and comes up with a realistic, exploitable, story that is compelling with its authenticity, with its vitality and honesty. To show Hirsch's girdiron feats, official footage of the games in which Hirsch appeared in college and in professional football are used. These sequences have plenty of thrill power. Elroy Hirsch portraying himself is a likeable, amazingly natural personality. With football season here, this film should have no trouble getting fall bookings and will be a big hit with football fans.

STORY: Elroy Hirsch starts his grid career at Wausau High School in Wisconsin, where he spends more time on the gridiron than he does with his girl, Joan Vohs. From here, he goes to Wisconsin, where he makes All-American. He later plays at Michigan while undergoing Marine training and is the first man to win Michigan letters in four major sports in one year, besides making All-American again in football. Upon his discharge Hirsch marries Joan and turns pro and joins the Chicago Rockets. He gets a fractured skull and is told that he will never play again. However, Hirsch makes a remarkable recovery. His greatest victory and reward for his stamina comes in 1951 when, with the L.A. Rams, he sets new National League pass-catching records while playing end. He wins the Ram award as the most inspirational player, while his wife, Joan, beams.

'Thy Neighbor's Wife'

(20th-Fox) 77 Min.

Cast: Cleo Moore, Hugo Haas, Ken Carlton, Kathleen Hughes, Tony Jochim, Tom Fadden, Darr Smith, Oscar O'Shea, Tom Wilson, Roy Engels, Bob Knapp, Joe Duval, Henry Dorden.

Credits: Produced, directed and written by Hugo Haas; Based upon a novelette by Oskar Jellinek.

This moody tale of adultery and murder, the work of Hugo Haas in the four-fold task of writer, producer, director and star, possesses at best a sex angle which might be exploited to make the film suitable for a double bill. The plot, set in ancient Moravia, concerns the machinations of a maniacal judge who arranges for the arrest of his wife's lover and finally strangles his wife. Some of the scenes produce the desired effect. Cleo Moore and Ken Carlton make a handsome looking pair of guilty lovers, and Haas is properly villainous as the judge.

STORY: In a 19th century Moravian town, Judge Hugo Haas has forced Cleo Moore to marry him against her will. When Haas goes to the city on business, Cleo's lover, Ken Carlton, comes to spend the night with her. During the night the village idiot murders Carlton's uncle. Haas, learning of his wife's infidelity, knows the true murderer. To ensure his secret, Haas indicts Carlton for the crime although he knows the real murderer. To ensure his secret, Haas murders the idiot with Carlton's knife. However, during an argument with Cleo, the judge makes a slip and is overheard by his maid and a priest. Maddened, he strangles Cleo and finally is hanged for his crimes.

"Captain Scarlet"

(United Artists) Color 75 Min.

Cast: Richard Greene, Leonora Amar, Nedrick Young, Manolo Fabregas, Eduardo Norriega.

Credits: A Craftsman Production; Produced and written by Howard Dimsdale; Directed by Thomas H. Carr.

"Captain Scarlet," a costume melodrama set in the time of Napoleon's defeat, will find its best response on the lower half of the action house program. Story is a routine affair about an adventurer who rights the misdeeds of petty dictators against impoverished peasants. Action consists of swordplay, ambushes, escapes, etc. It was filmed in Mexico, with resulting scenic bits of interest serving to hold the interest when the plotting fails. Richard Greene, the only familiar cast name, is adequate as the adventurer. A color process used in the filming shows up to best advantage during interior shots, which are few.

STORY: Manolo Fabregas, a tyrannical duke, is exacting high taxes from the peasants of Southern France when Richard Greene, returning from exile, jumps into action. Together with Nedrick Young, a highwayman, Greene rescues Leonora Amar, a princess, from marrying against her will. Then the three wage war against Fabregas' soldiers. Latter tries to enlist a spy in their ranks, but to no avail; then takes Leonora prisoner to capture Greene. But Fabregas meets his end on Greene's sword and Leonora, Greene and Young go off together again.

Foreign Films

"Vendetta"

(IFE) ITALIAN 101 Min.

Cast: Lida Baarova, Mino Doro, Otello Toso, Jacqueline Plessis, Gino Leurini, Brunello Bovo, Margherita Nicosia.

Credits: A Romana Film; Directed by Pino Mercanti; Story by Carolina Invernizio; Screen play by Gaspare Cataldo and Alberto Vecchietti.

Modern psychiatry and a double-dealing nefarious husband conspire to pour a multitude of misfortunes on Lida Baarova in this exceedingly long Italian-language production. Credibility is often strained by a plot reminiscent of 19th century Italian opera, but each member of the cast plays it for all it's worth. Mine disasters, some frantic gun play, and impossibly heroic rescues usually keep things from getting dull, and Italian-language audiences may go for it. Film has been given a fairly decent production with adequate English sub-titles.

STORY: When Lida Baarova's lover is falsely accused of a crime, he hangs himself and she is forced into marriage with Mino Doro, the guilty man. She goes mad and is hospitalized till her now grown illegitimate daughter, Brunella Rovo, demands that she be taken home. Lida regains her sanity when she learns the truth about her unfaithful husband, but she prestends that she is still insane to gain her revenge. Eventually, Doro learns that his wife is not insane, and he manages to trap her and Brunella in a caved-in mine. They are saved at the last minute, and Doro's villainy is exposed.

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HERMAN SCHLEIER,
Business Manager

Sworn to and subscribed before me this 23rd day of September, 1953.
(Seal)

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Qualified in New York County
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News From London

J. Arthur Rank said in his annual report that TV has had an increasing effect on British cinema attendance. He complained about the unfair and discriminatory burden of entertainment tax and foreshadowed that many of his Odeon group cinemas would have to be closed unless the tax was cut. Rank made a strong plea for continuing the Eady exhibitor-to-producer levy and said that he would have to reduce production if the scheme was not renewed shortly. On 3-D and the other new media the British film chief said that his group would not commit itself to any new system until public reaction had been favorably assessed. The annual report shows that production and distribution for the first time in several years has yielded profit of 455,247£.

The fortunes of this dominating organization of the British film industry reflect the state of the country's production, distribution and exhibition as a whole. Rank's warnings on entertainment tax and production finance therefore carry much weight. He says that he is reluctantly coming to the conclusion that the British Government will allow exhibitors to go virtually bankrupt before their basic problems will be considered.

"We are in the unfortunate position of being ground between two millstones: steeply rising operating costs and high admission prices due to the unfair rate of ET." Rank announced that 236 of the 550 Odeon group theatres were operating at a loss last year and said: "If the present situation continues we must close many of these theatres in order to protect the activities of our business as a whole. It is fallacious to think this problem only affects little theatres. All types of cinemas are in serious difficulty, particularly many of the largest and most modern as their cost of operation and the service which they provide to the public are infinitely higher." Rank considers the time has now come when it is necessary to reduce ET by such a sum that it will enable exhibitors to cut admission prices, and recalls the Government's promise that the ET problem would receive consideration in the April 1954 budget.

On the 3-D and panoramic screen systems, Rank said that his cinemas would not be committed extensively to any one method until it has been proved by public appreciation. His organization was experimenting with all the new systems and was watching developments closely. These mechanical aids were of assistance in making films acceptable to the public, but they would not eliminate the basic requirements of the industry: story, entertainment value and correct presentation.

On overseas distribution, Rank had some revaling things to say in his report. He announced that half the group's film revenue was being secured from overseas. Eastern hemisphere takings had neared the all-time record but progress in the western hemisphere was not considered satisfactory. In Canada the effect of TV is being increasingly felt, while the results obtained in the U. S. were unsatisfactory enough to call for a review of the whole situation there. Rank intimated that this position was due to his group not having any theatre interests in the U. S. Quoting the example of the Coronation film "A Queen is Crowned," Rand said that if he had any theatre interests in the U. S. this film would have been as great a succes there as averywhere else in the world. "Until the film was seen by the public in the U. S. there was no confidence in its potential market value with the result that there was grave difficulty in booking the film both as regards terms and the type of theatre in which it was to play. The position would not have happened if we had been operating our own theatres. This has been an outstanding example of our problems in this market but there have been other cases dring the year."

Summing up his report, Rank said it was impossible to make any forecast as to the future since many of the problems besetting the industry could not be solved by itself. "We are in the forefont with all the new developments in technique and showmanship. The industry obviously must meet with increasing competition from TV, but we believe that the cinema will always maintain its important position in the way of life of the peoples of the world. The industry has to fight, however, with its hands tied by the cords of unfair taxation, but even so it is still resilient."

Luxuria Screen Produced

The development of a new all-purpose screen, the Luxuria, has been announced by the Trans-Lux Corp. The screen, manufactured by Stewart Trans-Lux Corp., Calif., is produced in an entirely seamless piece up to 90 feet wide, the report stated. It has been designed to be of use in CinemaScope, 3-D and flat projection and is perforated for compatability with new types of sound equipment, the distributor revealed. Installations have already been made in the Azteca, San Bernadino, and the Loew's 86th St. and Trans-Lux Broadway, N. Y.

Goldwyn Explains Tax Repeal Stand In Second Blast

In an attempt to clear up what he termed a "misunderstanding" of his remarks concerning the President's veto of the Mason Bill to remove the 20 percent box office tax, Samuel Goldwyn last week issued another statement redefining his position on the matter. In it he claimed that he was all in favor of the repeal of the harmful tax, but he stated again that he did not believe the film industry should be singled out for special consideration.

Earlier, a furor had followed some of Goldwyn's other statements, which Albert E. Sindlinger of Sindlinger & Co., Inc., said "damagingly confirm arguments and actions of certain government officials who found it expedient to ignore industry facts in connection with granting tax relief."

Sindlinger stated his disapproval of the Goldwyn remarks in a letter he sent to the producer, who, in turn, answered that he believed "in facts instead of ignoring them." Goldwyn said that two years ago he had predicted a wave of theatre closings, a prediction which has since been borne out.

Notes Closings

The producer added that theatres "have been forced out of business not as a result of anything I have said but by the competition of TV, greater discrimination on the part of the public . . . failure to keep theatres up to modern standards, lack of aggressive showmanship and management and similar factors."

He stated that producers have gone out of business for the same reasons, but they had not been "weeping or wailing about it or calling regional meetings to blame anyone." He stressed that "it is not I who have 'condemned thousands of theatres,' but the hard facts of economic competition and business life."

"Tax repeal should be worked for," Goldwyn asserted, "and the savings spread equitably among the theatre going public, exhibitors and producers." He announced his recognition of the validity of COMPO's reasons for repeal, and added that he was convinced that such action would "contribute greatly to the economic health of the motion picture business."

FILMS TELEVISED SEPT. 19 to OCT. 3

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Airhead		
Devil & Daniel Webster	Walter Huston	
I Killed Geronimo	James Ellison	UA 8-8-50
I Was A Convict	Barton MacLane	
Jane Eyre	Virginia Bruce	Monog. 7-17-34
Korea Patrol	Richard Emery	E. L. 1-4-51
Lightnin' In The Forest	Lynne Roberts	Rep. 4-15-48
Luck Of The Irish	Richard Hayward	Guaranteed Pic. 6-26-36
The Man Who Changed His Name		
Night Wind	Charles Russell	Fox 9-1-48
Petticoat Politics	Jean Parker	Rep. 2-7-41
The Pittsburgh Kid	Roscoe Karns	
Prison Doctor	Cameron Mitchell	Rep. 9-2-41
Stage Struck	Audrey Long	Monog. 6-13-48
Stop That Cab	Sid Melton	Lippert 3-30-51
Sundown On The Plains		
Young Mr. Pitt	Robert Donat	Fox 9-21-42

#32

Financial Notes

Universal Net Rises

Universal reported this week that consolidated net earnings for the 39 weeks ended Aug. 1, 1953 totaled $2,301,007, after provision of $3,300,000 for taxes. After deducting dividends on the preferred stock, earnings were equivalent to $2.12 per share on the 999,306 shares of common stock outstanding on Aug. 1, 1953. For the 39 weeks ended Aug. 2, 1952, consolidated net earnings were $1,752,473, after provision of $2,650,000 for taxes and $250,000 for contingencies. Earnings were equivalent to $1.63 per share on the 961,698 common shares then outstanding.

20th-Fox's Slight Decline

Consolidated net earnings for the 39 weeks ended Sept. 26, 1953, of 20th Century-Fox and subsidiaries has been estimated at $1,100,000, equal to $.40 per common share, according to a stockholder report signed by Spyros P. Skouras, president. This represents a slight decline from the $1,277,000 earned in the same period of last year. Also down is the third quarter net of an estimated $942,000, which was reported as $1,123,000 last year.

The transition to CinemaScope and the fact that many of the company's 2-D films were rushed into release were named as causes of the decline of second and third quarter earnings.

Warner Votes Dividend

Board of directors of Warner Bros. Pictures, Inc. voted a dividend of $.30 per share on common stock payable Nov. 5 to holders of record Oct. 9.

Marciano Theatre Video Bout Reaps Top Receipts; Radio Partially Blanketed

A $400,000 gross has been estimated for last week's theatre telecast of the Marciano-LaStarza heavyweight title bout shown in 45 theatres in 34 cities. At least 25 of these houses reported near or complete sell-outs for the match, which was blacked out in the New York metropolitan area, scene of the fight.

Because of this black-out, the Commack Drive-In Theatre, Commack, L. I., installed 10,000 temporary seats in addition to its 1,000 car capacity for the event.

The exclusive rights granted to Theatre Network Television, which conducted the telecast, were somewhat weakened by the decision made by New York State Supreme Court Justice Irving Levey denying a request to limit radio station WOV, N. Y., to a 75 word news report of the fight at the end of every three rounds.

Allows Complete Summary

Instead, the judge gave the station the right to make a complete news summary of each round of the fight, only forbidding the radio group from giving a blow-by-blow running commentary on the match and also forbidding the use of the present tense in descriptions. Most other radio-TV stations across the country adhered to a similar procedure.

Exclusive film rights to the motion pictures taken of the match were awarded earlier to Republic, whose president, Herbert J. Yates, made distribution arrangements with James D. Norris, president of IBC. Prints of the film, narrated by Bill Corum, were made available along with one-sheet posters at all Republic branches.

Form Flaherty Film Unit

Establishment of the Robert Flaherty Foundation, Inc. was announced this week by Mrs. Robert Flaherty, widow of the pioneer film maker. Purpose is to encourage the production of motion pictures which illuminate the ways of life and of peoples and cultures throughout the world, and to help distribute in all media motion pictures made by Flaherty and others that will increase international understanding among the different peoples and cultures of the world.

Warner Honor To Wetzel

Presentation of his award as winner of the 1953 Samuel L. Warner Award, presented annually as a memorial to the late theatre pioneer, will take place for Dr. W. W. Wetzel, of the Minnesota Mining and Manufacturing Co., St. Paul, Minn., at the opening of the 74th semi-annual convention of the Society of Motion Picture and Television Engineers to be held from Oct. 5-9. Wetzel was chosen for the honor by the group's board of governors.



On the occasion of his 20th anniversary as a theatreman on New York's hectic 42nd St., Martin Levine, Brandt Theatres executive, was honored this week at a surprise luncheon. Shown (l to r) are: Harry Brandt, president of Brandt Theatres; Murray Speier, manager of the Apollo Theatre; Levine, and William and Lou Brandt.

Exhibs Commend Metro For Aid Offer

The recently announced offer of aid to distressed theatres made by Metro-Goldwyn-Mayer was greeted this week by commendatory statements from two more exhibitor organizations, Allied Independent Theatre Owners of Eastern Pennsylvania, and the AITO of Iowa, Nebraska, South Dakota and Mid-Central.

Sidney Samuelson, president of the eastern group, wrote Charles M. Reagan, vice-president and general sales manager of Loew's and M-G-M, thanking the company for its "tangible demonstration of your recognition of the basic and serious problems confronting exhibitors." Leo Wolcott, board chairman of the western unit, stated, "we are indeed grateful to Reagan and M-G-M."

Distri-Bits

Goldberg Successor Expected

Successor has as yet not been named for Leon Goldberg, who has resigned as vice-president, treasurer and a member of the board of directors of Universal-International, it was reported this week. It is expected that the new man will be chosen at a board meeting shortly after the return of Milton R. Rackmil, president, and Alfred E. Daff, executive vice-president, from their current travels. Goldberg's resignation becomes effective Oct. 16. He joined Universal four years ago after having been vice-president and manager of RKO Studios in Hollywood. Prior to divorcement, he was treasurer of both the RKO picture and theatre companies.

Columbia Sets Record

Billings in excess of $1,250,000, "the greatest one week's billings in its 33-year history," were registered by Columbia Pictures for the week ending Sept. 18, the company has reported. The event was brought about by the "extra effort" three-week period set up by A. Montague, general sales manager, which called for all the domestic branches to make extra attempts at sales. Although "From Here to Eternity" was named as partly responsible for the unusually high grosses, other Columbia films in release during the past six months, were cited as having brought in the bulk of the business.

UA's German Offices

A network of offices in Western Germany, including branches in Frankfurt, Berlin, Munich, Dusseldorf and Hamburg, has been established by United Artists, according to Arnold M. Picker, vice-president in charge of foreign distribution. The system will be under the charge of Eric Pleskow, formerly special representative in the territory and now general manager. The new German offices will get right to work on a release program of 20 pictures, the foreign distribution chief revealed, with an uninterrupted flow of product assured. Among the productions immediately available is the German version of "The Moon Is Blue," as well as "Return to Paradise," "Act of Love," "Melba" and "I, the Jury."



BEHIND THE SCENES...ALTEC

Working behind the scenes, the Altec Companies are major contributors to the technical achievement of Stereophonic sound – an essential part of CinemaScope and most new motion picture processes.

Behind the screen – and in the auditorium are Altec Lansing "Voice of the Theatre" loudspeaker systems providing quality, dependability and uniformity essential for stereophonic presentation. "Voice of the Theatre" loudspeakers are the industry standard for all theatres, small and large.

In the booth – amplifier systems and electronic controls designed and built by Altec Lansing Corporation.

Throughout the theatre – the competent Altec Service engineer with his proven ability to obtain the best results from any sound equipment. He provides careful precise installation supervision and tune-up as well as continuing regular and emergency service to assure the proper maintenance and operation. He is an ever-present helping hand when things go wrong. Motion Picture theatre service is not a side-line to the Altec Service engineer – it's his business, and he excels in his field.

Altec Service can be obtained from any of the hundreds of Altec Service engineers or field representatives. Altec Lansing products and Altec Service installation supervision can be obtained through your Theatre Supply dealer.

If you have not received the booklet "Stereophonic Sound and Altec" send for your copy.

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"THUNDER BAY" EXPLOITATIONS

Street Stunts

The theme of U-I's "Thunder Bay," the James Stewart starrer that deals with oil digging, has been used by several theatres as a springboard for exhibits and street stunts drawing attention to local runs of the film. Ranging from elaborate displays of drilling equipment to the use of pretty models, these devices have all served to attract attention of potential audiences to the nature of the picture.

Traffic was stopped for several days when Harry Unterfort, manager of the Paramount Theatre, Syracuse, promoted a genuine oil rig, which he placed in the street in front of the house.

Equipment, which included a 40-foot derrick, came from a local drilling contractor. A poster explained the equipment and announced that patrons could see similar gadgets in action if they came to see the picture.

A pretty model, wearing an oilman's cap and carrying several sticks of dynamite, rode on the front of a sound truck that toured the streets of Boston, announcing the film's opening at the RKO Keith Memorial Theatre.

Model Totes TNT

A sign on the model's back described the film as "It's dynamite!" Still carrying the explosives, she later circulated heralds on the crowded streets.

Another model, this one clad in cigarette girl attire, gave away "Thunder Bay" matches on the streets of Chicago, when the film played that city's Chicago Theatre. Both the matches and the carrying case gave credit to the local run. Stunt was relatively inexpensive and created a great deal of attention for the engagement.

A lobby display featuring a model oil derrick was developed by Lynn Krueger for the film's run at the Majestic Theatre, San Antonio. Attached to the derrick, which reached almost to the ceiling of the lobby, were stills from the film showing the stars in provocative poses from the picture. Some of the scenes showed similar equipment, thus giving the display more meaning for audiences.



This pretty model walked the streets of Chicago distributing "Thunder Bay" matches. Stunt was used to draw attention to run of the U-I film at the Chicago Theatre.



Manager Lynn Krueger admires display announcing details of a "Strike It Rich" contest on behalf of run of U-I's "Thunder Bay" at the Majestic Theatre, San Antonio. A model oil derrick is on the right.

Patron Contests

Contests and tie-ups have been used by theatremen throughout the country as a means of sparking promotional campaigns for runs of the U-I release, "Thunder Bay." One of the most unusual attention-getters was the shrimp-eating contest thought up by Ernest McKenna for the film's run at the Joy Theatre, New Orleans.

More than 1,000 persons turned out to watch the 20 contestants down as much shrimp as possible. A great many more heard the activities over the radio as a local station broadcast a running account of the proceedings, which took place on the street in front of the theatre. Starlet Marcia Henderson, who helped in the advance campaign, was on hand to select the winner.

The film company itself arranged an extensive tie-up with the Atlantic Gasoline Co. along the Atlantic seaboard. Service stations throughout the area displayed 40x60's announcing a "Thunder Bay" contest.

Also in on the deal was Trans World Airlines, which supplied a round trip for two to Hollywood as the grand prize, and Philco, which contributed seven air conditioners.

Merchandise Promoted

Radio and television announcements were used to promote the contest, which offered 540 other prizes of merchandise promoted from other companies. Local theatres got together with near-by service stations on the arrangements, with the houses using lobby displays to publicize details of the contest.

Still another means of competition was used to stimulate interest in the film's run at the Majestic Theatre, San Antonio, via a tie-up with the San Antonio "Express" and "Evening News."

Papers ran a classified ad section contest in which readers were asked to try to find their names in the classified columns of both papers.

The lucky 25 persons who found their names listed each day received free pairs of tax-free passes to the film. Both papers ran eight column streamer headlines plus teasers and boxes giving details of the contest. In all, 236 inches of space was afforded the stunt, and 200 pairs of tickets were given away.



A genuine oil rig was what Harry Unterfort of Schine's Paramount Theatre, Syracuse, promoted from a local drilling contractor and placed in front of his theatre to bally the engagement of "Thunder Bay," the U-I release starring James Stewart. Film concerns the efforts of a group of oilmen, so the equipment was meaningful.



That's dynamite the helmeted model has in her hand, and those cards given away are advising Bostonians that U-I's "Thunder Bay" is also dynamite. Card also gave prominent space to the fact that the film was being shown at the RKO Keith Memorial Theatre, which pulled the stunt. Earlier, the girl toured the city's streets in a sound truck.

Dietz Sees Exhibitor Showmanship Rising

The fact that Metro-Goldwyn-Mayer has already received more than 575 entries in its exhibitor competition called the "Lucky 7 Showmanship Contests," caused Howard Dietz, vice-president and director of advertising, publicity and exploitation, to note last week "a really tremendous upsurge in exhibitor interest in promotion and showmanship."

First film for which theatre owners were asked to send in campaigns was "Mogambo," with "Torch Song" and "Take the High Ground" slated to follow. Cash awards of $5,950 will be divided among theatre managers and advertising men for the best drives on each picture in each population group. In addition, M-G-M has announced that it will pay all costs of putting the winning campaign into effect.

"Wolf" Rights To Levey

The U. S. and Canadian distribution rights to "The She-Wolf," starring Kerima, the French-Egyptian actress, have been acquired by Jules Levey, just returned from an extended trip to Europe. Arrangements were concluded via a special deal with Paramount, which holds the world-wide release on the film, and Ponti-de Laurentiis, producers of the picture.

Dinner Honoring Brandt Slated For JDA Charity Benefitting Local Drive

A dinner honoring Harry Brandt, president of Brandt Theatres, will be given at the Waldorf-Astoria on Oct. 21, by the Motion Picture division of the Joint Defense Appeal in conjunction with Cinema Lodge of B'nai B'rith, it has been announced by William J. German, general chairman of the JDA amusements division. Brandt will be feted for "his efforts in the fight to protect American democratic liberties," a report stated.

A call for industry-wide attendance at the dinner was made by German and Max E. Youngstein, United Artists vice-president, serving as dinner chairman in the JDA drive. The latter noted that the film industry is helping the Appeal raise New York's share of the $5,000,000 needed. German stressed Brandt's worthiness for the tribute, pointing out the time and energy he has given to causes "that benefit mankind."

Al W. Schwalberg, president of Paramount Film Distributing Corp., is serving as dinner chairman, working closely with Youngstein.

WB Ups Italy's Orlando

Umberto Orlando has been promoted to post of general manager for Warner Bros. in Italy, with headquarters in Rome, succeeding Mario Zama, resigned. Orlando, who has been sales manager for Warners in Italy for the past few years, joined the company in 1935.

Six Records Broken In Lichtman Campaign

The fourth week of the Al Lichtman testimonial sales drive, now underway at 20th Century-Fox, set six new company records, William C. Gehring, executive assistant general sales manager, announced this week.

The record for a week's domestic business made back in 1947 was broken, as was the previous high 13-week total set in 1949. Also, a new high was created for revenue earned domestically in any single month, Gehring reported.

The first three quarters of 1953 went 13.16 percent over returns for the corresponding period of the previous year, he announced, and September, 1953, bookings soared 21.34 percent over any previous four-week period.

The sales official added that Terrytoon cartoon bookings established a new record in its field by zooming 52.35 percent over the weekly average set by the cartoon series before the drive began.

Italian CinemaScope Pic

First Italian-produced CinemaScope feature will be "Judith and Holophernes," a Technicolor Biblical spectacle starring Silvana Mangano, according to word received this week by Italian Films Export from Lux Films in Rome. Jean Negulesco will direct the project which will probably co-star a well-known American actor.



REGIONEWS

ALBANY

Fabian's Palace is scheduled to play "The Robe" in Oct. One of the small town situations slated to show the film, probably in Nov., is the Warren in Warrensburg, owned by Jules Perlmutter. Perlmutter is modernizing the Chester in Chestertown, which he recently leased from the Walter H. Wertime Estate, and will rename it The Carol, with Louis Jeffords, who formerly managed the Grand in Watervliet, as mgr. Isidore Bernstein, ex-operator of the now dark Palace in Schenectady, is new mgr. of the Grand. . . . The local Variety Club is conducting a drive for new members. . . . The Carman Drive-In, Guilderland, has been blacktopped by John and Peter Marota.

Ellis Eisenstein, Schenectady business man, has purchased the second-run Colony in that city from John Gardner, who owned the house for two decades. Gardner continues his operation of the Turnpike Drive-In near Albany. He and concession mgr. Al Russ won prizes in a sales contest conducted by Tri-State Automatic Candy Corp. Lew Goldstein's West Rome ozoner took third prize. . . . A decision is expected Nov. 9 by the Appellate Div. on the petition of Broadway Angels, Inc. for a reversal of the Regents' ruling that "Teen Age Menace," dealing with narcotics addiction, cannot be licensed in N. Y. State. Philip F. Barbanell, attorney for the petitioner, announced he would carry the case, if necessary to the U. S. Supreme Court.

ATLANTA

A late Oct. opening is planned for the 350-car ozoner under construction on Hyway 341 east of Baxley, Ga., for Martin Theatres. . . . The Ruby Drive-In at Rockwood, Tenn., has closed. . . . W. W. Fincher, Jr. sold his Stardusk Drive-In at Tallapoosa, Ga. to Carl Branscome. . . . Atlanta will get its first view of CinemaScope when "The Robe" opens at the Fox in Oct. . . . The Alimar Theatre at Live Oak, Fla. closed the summer season with a free "Back to School" show for children. . . . A new, 600-car deluxe ozoner, owned by Fred Kent and operated by Talgar Theatres in Jacksonville, Fla., will be ready for opening in early Oct. . . . N. C. Robinson, owner of the New Theatre, Jackson, Ga., is confined to his home following an auto accident. . . . Dave Prince, RKO southern div. mgr., back at his office recovered from surgery. . . . R. B. Wilby, Wilby-Kincey prexy, entertained friends at Atlanta Variety Club with observations on his recent trip to the Orient.

A building permit was issued to Naples Theatre, Naples, Fla., which plans to spend $3,500 in remodeling the theatre and making a few alterations in the structure. . . . Joe F. Phillips was appointed asst. mgr. of the Trail Drive-In at Hazelhurst, Ga., which is managed by Dan Bruce. . . . Harry Bramlitt appointed mgr. of the Rainbow Drive-In at Gadsden, Ala. Bramlitt was formerly with Georgia Theatres in Athens. . . . W. Paul Mize of the Delray Theatre, Delray, Fla., was named mgr. of the drive-in there. . . . At the annual stockholders meeting of Delray Theatres, Frank S. Singler was elected pres.; Dr. L. S. Boyette, v.p.; George Warren, secy.-treas., and L. L. Woodridge, dir. . . . H. R. Mitchell & Co. of Hartselle, Ala. opened a place in Decatur, Ala. to produce the new Bowline screen frame developed by Mitchell for 3-D curved screens. . . . "The Moon Is Blue," playing at the Rialto, is having the longest run of any film ever to play Atlanta. . . . Tamiami Theatre, Everglades, Fla., installed new RCA equipment.

Frank Irvin, mgr. of the Richmond Theatre, named David Coe as his asst. to replace Mrs. Clara Little Whitehead, who resigned. . . . Wil-Kin Theatre Supply installed a CinemaScope system in the Georgia Theatre, Columbus, Ga. . . . Talgar Theatres will soon start work on a new drive-in at Melbourne, Fla. for 500 cars. . . . The new 350-car Cypress Drive-In at Port Tampa, Fla. is open. . . . John E. Ash opened his 300-car Joyce-Ann at Cleveland, Ga. . . . P. L. Taylor, editor-publisher of the Columbus World and mgr. of the Dixie Theatre in Columbus, Ga., thanked the city for its many expressions of congratulation when the Dixie rounded out 17 years of operation under management of Bishop Theas.

A record crowd of 1,500 witnessed the world premiere of M-G-M's "Big Leaguer," which was filmed in its entirely in the Melbourne-EauGallie area last winter, at the Van Croix Theatre in Melbourne, Fla. . . . Riverside Auto Theatre in Titusville, Fla. will be closed a month for repairs to the driveway which was damaged by recent heavy storms. . . . Atlanta Variety Club completed arrangements to secure 200 tickets to the Georgia-Alabama football game to be played in Athens, Ga., Oct. 31. . . . East Point Theatre, E. Point, Ga., has installed 3-D equipment, also the New Jasper Theatre, Jasper, Ala.



M-G-M's "Take the High Ground" got off to a resounding start when the Dore Schary production opened in El Paso, first of five Texas cities to premiere the picture made at Ft. Bliss, Tex. Group at press breakfast (l to r) top: George Murphy, Brig. Gen. Frank Dorn, Lt. Col. H. E. Brandt, Russ Tamblyn, Col. Pendleton Hogan; front: Richard Brooks, director; Richard Widmark and Elaine Stewart, co-stars of the film; and Dore Schary.

BOSTON

Several promotions and changes in personnel are announced for the fall season. At Paramount, John Moore upped to asst. eastern div. mgr.; Jack Brown ensconced as branch mgr., and Jack Gubbins moved up to sales mgr. Nick Lavidor of the E.M. Loew chain was made a dist. mgr. for territory covered by Ray Canavan before his promotion to asst. to E. M. Loew. Nathan Levin was upped from city salesman with Allied Artists to branch mgr. in the Detroit exchange. Tom Dowd, formerly managing director of the Beacon Hill, is now pinch-hitting for the ailing John McGrail at Universal while John is under the knife at Carney Hospital. Smith Mgmt. has placed Louis Newman as mgr. of the St. George in Framingham and Herbert Asher as mgr. of the Gorman there. Max Selver, in adition to his other duties, is managing the Cinema in Framingham.

The Esquire Theatre has been sold by American Theatres to Boston University for reported price of $100,000. . . . A. Yarchin & Co., 153 Milk St., Boston, who have made a specialty of insurance for exhibitors, has developed a new type of contract covering contents and other movable personal property incidental to an open air theatre. . . . Al Cohen of the Ritz Theatre, Lewiston, Me., acting as Jimmy Fund chairman for the Auburn-Lewiston area, put up such a strong campaign that the proceeds exceeded last year's take even before the drive ended.

BUFFALO

Elaborate ceremonies marked the opening of "The Robe" in CinemaScope at Shea's Buffalo Theatre, with virtually the whole



At New England premiere of Warner's "Island in the Sky," a Wayne-Fellows production, Col. James A. Morgan, USA Air Transport Commander, presents a citation to Boston branch mgr. Ralph J. Iannuzi for Warner Bros., commemorating 50th anniversary of Supersonic Flight. Looking on (right) is Arthur Morton, mgr. of the Paramount Theatre, Boston.

BUFFALO (cont'd.)

city cooperating on displays. Children's admissions will be 50¢, adults $1.50 and $1.00. . . . An owl show, beginning at 11:45 Saturday nights, has been added at the Cinema Theatre, managed by Harold Murphy, for showing of "Moon Is Blue." . . . Vistarama made its local debut at the Center Theatre with showing of "Roman Holiday." . . . "Lili" passed its 13th week at the Mercury despite plans for its cancellation at the 10th week. . . . Street samples of Olde English melba toast and cheese sandwiches brought public attention to "Melba" during its showing at Shea's Buffalo. . . . Betty Kaye, M-G-M booker, is recovering from serious illness.

All records were shattered at Basil's Lafayette during the first week's run of "From Here to Eternity," with 45,000 in attendance, according to mgr. McKenna. A new twist was given to local advertising when an open letter appeared in the Buffalo Evening News, signed by Arthur Krolick, gen. mgr. of the rival Paramount, urging movie-gores to see the film at the Lafayette.

CHARLOTTE

Star-lite Drive-In, Wilson, N. C., began a renovation program which includes an increase of 50 percent in the parking area, enlarged screen and new equipment, new cafeteria-type snack bar, larger tiled rest rooms. Entire parking area is to be paved, grounds landscaped and some new playground devices installed for kiddies. Star-Lite Amuse. Co. has also purchased a site for another ozoner in Wilson. . . . Jim Howard has been appointed mgr. of the Air-Vue, Adamsville, N. C., and Mrs. Margaret E. Whithead, snack-bar mgr. . . . Charles H. Lewis, mgr. of the Center Theatre, Durham, N. C., was elected a director of Durham Merchants Assn.

CHICAGO

By a court order signed late this week, the RKO Grand Theatre was given permission to bid, negotiate and contract for pictures for an unlimited run. This action comes as a result of litigation commenced by the Grand to free itself from the two week limitation imposed a number of years ago. A further hearing in this case is scheduled for some time in November. Seymour Simon was attorney for the plaintiff. . . . Samuel Levin has rejoined B&K's managerial staff. . . . Gordon Stracham replaces Wm. C. Burke as Sante Fe Ry. public relations man for film trade at Dearborn St. Station.

Midway Theatre, Rockford; Madison, Peoria; Rialto, Joliet, and Granada, South Bend, Ind. are scheduled to receive CinemaScope equipment, according to Duncan Kennedy, mgr. of Great States. . . . George Valos reopened the Hinsdale Theatre, Hinsdale, as a movie house after a summer season of legit shows. . . . The Women's auxiliary of Chicago Variety Club, headed by Mrs. Meyer Gold, donated an electrophone cardiograph to the LaRabida Sanitarium. . . . Essaness Woods Theatre booked "War of Worlds" for extended loop run starting Oct. 13.

Sale of the Majestic in Bloomington, Ill. by Great States to Grover C. Helm, pres. of National Bank of Bloomington, leaves four houses the circuit must dispose of under the Paramount decree—the Lincoln in Danville; Orpheum, Quincy; Colfax, South Bend, Ind., and the Grove in Elgin. Grove was taken over last year by Peck Gommersal and Associates, who turned the house back to the circuit after a few months' operation. . . . Stanley Levine was named mgr. of B&K's Southtown Theatre. . . . Jack Kirsch was reelected chairman of the board of Cinema Lodge. Dr. Robert Gilbert succeeds Sam Levinson as pres. . . . Coronado Theatre, Rockford, sold its chairs to Chicago Used Chair Co. and will install pushback seats from Kroehler Co. . . . B&K will experiment with TV football games at the Marbo, opening Oct. 17 with the Notre Dame-Pittsburgh game and admission of $1.25. . . . The local SkiHigh Drive-In has a new concession stand which cost some $40,000.

V. P. James Gregory, Alliance Circuit, is back from his European business trip. The company started closing its 18 ozoners while eight Mid-States drive-ins will start closing about Nov. 15. Outdoor personnel will be absorbed by its other theatres for fall season. . . . Joe Doyle was named asst. to Norman Pyle, M-G-M publicity director. . . . M-G-M salesman Lawrence Keim left for N. Y. C. to enroll in the company's executive school. . . . Pete Gregory joined the Orpheum Theatre, Ottawa, staff.

Attorney Thomas McConnell preparing to carry to Supreme Court the Bigelow Jackson Park Theatre case against Winston's Grand, which Seventh District appeal court ruled was not covered by Bigelow two-week loop run decree. . . . After 13 successful weeks at the World Playhouse, "Seven Deadly Sins" was booked for four additional weeks, giving film the longest run at this 20-year-old house. A. Teitel Film Co. is the distributor. . . . RKO moved its midwest div. offices from Cincinnati back to Chicago's Grand Theatre Bldg. Jerry Shimbach remains as div. mgr. . . . Florence Blum was named asst. to head booker Kermit Russell of Schoenstadt Circuit.

CINCINNATI

Realart of Cincinnati has acquired the Lippert franchise, formerly held by Eugene Tunick, and other product handled by Tunick. Realart, now entering its 39th year, is owned by Mrs. Birdie S. Goldberg and is administered by Selma G. Blachschleger and and Jay M. Golberg. Morris Dudelson, Lippert div. mgr., will headquarter at the Cincinnati Realart office. . . . Frank Feltz, St. Henry, O. exhibitor, took over the Crescent Theatre, Minster, O., from L. Knostman. . . . R. A. Emrick reopened his By Jo Theatre, Germantown. Theatre Owners Corp. will handle booking and buying. . . . National Cash Register Co. in Dayton, which shows movies to employees during lunch periods, remodeled its auditorium and installed a new wide screen.

Watch These Dates!

Oct. 3-7: Boston—National Allied Convention—Hotel Sheraton Plaza.

Oct. 7-8: Kansas City — Kansas-Missouri Theatre Assn. convention — President Hotel.

Oct. 23-24: Washington, D. C. — Variety Clubs International mid-winter meeting.

Oct. 29: Detroit—Allied Theatres of Michigan one-day conference—Hotel Statler.

Oct. 31-Nov. 4: Chicago — TOA-TESMA-TEDA joint trade show—Conrad Hilton Hotel.

Nov. 1-5: Chicago — Theatre Owners of America national convention and trade show — Conrad Hilton Hotel.

Nov. 12: New York—Motion Picture Pioneers dinner.

Nov. 15-17: Jacksonville — Motion Picture Exhibitors of Florida annual convention —Roosevelt Hotel.

Nov. 22-24: Charlotte—Theatre Owners of North and South Carolina convention.

Dec. 7-8: Oklahoma City—Theatre Owners of Oklahoma annual convention—Biltmore Hotel.

Dec. 14-15: St. Louis—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois annual convention —Sheraton Hotel.

1954

March 22-25: Dallas—Variety Clubs International convention—Adolphus Hotel.

CINCINNATI (cont'd.)

Skyline Drive-In, Verda, Ky., was formally opened by owners Chester Smith and James Booze. The new ozoner was equipped by National Screen to show films the year round. . . . The local Fox office has two showings of "The Robe" scheduled for this area. Oct. 15 at the RKO Albee, Cincinnati, and Oct. 29 at RKO Keith's, Dayton. . . .

Variety Club instituted Saturday host and hostess nights in its clubrooms. Ida and Phil Fox, and Pearl and Herman Hunt were recently so designated. . . . Max Goldberg, exhibitor of Falmouth, Ky., and also Mayor of that town, left for a 3-month trip to England.

National Theatre Supply recently completed installation of the largest Miracle Mirror screen in this area at the Paramount, Ashland, Ky., a Mid-States house. National is also installing CinemaScope equipment in the circuit's Times Theatre here. . . . Louis H. Wiethe, owner of the deluxe suburban Valley Theatre, also the Valley Shop-In Center in which the theatre is located, has purchased land adjoining the center and plans to extend the store and parking facilities to the extent of some $500,000. . . . S&S Amuse. Co., headed by Rube Shore and Pete Palazzolo, have reopened the Cheviot Theatre here after summer closing, with Harry Yutze as mgr. Policy will be top hits of the past season on double bills.

CLEVELAND

Leonard Greenberger, mgr. of the Fairmount, refused to book "Band Wagon" or any other musical until installation of a second new panoramic screen that will cover the height of any film projected in enlarged ratio. A number of theatres here are planning to heighten their curved screens to fit all ratios. . . . Jocelyn Brando, who played the nurse in "Mr. Roberts" on Broadway, was in town plugging her first picture, "Big Heat," now playing at the Allen. . . . The Cleveland Film Council received the annual Regan Award of the National Film Council for the most outstanding film program during the 1952-53 season and the best film festival. . . . "From Here to Eternity" broke the house record at the Palace on opening day, with 7,960 viewing the film, according to Max Mink, RKO chief. . . . The Lyceum Theatre became a new rendezvous for followers of Italian-made films under its winter policy of exhibiting importations twice weekly.

DENVER

Ralph J. Batschelet has resigned as mgr. of the Tabor to become gen. mgr. and a v.p. for Television Theatres, Inc., headed by Tom Bailey, Lippert franchise owner. Gerald Schlessman is board chairman; Dr. Glen Cody, treas.; Gertrude Bailey, secy., and Art Bazata will handle publicity. The company will operate the Centennial Drive-In, Littleton, Colo., and the Webber, Denver, which it takes over from Fox-Intermountain on Oct. 8. The 1,280 twin ozoner, costing about $350,000, will open next spring, and the Webber is being remodeled and modernized. . . . John Denman, city mgr. at Great Falls, Mont., is moving to Denver to manage the Denver, where he succeeds Bernie Hynes, who has moved to Hollywood to enter production.

Variety Tent 37 has resumed its Monday luncheons, lunches for the ladies every fourth Wednesday, family dinners and screenings on Thursdays, and is planning Halloween and Armistice night parties. . . . Dave Warnock took back the Lake, Johnstown, Colo., and reopened it. Merf Evans, who operated it for a time, closed it when he took over the management of the Lakewood, Lakewood, Colo. . . . Fay Boyd quit as mgr. of the Unique, Gunnison, Colo. . . . "The Robe" is booked to open at the Denver and Esquire Oct. 16. . . . Morris Rosenblatt, booker for Black Hills Amuse. Co., resigned to go to Des Moines as salesman for Allied Artists. He is succeeded by Toni Medley, head booker at National Screen, which job went to Mildred Fling. . . . Robbers got about $1,000 out of the safe at the Valley Drive-In.

DES MOINES

C. H. Hoffman has purchased the building housing the Star Theatre from owner Walter Carroll. The building has been given a new roof. . . . Al Hopper, mgr. of the Pastime in Maquoketa, is offering local football players a pass for a pass interception and a three months' pass for interception that is taken for a touchdown. . . . Central States announced the promotion of Clinton Smestad to mgr. of the World Theatre and Kearney Drive-In, both in Kearney, Neb. Smestad managed the Rialto in Boone for the past two years. . . . Installation of a new wide screen at the Strand in Council Bluffs, to take from four to five weeks, will not interfere with the regular schedule, according to mgr. Darrell Shelton. . . . The Legion Theatre in Sioux Center has reopened under managership of Gary Van de Berg. . . . Hary Hiersteiner closed the Family Theatre in Des Moines after 37 years of ownership and management. The house has served the city for 52 years.

A new panoramic screen has been installed at the Rialto in Pocahontas, managed by Jack Bouma. . . . Mr. and Mrs. Oliver Farus celebrated the third anniversary of their Iris Theatre in Riceville with free movies for the public. . . . The Iowa Theatre in Madrid was reopened by owner Louis Lepovitz after summer shuttering. . . . Francis Whalen is mgr. of the Schaller Theatre, reopened recently with co-operation of the Schaller Chamber of Commerce. . . . Bob Nicholson of Rockwell City leased the Valley Theatre in Eddyville from Dwight Hanson. . . . Gary Sandler, associated with his father in the Nathan Sandler Thea. Ents., has a new son named Norman Davis. . . . About 1700 persons paid $3 a ticket to view the exclusive telecast of the Marciano-LaStarza bout at the Paramount Theatre.



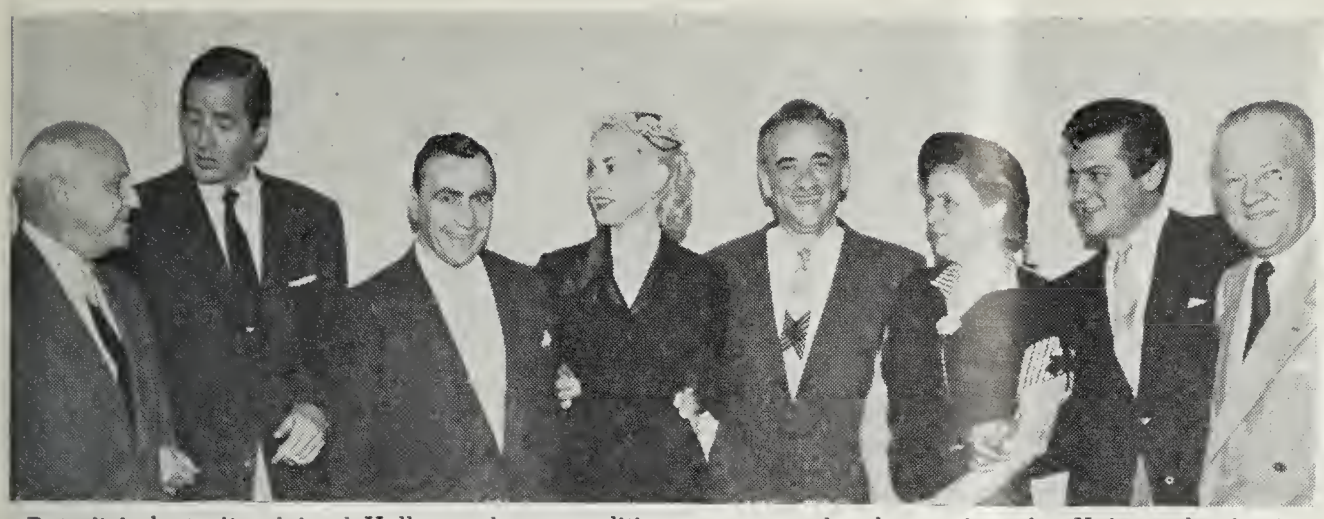
James R. Grainger (center), RKO prexy, accompanied by Alfred Crown (left), foreign mgr., arrives in London on a visit to his company's British organization coincident with the news that Walt Disney's British live-action "Rob Roy" in Technicolor, for RKO release, has been selected for the Royal Film Performance on October 26. Bob Wolff, RKO chairman and managing director, is at right.

DETROIT

Allied Theatres of Mich. will hold a one-day conference at the Statler Hotel Oct. 29 instead of the annual convention, which was held last spring. Wilbur Snaper, Bob Coyne and Senator Homer Ferguson are scheduled to speak. . . . Norman Meyers, mgr. of the Adams, booked an all-Disney package show, headed by "Sword and the Rose" for a solid first-run week. . . . Harold Brown is having the big 120' sign taken down from the Michigan Theatre after 27 years' service. . . . Mgr. Frank Upton reports that Cinerama enjoyed its best week at the Music Hall in its 24th week. . . . Winnogene Scott, active in operation of the Ramsdell Opera House at Manistee, established by her father, is dead.

Mrs. Nancy Smith, a newcomer in the business, is taking over the Lake Odessa Theatre at Lake Odessa, formerly operated by Hollis Smith. Clive Waxman is to do the booking. . . . Sy Schechter returned to active management of the Alhambra for Barney Kilbride following hospitalization. . . . Dillon M. Krepps installed a CinemaScope screen in the United Artists Theatre though Dave Idzal's Fox is slated for premiere of "The Robe." . . . Alex Schreiber is expected to install new 3-D equipment in the Trenton Theatre shortly. . . . Forrest Thrasher, mgr. of the first-run Adams, was married to Ann Rogell of General Theatres Service.

W. H. Anderson is completing installation of a new wide screen in the Rex at Morenci. . . . Mrs. Ella Bennett of the Broadway-Capitol, whose husband Jim is mgr. of the National, entered the hospital for treatment. . . . Wm. Flemion, managing director of the Studio, spent a week in N. Y. conferring with distributors on fall product. . . . Jack Broder, local circuit owner, had his first 3-D picture, of which he is producer, set for opening at the Broadway-Capitol. Saul Korman, owner of the house, had a first and successful world premiere with opening of "All American" and Janet Leigh, Tony Curtis and four other stars on hand.



Detroit industryites joined Hollywood personalities at a press luncheon given by Universal prior to world premiere of "The All-American" at the Broadway Capitol Theatre. Seen here (l to r): Walter Morris, Butterfield Circuit; Don Taylor, Hollywood star; Saul Korman, operator of the Broadway Capitol; Janet Leigh; Ben Robins, Universal branch mgr.; Alice Gorham, United Detroit Theas.; Tony Curtis; and Jim Sharkey, Cooperative Theas. of Mich.

INDIANAPOLIS

George Landis unveiled the first wide screen in the area at the Uptown Theatre. . . . Walter Wolverton has been made asst. to gen. mgr. Dale McFarland of Greater Ind. Amuse. Co. Dallas Shuder, former mgr. at Keith's, succeeds Wolverton as mgr. of the Circle Theatre. . . . State Theatre, Worthington, has been taken over by Paul Love, who also operates the Cozy at Dugger. . . . Newly appointed UA mgr., Edwin Bigley, has moved his family to Indianapolis from Detroit. . . . The Pastime, Richmond, Ind., changed its name to the Reno. . . . Sam Neall, exhibitor at Kokomo and mgr. of the Sipe Theatre there, is at Crile Clinic, Cleveland, O., under observation. . . . "From Here to Eternity," in its second week at Loew's topped all records since ""'Quo Vadis," according to mgr. Howard Rutherford. . . . Plans for the annual state exhibitors convention were formulated at the last board meeting.

KANSAS CITY

The K.C. Star devoted the first two pages of its Sunday feature section to "The Robe," which opened at the Orpheum on Sept. 30 with great fanfare. Elmer Rhoden of Fox and Mrs. Rhoden followed a recent dinner party with a private showing of the movie. . . . "Lili" at the Kimo is now in its 20th week. . . . "From Here to Eternity" wound up its fifth and final week at Loew's Midland. Included in special promotions for this film were printed bookmarks circulated through the public libraries. . . . KCMO-TV, K.C.'s fourth video outlet, and KFEQ-TV in St. Joseph made their programming debuts Sept. 27.

Claco ozoner on Hyway 10 at Hyway 69 in Clay County began screening recently. . . . New 50 Drive-In suffered a loss in a holdup. . . . In advertising, local ozoners are directing announcements to parents, stating that showings are beginning earlier now that school has started. . . . The color film, "Children Limited," was chosen for the education feature of the first fall meeting of the Greater K.C. Foundation for Exceptional Children. . . . The Nelson Gallery of Art's "Twentieth Anniversary" movie series was to begin Oct. with "Rhapsody in Blue." This is one of a group of movies offered at no charge on Friday evenings and Sunday afternoons.

MIAMI

William Ozinga took over as mgr. of the Sky-Drome Drive-In at Lake Worth. . . . Everett Hall returned to the Embassy as asst. mgr. after a turn in the Claughton bookkeeping dept. . . . Gene Race pitching in and giving an assist to Marty Mucher at the Town, while his Cameo gets a facelifting. . . . Jess Hughes, longtime projectionist, feels that he can make good as a manager. Florida State giving him the chance by breaking in at several houses. . . . Claughton's Normandy, Circle and Trail are making a pitch for kiddie trade with a new front display sign reading "2 for the price of 1," giveaways included, and smoking by grownups strictly prohibited during kid shows.

Keith McComas, owner of the McComas chain, proud of new 80-foot counter at his Tropicaire Drive-In. J. M. Arnold, mgr. of the Dixie Drive-In, pleasing McComas no end with complete facelifting job of the concession stand at the Dixie. . . . Mrs. Edward Claughton in N. Y. looking over new innovations in theatre presentations, accompanied by her son Ed, Jr., legal head of the circuit. . . . Sonny Shepherd did a real promotion job for the Carib with telecast of the Marciano-LaStarza fight. Hot dogs and soda pop between rounds and special permission for smoking. . . . Al Wilkie leaves Florida State. Bill Dock to replace him as ad-pub dir. for southeastern district.

MILWAUKEE

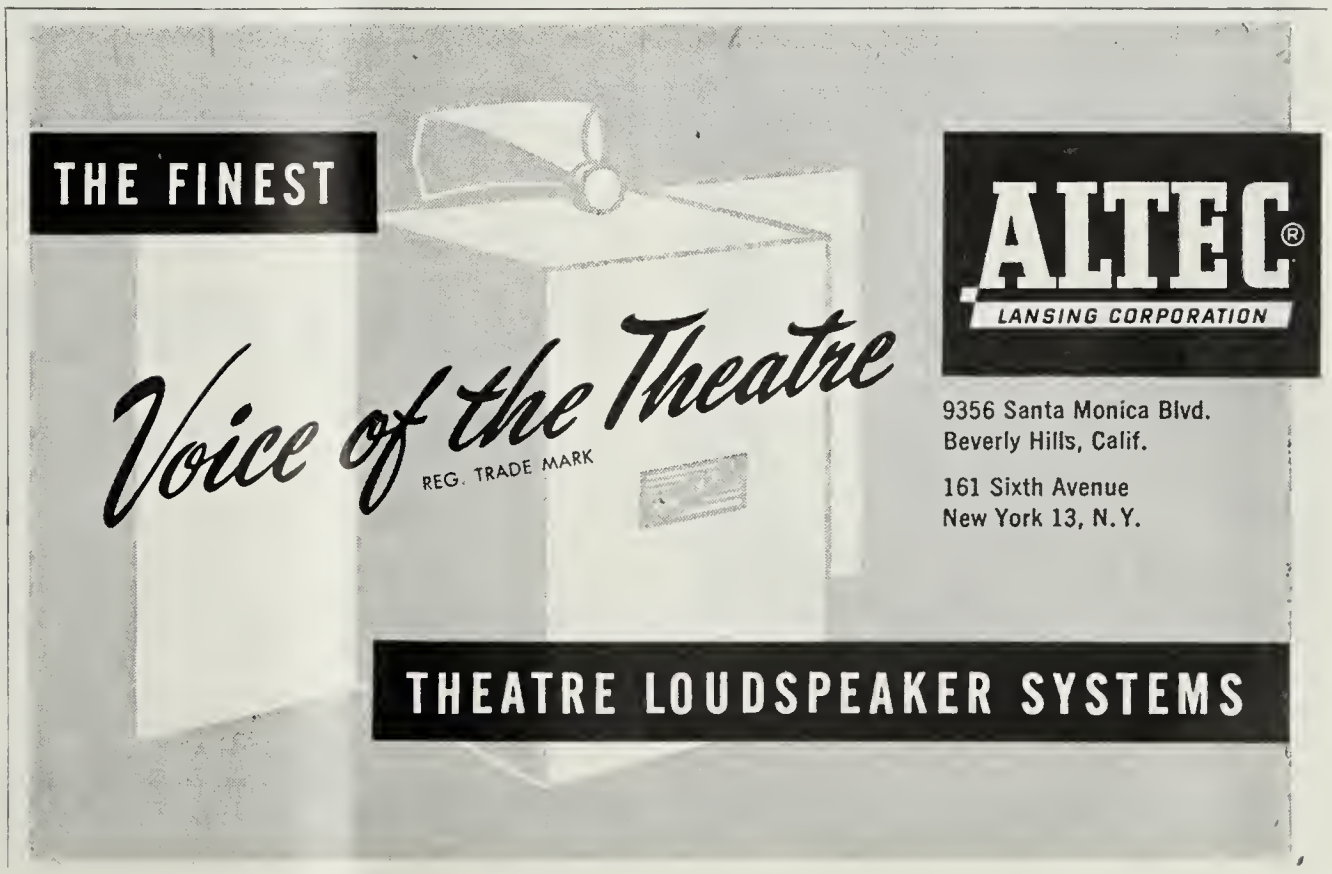
"The Robe" will have its local premiere at the Fox-Wisconsin Oct. 22, with prices scaled at $3.60 and $4.80. Prices for the extended run to follow will be $1.80 and 98¢ at night, $1.50 in the afternoon. . . . Riverside and Warner theatres here had a complete sellout for the telecast of the Marciano-LaStarza bout. . . . W. E. Jones received a truckload of knotty pine gratis when the truck transporting it broke down near LuBlin, Wis. Now his LuBlin Theatre is sporting a new knotty pine lobby. . . . Ben Schwanke, office mgr. at Warners, had a stroke the night he was to depart on his vacation. Ben has been with Warners some 30 years. . . . The Park Theatre here is again closed. Wm. Schmitt, who opened it Sept. 5, had trouble with the Projectionists Union and closed it on the 10th.

Bob Backer resigned as salesman at RKO to go into business for himself. . . . Phanton Lake was the scene of the annual picnic the Trampe boys had for their friends in the industry. . . . Ben Marcus held a meeting of all his theatre managers to brief them on the company's fall drive. . . . Tony Kilinski, formerly with Film Service, is a new booker at Warners, which also acquired as salesmen Bill Schwartz, formerly with Universal, and Dick Saeger, formerly with Eskin Theatres. . . . Wisconsin Allied members attending the national convention in Boston are Harry Melcher, John Adler, Sig Goldberg, Harold Pearson, Ed Johnson, Lucille Fowler and Bergtold of Cashton.

MINNEAPOLIS

"The Robe" will have a gala upper midwest premiere at Radio City Oct. 8, with regular continuous performances starting the next day. The theatre has been equipped with a CinemaScope screen measuring 65x26' . . . Variety Club's fall festival opening on Oct. 3 celebrated the remodeling and redecorating of the clubrooms in the Nicollett Hotel. . . . R. D. Lindell reports that burglars attempted to open the safe at the Minnehaha Drive-In, St. Paul, but obtained nothing. . . . Starlite Drive-In, Mpls., operated by Minnesota Entertainment Ents., closed for the season. . . . Ben Berger and Ted Karatz are expected to renew the lease on the loop Gopher for another 15 years. As soon as lease is signed, Berger plans to install a wide-screen and stereophonic sound.

Pfeifer Realty Co., owners of the buildings housing the loop Strand and Tower, St. Paul, which have been closed for the past 18



MINNEAPOLIS (cont'd.)

months, will reopen the theatres about Oct. 15. Jim Eshelman, formerly with the Gopher, has been named mgr. of the two theatres and Tom Burke of Theatre Associates will do the buying and booking. . . . Sheldon Grengs sold his 500-car Stardust Drive-In, Superior, Wis. to Ben Berger, who will take over operation next spring. Berger paid a reported $50,000 for the ozoner. . . . J. J. Arnold has leased the Lyric, Park River, N. D. He was formerly with MACO at the Orpheum, Sioux Falls, S. D. . . . The Topic, Fairfax, Minn., reopened after a few months shuttering. . . . Harold Field, who suffered a heart attack in Florida last winter, is back directing the activities of his Pioneer circuit of theatres in Iowa. He aslo is co-owner of the suburban St. Louis Park.

The Star, Hopkins, Minn., operated by Louis Engler, was scheduled to close Sept. 28. . . . The semi-legit Lyceum will run films Friday to Sunday when no live shows are booked. . . . Welworth's Hollywood, Sioux Falls, S. D., is installing wide-screen and stereophonic sound. . . . The LeRoy, LeRoy, Minn., operated by Lauren Garnant, is getting a wide screen. . . . A sellout crowd of 4,300 paid $2.50 apiece to see telecast of the Marciano-LaStarza fight at Radio City, according to Bud French of the promotion staff of MACO. . . . Universal employees had a farewell party for sales mgr. Pat Halloran before he left to become branch mgr. in Milwaukee.

NEW HAVEN

Variety Club of Conn. and the motion picture industry of New England will honor Hy Levine, industry pioneer, at a 75th birthday party, dinner and dance at the Waverly Inn, Cheshire, Oct. 7. . . . P&H Amuse. Corp., headed by Peter Perakos, Sr., has leased property near the Plainville (Conn.) Stadium for a 30 year period for construction of a drive-in. . . . Mon. thru Thurs. matinees have been discontinued by Lockwood & Gordon's Strand in Winsted. . . . Sky-Vue Drive-In, Torrington, was the first ozoner in Conn. to close for the season.

The 850-seat Art Theatre, Hartford, formerly on a first-run foreign film policy, re-



Audrey Hepburn, Paramount star, who made her American film debut in William Wyler's "Roman Holiday," pauses in the Westwood Village Theatre lobby with Irving Berlin (left) and Don Hartman, executive producer, before the special benefit premiere of the film. Berlin is currently at the Paramount Studios in connection with "White Christmas," now shooting.

opened with a subsequent-run schedule. New mgr. is Pat Bucheri, who replaces Joseph Dolgin, now buying and booking for Pine Drive-In, Waterbury. . . . S-W reopened the long-shuttered Rialto, S. Norwalk, on a Fri. thru Sun. policy, playing double features and charging 40¢ for adults, 20¢ children. . . . Rube Lewis, Local 84 business agent and stage mgr. for Loew's Poli Palace, Hartford, is back at work following surgery. . . . Joseph M. Miklos, mgr. of S-W's Embassy, New Britain, won the local 1953 tennis men's singles and doubles tournament. . . . I. J. Hoffman of Conn. Theatre Circuit has been named to the board of trustees of Congregation Mishkan Israel.

Wm. Dow, student booker at M-G-M, returned to Loew's N. Y. for assignment to an overseas branch. . . . A TV set installed in the concession building at Blue Hills Drive-In, Bloomfield, has been drawing refreshment trade for Milton LeRoy. The set is turned on nightly, with male patrons particularly urged to view the wrestling shows while families watch films in the drive-in area. . . . Harry F. Shaw, div. mgr., and Lou Brown, ad-pub dir. of Loew's Poli Theas.; Morris Rosenthal, mgr. of Loew's Poli, and James F. Darby, Paramount mgr., both of New Haven, have been named to the entertainment committee of Advertising Federation of America, Oct. 31-Nov. 2, Hotel Taft, New Haven.

NEW ORLEANS

A suit was filed in federal district court here by Joy Theatres against Paramount Gulf and 20th-Fox, seeking damages of $385,000 in connection with scheduled showing of "The Robe." The Joy firm alleges that film was awarded to the Saenger Theatre, operated by Paramount Gulf, despite a higher bid submitted by Joy for showing of the film at its Panorama Theatre. Case is scheduled for a hearing on Sept. 7.

NEW YORK

The New Amsterdam Theatre on 42nd St., marking its 50th anniversary, was reopened on Oct. 2 as a completely rebuilt film house equipped to show all the new cinematic devices. Max A. Cohen, its present owner, operates a chain of film houses in B'klyn and the Bronx and also owns the Aneo and Sam Harris on 42nd St. . . . Edward Lachman, pres. of Loraine Carbons Inc. of Boonton, N. J. is on an extended trip around the states visiting exhibitors and dealers in connection with his new Super-Charged Orlux Carbons, developed for use with 3-D and wide-screen projection.

The 600-seat New York Theatre, which for the past nine years has been a first-run showcase for westerns, changed its exhibition policy to present extended first-run engagements of regular "A" films. Bernard B. Brandt is owner-operator. . . . The newly organized Women's Committee of the Variety Club Foundation to Combat Epilepsy honored Sophie Tucker at a cocktail party and tea, with Carmel Myers Schwalberg acting as hostess.. . . Welcome to Charles E. McCarthy, information director of COMPO, who returned to his desk after a siege of illness.

Gene Autry played host at luncheon and a performance of the Rodeo to 100 youngsters and their parents, winners of a four-week contest held jointly by Skouras Theatres, Madison Square Garden and Columbia. In-



Variety Club of New England honored John G. Moore on his promotion to Paramount assistant eastern div. mgr. Here, Moore (left), formerly Boston branch mgr., receives scroll of tribute inscribed by members of Tent No. 25 from Martin Mullen, New England Theatres prexy.

spired by Sid Newman, Skouras representative, the contest had more than 50 theatres participating by playing Autry Columbia features backed by lobby displays which also called attention to the star's appearance at the Rodeo. . . . "Gilbert and Sullivan" in Technicolor will have its American premiere at the Bijou Theatre Oct. 27, with showings on a reserved seat, two-a-day basis. Lopert Films, headed by Ilya Lopert, are distributors.

Cinerama celebrated its first year on Broadway last week with a backstage party hosted by S. H. Fabian, head of the Stanley Warner Co. in whose hands the expansion and production plans of the new process rest, and Lowell Thomas, co-producer of the picture. For the rest of the week, the area read "Cinerama Lane" on its 47th St. street sign and Broadway Assn. merchants displayed special window streamers. . . . Robert Hynes, city mgr. for Walter Reade in Asbury Park, N. J., has been elected to the Board of the Chamber of Commerce there. . . . Another sports "exclusive" is coming to the large screen of Walter Reade's St. James Theatre in Asbury Park, N. J., via closed circuit TV. Contracts with Box Office Television have been signed for presentation of all Notre Dame football games, starting with their game with Pittsburgh on Oct. 17.

PORTLAND-SEATTLE

Leonard Louik was named city mgr., of Favorite Theatres in Spokane, Wash., succeeding James C. Vines. Other changes in the circuit include Richard Reed from mgr. of the Liberty to mgr. of the Post and dir. of adv.; Donal Parker from Post asst. to mgr. of the Granada, replacing Sylvester Rief, resigned; Frank Hamilton from East Sprague Drive-In to house mgr. at the Liberty. Robert Fiebiger continues as mgr. of E. Sprague Drive-In. . . . Several Portland theatres reopened, including two Hamrick houses, Playhouse and Capitol theatres with girl shows plus films. . . . Frank Breall, mgr. of the Century, Portland, plans to bring back "distinguished" features, starting with "Only Angels Have Wings."

The $150,000 Family Drive-In on 12½ acres near Tigard, Ore., opened Sept. 15 under personal owner-management of Jesse Jones. The ozoner features a 64x80′ curved screen. Mgr. is Art Ryle. Jones also owns the Roseway and St. Johns in Portland and the Roxy and Rio in Sweet Home, Ore. . . . Orpheum Theatre, Seattle, marked its 26th

(*Continued on page 32*)



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CHICAGO

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REGISTRATION FEES: $50 FOR MEN, $25 FOR LADIES. FOR REGISTRATIONS AND ROOM RESERVATIONS: CHARLES McBREEN, CHICAGO THEATRE BLDG., CHICAGO, ILL.

PORTLAND-SEATTLE (cont'd.)

anniversary. . . . James McNabb, business agent, Projectionists, is in Providence Hospital, Seattle, with broken hip. . . . National Theatre Supply salesman Harry Plunket worked with Carl Mahne on installation of wide-screen at the Oriental Theatre, Portland.

PROVIDENCE

The Avon Cinema reopened with "The Cruel Sea." . . . Bay State Drive-In is featuring "Cartoon Carnivals" every Friday night to attract school-going youngsters. . . . Sophie Tucker made a series of personal appearances in the Garden Room of the Sheraton-Biltmore Hotel. . . . With amusement parks now operating only week-ends, a noticeable increase in theatre attendance is being experienced. . . . The Uptown inaugurated a new series of give-aways as part of Thursday and Friday programs, featuring hand-painted Star-Flower ovenware. . . . The Playhouse, at one time a popular first-run and more recently a second-run house, is up for sale or lease. . . . Local theatremen will play a prominent part in the forthcoming Red Feather Campaign (Community Chest).

David Levin, mgr. of the RKO Albee, ran triple-column ads calling attention to the merits of "From Here to Eternity," which was running for the third week at Loew's State. Levin indicated that because of his pride in being part of an industry that could provide such superb quality, he was urging the public to see a film at a rival house. . . . Ben Greenberg and Bill Henry, two Woonsocket exhibitors staged a local Jimmy Fund Banquet which was so successful that it was oversold by 300 seats, with standees all down the line.

ST. LOUIS

George Barber opened his new drive-in on U.S. 36, about two miles west and south of Tuscola, Ill., where he also operates the Strand Theatre. . . . Construction is under way on the 750-car ozoner for Bloomer Amuse. Co. on the Carlyle road near Belleville, Ill. The $150,000 project will have twin screens and accommodations for 600 walk-in patrons. . . . Broadway Drive-In Theatre, Inc., St. Louis, was granted a certificate of incorporation, authorizing it to establish, equip and manage public halls and theatres. F. C. Flynn, N. C. and A. R. Parker head the company, which is presently erecting a new ozoner just east of the 4300 block of S. Broadway in St. L. . . . Jules Livingston, formerly of New Haven, Conn., succeeded Nat E. Steinberg as mgr. for Republic here.



On hand for the Philadelphia premiere of 20th-Fox's "The Robe" in CinemaScope are Sam Diamond (left), Fox branch manager, and Lewen Pizor, local exhibitor.



David A. Lipton, Universal v.p., shows the ad campaign approach on "The Glenn Miller Story" to East and West Coast promotional executives gathered for a series of meetings at the Universal-International studios. L to R: Amike Vogel, Charles Simonelli, Frank McFadden, Archie Herzof, Sam Israel, Jack Diamond, Jeff Livingston, Jack Williams (Cunningham and Walsh Agency), Mischa Kallis and Clark Ramsay.

Application blanks for participation in the Variety Club's Harvest Moon Festival, to be staged at Kiel Auditorium Nov. 14, are being distributed in theatres here. $3,000 in prizes will be awarded to contestants and top entertainers will also appear. The giant extravaganza will benefit Variety's adopted charity, St. Louis County Day Nursery Care Building Fund. . . . Tom Bloomer, MPTO prexy, reports a 90 percent response to the hospitalization insurance program made available to members and their employees through the Hardware Mutuals insurance companies. Myra Stroud, MPTO secy., announced that the organization had forwarded $3,459.52 to the Korean Relief Fund.

A number of theatres in this vicinity will run trailers calling attention to the Channel 9 educational TV station to be operated in St. L. in co-operation with various schools in the area. . . . F. T. Spencer has been upped from service inspector to field representative for Altec in the southwestern div., with headquarters here. Altec has three service inspectors in this area, Al Webster, J. A. Cook and John Pirtle. . . . Loge 19 of the Colosseum of M. P. Salesman named Bob Lightfoot of Allied Artists and Bill Sharpe of Paramount to serve as delegates to the National Convention in New Orleans Oct. 9-11. Wally K. Gleason of Warners was named alternate.

The Flora, Ill. City Council has decided to relax the 10:30 P.M. curfew for children under 16 and to give the youngsters an extra hour out on Friday and Saturday nights. . . . A wide panoramic screen has been installed at Kerasotes' Senate Theatre, Springfield, Ill. . . . The local film colony was grieved to learn of the death in Los Angeles of Spyros G. Cardas, who had been associated with the Skouras brothers in their theatre operations here. . . . Four film classics are to be included in the 1953-54 program of the University Theatre of St. L. University in addition to four stage plays.

SAN FRANCISCO

The Bridge Theatre in S. F., a 400-seat deluxer, became the joint operation of Walter Reade Theatres of N. Y. and Schwarz Theatres of Calif., headed by Maury A. Schwarz, who also owns the Rita, Rex and Hill theatres here. Acquisition of the Bridge marks the first entry of Reade, who operates theatres in N. Y. and N. J., into the west coast field. The Bridge will specialize in imported and selected product from Hollywood, and Continental Distributors, which is associated with the Reade organization, will be one of the outstanding suppliers of films.

Ward Pennington, who has variously served with Paramount here and in Denver as sales and branch mgr., was appointed sales mgr. here to replace Jack Stevenson, now serving as branch mgr. . . . Lawrence Tovar, former asst. mgr. at the St. Francis, is back there in the same capacity. . . . Universal student booker Tom Graff resigned to manage Golden State's State Theatre in South S. F. . . . Hannah Oppie, exec. secy. at Western Theatre Owners, is recovered and back at work. . . . Frank Harris, UA branch mgr., collapsed enroute to his office and is now at Stanford Hospital. . . . Ray Syufy was to take over the Rancho Drive-In at San Pablo from Guy Meed, Sept. 30. . . . Blumenfeld Theatres planned to close the Encan, Pittsburg, Oct. 3 because of slow business.

Since inaugurating $1.00 family nights at Golden State's Granada, Amazon and Serra, business is building. Concession business increased about 15 to 20 percent. . . . At Irving Levin's Vogue, where he advertised free admissions to anyone wanting to see "Forbidden Games" but unable to do so because of finances, business has increased with very few free admissions requested. . . . Arrangements have been made with the Police Dept. for Telenews cameras to accompany the "narco" squad on its next raid and incorporate the films in the picture on juvenile dope addiction being produced by dist. mgr. John Parsons for Telenews. . . . United Artists Theatre, Berkeley, using new ad campaign on "Roman Holiday" which was designed by Bob Blair of Paramount, broke the house record for a year and a half.

Zukor Foresees Big 3-D Future

The current new methods of presenting motion pictures in 3-D panoramic wide-screen have just begun to scratch the surface of the vast possibilities, and on the horizon are tremendous developments which will rebound to the benefit of the industry, Adolph Zukor, chairman of the board of Paramount Pictures, said at a Hollywood press conference attended by THE INDEPENDENT.

As examples of improvements already made in 3-D filming, Zukor pointed to "Cease Fire," filmed entirely in Korea with a GI cast by Hal Wallis Productions in collaboration with Paramount, and the first of a new series of Popeye cartoons in Technicolor, titled "Ace of Space."

Predicts Installations

Zukor also foresaw that in the near future most theatres will be equipped with various types of new techniques, including projection with different lens dimensions.

"Three-dimension today is hardly away from the pioneering trail," Zukor commented. Another big step forward is the Vectograph process developed by the Polaroid Corp. which makes it possible to project 3-D pictures as standard films are now shown, with a single film and one projector, Zukor noted.

"Scientists throughout the world are working on new methods and to improve those we have now. In fact, there is the likelihood that in a year or a year and a half we will have 3-D without the need for viewing glasses," he predicted.

He emphasized however, that story is of first importance, that the material rather than the method makes for quality pictures.

Six Productions Planned

An active production pace for the balance of this year is assured at Paramount Studio with at least six new pictures set for shooting. These are in addition to Irving Berlin's "White Christmas" which has just started with Michael Curtiz directing and Robert Emmett Dolan producing.

Billy Wilder's "Sabrina Fair" got under way this week in New York with Humphrey Bogart, Audrey Hepburn and William Holden heading a strong cast.

The Hal Wallis production, "About Mrs. Leslie," starring Shirley Booth, will roll at the studio Oct. 5 or 6, with Daniel Mann directing.

New Martin-Lewis

"Legend of the Inca," Technicolor film with a cast headed by Charlton Heston, gets under way Oct. 12.

Dean Martin and Jerry Lewis will return to the camera in "Living It Up," based on the Broadway musical hit, "Hazel Flagg," with an Oct. 19 starting schedule. Norman Taurog directs and Paul Jones produces.

Among other productions for later this year are "Conquest of Space," in 3-D and Technicolor, to be produced by George Pal, and the James Stewart starrer, "Rear Window," to be produced and directed by Alfred Hitchcock.

The studio also plans to do location shooting in Korea late this year on the James A. Michener story, "The Bridges at Toko-Ri."

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

M-G-M's "Montmarte" has been tabbed for a whopping $3,000,000 budget with the directorial reins assigned to George Sidney with John Houseman producing. The story is based on the life of the French painter, Degas, which was written by Casey Robinson. Leslie Caron and Cyd Charisse will co-star and the picture will be filmed here and in Europe. . . . M-G-M will also produce "The Galveston Flood," which will bring to the screen the 1900 catastrophe, one of the worst in the nation's history. A project of Dore Schary, the story will be filmed on wide screen, in color, and with stereophonic sound. Herman Hoffman, associate producer on Schary's "Take the High Ground!," and writer Christopher Knopf have been working on the story for the past six months. . . . James Whitmore and James Arness have been signed by Warner Brothers for two top roles in "Them," science fiction drama.

* * *

Allied Artists producer Vincent M. Fennelly signed Polly James to write "Quantrill's Raiders," which he has scheduled as a "Wild Bill" Elliott starrer to roll early next year. Meanwhile, he is completing preparations for "Bitter Creek," which is to star Elliott and is going before the cameras this month. . . . "Cry Copper," an original story by J. Robert Bren and Gladys Atwater, was bought by Universal-International. Ross Hunter assigned to produce the picture as one of his films to follow "Magnificent Obsession." "Cry Copper" is a modern story set in Los Angeles and Mexicali and deals with a chief of police who is ousted from his position because of his zeal in tracking down the murderer of three police officers.

* * *

Nicole Maurey has been signed by Paramount to star with Charlton Heston in "Legend of the Inca." Producer Mel Epstein and Director Jerry Hopper have already filmed extensive background scenes for the exciting Technicolor adventure film in Peru with principal photography at the Hollywood studio to start in mid-Oct. Wendell Corey and Yma Sumac are in the star cast. . . . Frederick Brisson signed Henry and Phoebe who recently completed "No Business Like Show Business" for 20th Century-Fox to work on an original comedy for Independent Artists Pictures next film.

* * *

Dean Martin and Jerry Lewis will co-star in an adaptation of the current Broadway musical smash, "Hazel Flagg." The film is scheduled to roll Oct. 15 at Paramount. Based on a screen play by Jack Rose and Mel Shevelson, it will be produced by Paul Jones and directed by Norman Taurog. . . . Col. Clair E. Towne of the motion picture section, Department of Defense, advised Allied Artists executive producer Walter Mirisch the department has approved the final script for "Homeward Bound," which rolls Oct. 20 with Scott R. Dunlap producing. The film, to be made with the co-operation of the U. S. Navy, will deal with the destroyer forces.

Roy Rowland has set an Oct. 15 shooting start on "Witness To Murder," which he has signed to direct for Chester Erskine who wrote the original and will produce for United Artists release. The suspense melodrama is laid in Los Angeles. Barbara Stanwyck will star. . . . Humphrey Bogart asked for his release from the balance of his contract with Warner Brothers and it was granted by the studio, Bogart stated, "in the 17 years since I was first signed by WB, our relationship has always been most friendly and businesslike and I will be most happy to do pictures with WB anytime in the future and look forward to receiving scripts from them." Jack L. Warner, vice-president in charge of production, said, "the release was arranged under the most amicable circumstances and I wish Humphrey Bogart every success in the future. Our association has been most productive and together we have made some very fine pictures."

* * *

George Montgomery has been signed by Sam Katzman at Columbia for two Technicolor westerns in 1954, "Bat Masterson, Badman" and "Indian Scout." Douglas Heyes has been assigned to write the screen play for the first film, and Teddi Sherman has drawn the scripting chore on the second. Montgomery recently completed "Battle of Rogue River" at Columbia. . . . Pier Angeli and Leslie Caron will co-star in M-G-M's "Two Girls From Bordeaux" and Joe Pasternak will produce the color film, set to go before the cameras early next year.

* * *

Bert Friedlob and William A. Bacher have sold "Untamed," Helga Moray's best seller about the conquest of the South African wilderness to 20th-Fox. They will produce the story for the studio in CinemaScope. The picture will go into production in South Africa in Feb. Talbot Jennings and Bacher have completed a shooting script. . . . Claude Binyon and Dmitri Tiomkin have signed Ted Dale to write the lyrics for special numbers composed by the latter for "Song Of The Rails," a story-with-music scheduled for independent production. Director Binyon and composer-conductor Tiomkin have organized their own financing set-up and have scheduled the picture for production next spring.

* * *

Paramount set "Conquest of Space" to be made in new 3-D techniques, in Technicolor, with a mid-November starting date. George Pal will produce the film, based on the science-fact book, "Conquest of Space," by Chesley Bonestell and Willy Ley, and artist-astronomer Bonestell will work with Pal for several months at the studio. Paramount has extended the contract of screen writer Edmund Hartmann for another year. This is the ninth consecutive year that his option has been picked up by the studio.

* * *

Lyle Bettger was signed by Universal-International for a starring role with Audie Murphy in the Technicolor "Drums Across

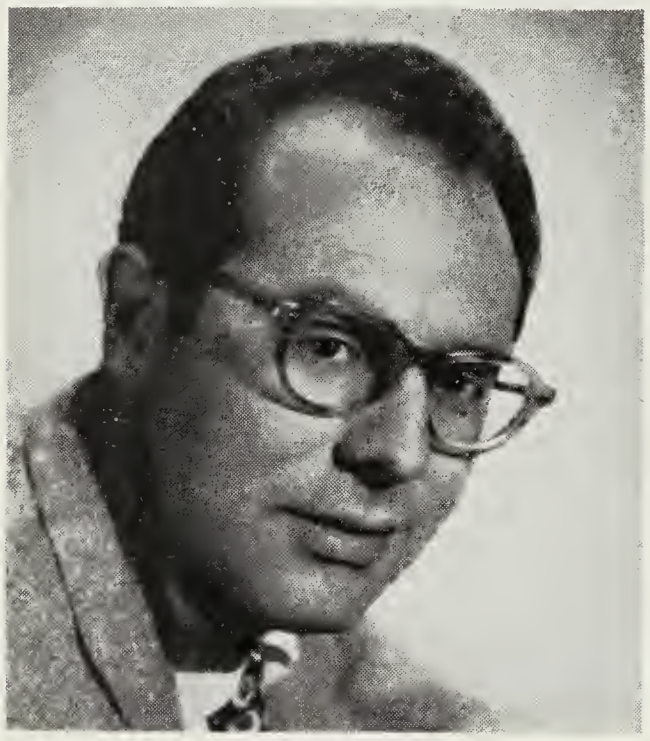
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Irwin Allen Terms Producers "Men With Cast Iron Skins"

By Richard Bernstein

"People don't always know what they want," explained Producer Irwin Allen on the set of his current production, "Rangers of the North," at RKO Radio Studios. "If they did we'd know what to make all the time. As it is, we can only try and make what we think they want. Then, all things being equal, the least we can hope for is that the picture will be a good one."

Allen has batted 100 percent so far; making films that both the public and the critics



IRWIN ALLEN

have liked. His first solo producer credit was on his picturization of the Rachel Carson best-seller, "The Sea Around Us," for which he also wrote the continuity and commentary, as well as produced for RKO-Radio. This film won an Academy Award as the best feature documentary.

"Fish are just as temperamental as actors," the producer said, "only they don't talk back," he noted while reflecting on that film. He spent 18 months on "The Sea Around Us," and stated that he would like to make more documentaries.

Producer Allen believes that the public likes action, romance and violence and he is seeing that they get their share of these ingredients in "Rangers of the North," which stars Victor Mature, Piper Laurie, William Bendix and Vincent Price and is being directed by Louis King.

Film Contains Action

"We have in the film," Allen said, "a forest fire, an avalanche, a flood, a murder, an explosion, a high tension power line broke loose, a chase over a glacier, a snow bridge collapsed over a glacier; there's an attempted murder and some violent love scenes."

The producer explained that this film is the first story made about Park Rangers, who are under the jurisdiction of the Department of Interior. He explained that they differ from the Forest Rangers, who are under the Department of Agriculture.

He further pointed out the picture has had a great deal of pre-production planning and is being made for wide-screen in 3-D. It is being shot in Eastman color with prints by Technicolor.

Irwin Allen majored in journalism and advertising at Columbia University and City College of New York. Following his formal education, he came to Hollywood in 1938 as an editor of "Key" magazine, a post which he held on a participation deal for two years. As a result of his success with this magazine he was invited to produce a 30-minute radio show on Radio Station KLAC.

He wrote, produced, directed and narrated a daily Hollywood program that soon had 22 sponsors and which had a continuous run for 11 years.

Wrote News Column

Aside from his radio show, Allen wrote the Hollywood news column, "Hollywood Merry-Go-Round," which appeared in 73 newspapers throughout the world and continued to do so for 10 years. The radio program was later converted into a television show which he wrote, produced and directed.

In 1944, Allen became a radio and literary agent of the Orsatti Agency, representing literary material for radio and motion pictures. He secured the right to handle Rex Beach's "The World In His Arms," which he sold to Universal-International. This sale led to his handling of all Rex Beach material for motion pictures.

He represented such literary greats as Fannie Hurst, Ben Hecht, P. G. Wodehouse and Louis Joseph Vance; such publishing houses as G. P. Putnam's Sons, Harcourt, Brace & Co. and Duel, Sloan and Pearce.

Entered Production

Allen entered production after several years of successful agency operation; his first such production partnership was with Irving Cummings, Sr. and Irving Cummings, Jr. on the Groucho Marx-Frank Sinatra-Jane Russell starrer, "Double Dynamite."

On his next two films, "Where Danger Lives" and "A Girl In Every Port," he took an active part in production, being the associate producer on the former and co-producer on the latter.

Allen's formula for the happy producer is: "a man with cast iron skin, a sense of humor and one who is able to get along with three hours sleep a night." He added, with a chuckle, "it also helps if you're slightly near sighted."

Title Changes

Republic: "**The Fortune Hunter**" is the new title for "Red Horizon." (Stars John Derek; William Witney directing).

United Artists: "**The Golden Mask**" is the new name for "South of Algiers." (Stars Van Heflin and Wanda Hendrix; A Mayflower production; Jack Lee directed).

HOLLYWOOD

(*Continued from preceding page*)

The River." Bettger will portray the film's heavy, who tries to stir up trouble with the Indians but is thwarted by Murphy. Melville Tucker is producing and Nathan Juran directing.

* * *

Van Heflin was signed by Universal-International to star in "Tanganyika" on the studio's fall production schedule. Andre de Toth will direct the film, which will start early next month with Albert J. Cohen producing. Set in Africa in the early 1900's, "Tanganyika" is the story of a renowned hunter who goes into the jungles in search of a renegade who has been leading natives in attacks upon the whites. . . . Humphrey Bogart and Lauren Bacall will be reunited again in "Passport," an adventure story to be directed and produced by Nick Ray. Ray has already signed Pier Pasenetti, writer and professor of world literature at UCLA, to prepare the treatment and the director-producer expects to film the picture early next year in Venice. "Passport" is the story of a man without a passport who lives on a tourist ship operating between Venice and Trieste. The picture may be filmed as a Santana production and will be lensed in wide-screen.

* * *

Al Horwits has resigned from U-I to enter the public relations business in partnership with Arthur P. Jacobs. Horwits severs an 11-year association with Universal, which started in New York as publicity manager, later coming to the coast as director of publicity and more recently in the capacity of executive aide. . . . Robert C. Reilly will function in the west coast office as associate.

* * *

"Little Giant," a story of sports car racing, will be Mickey Rooney's next vehicle at Columbia, with Jonie Taps producing and Richard Quine directing from an original screen play by Blake Edwards. Picture will roll Oct. 27 preceeding the previously announced circus story, "Clowns With Pants," on Rooney's Columbia schedule. . . .

Hal R. Makelim is planning a combination production and distribution deal with a leading English company, under which Makelim would produce two pictures a year in England and also obtain two English pictures a year for his Atlas distribution company. Makelim plans to be in England the first of the year to discuss the set-up with several English companies. Under the production deal, Makelim would supply stars and script as per the usual Anglo-American production plans.

Rogers' Grosses Mount

A sharp upswing of 36.5 percent in gross revenues for Roy Rogers Enterprises for the first seven months of 1953 as compared to the same period last year has been reported by James Osborne of Osborne and Ward, financial advisers to Rogers. With last year's total retail sales on "King of the Cowboys" merchandise previously reported at $22,000,000, the increase reportedly heads the star into his biggest merchandise year. Osborne pointed out as significant that this over-all period of greatest increase coincides exactly with Rogers' entrance into television.

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Feb. 8th	5316	Tangier Incident	77	George Brent, Mari Aldon
Feb. 15th	5318	Jalopy	62	Leo Gorcey, Huntz Hall, Bernard Gorcey
Feb. 22nd	5302	Kansas Pacific (Cinecolor)	73	Sterling Hayden, Eve Miller
Mar. 8th	5326	White Lighting	61	Stanley Clements, Barbara Bestar
Mar. 22nd	5323	The Homesteaders	62	Wild Bill Elliott, Robert Lowrey, J. Seay
Mar. 29th	5303	Fort Vengeance (Cinecolor)	75	James Craig, Rita Moreno
Apr. 12th	5233	The Marksman	61	Wayne Morris, Elena Verdugo
Apr. 19th	5329	Trail Blazers	64	Alan Hale, Jr.
Apr. 26th	5310	Cow Country	82	Edmond O'Brien, Helen Westcott
May 10th	5324	Rebel City	63	Wild Bill Elliott, Marjorie Lord
May 24th	5319	Loose In London	62	Leo Gorcey, Huntz Hall
May 31st	5311	Roar of the Crowd (Cinecolor)	71	Howard Duff, Helene Stanley
June 14th	5328	Murder Without Tears	64	Craig Stevens, Joyce Holden
June 21st	5314	Safari Drums	71	Johnny Sheffield, Barbara Bestar
June 28th	5309	Son of Belle Star (Cinecolor)	70	Keith Larson, Peggie Castle
July 12th	5330	Northern Patrol	63	Kirby Grant, Chinook, Marion Carr
July 26th	3101	The Maze (3D, Natural Vision)	81	Richard Carlson, Veronica Hurst
Aug. 9th	5325	Topeka	69	Bill Elliott, Phyllis Coates
Aug. 23rd	5307	Affair in Monte Carlo (Technicolor)	75	Merle Oberon, Richard Todd
Aug. 30th	5320	Clipped Wings	65	Gorcey Hall, June Vincent

COLUMBIA

Feb.	511	Last of the Comanches (Technicolor)	85	Broderick Crawford, Barbara Hale
Feb.	517	Target Hong Kong	66	Richard Denning, Nancy Gates
Mar.	521	The Member of the Wedding	91	Ethel Waters, Julie Harris, Brandon DeWilde
Mar.	524	Prince of Pirates (Tech.)	80	John Derek, Barbara Rush
Mar.	534	All Ashore (Tech.)	80	Mickey Rooney, Peggy Ryan
Mar.	539	Savage Mutiny	73	Johnny Weismuller, Angela Stevens
Mar.	543	Five Angles on Murder	88	Jean Kent, Dick Bogarde
Apr.	541	The Glass Wall	80	Vittorio Gassman, Gloria Grahame
Apr.	537	Jack McCall, Desperado Tech.)	76	George Montgomery, Angela Stevens
Apr.	528	One Girl's Confession	74	Cleo Moore, Hugo Haas, Glenn Langan
Apr.	525	Problem Girls	70	Helen Walker, Ross Elliott, Susan Morrow
Apr.	547	Man in the Dark (3D)	70	Edmond O'Brien, Audrey Totter
May		Fort Ti (3D Technicolor)	78	George Montgomery, Joan Vohs
May	522	Ambush at Tomahawk Gap (Technicolor)	73	John Hodiak, John Derek
May	583	Serpent of the Nile (Technicolor)	81	Rhonda Fleming, William Lundigan
June	520	The Juggler	86	Kirk Douglas, Milly Vitale
June	544	Siren of Bagdad (Technicolor)	72	Paul Heinreid, Patricia Medina, Hans Conreid
June	529	The 49th Man	73	Richard Denning, Suzanne, Dalbert
July	553	Let's Do It Again	95	Jane Wyman, Ray Milland, Aldo Ray
July	535	The Last Posse	73	Broderick Crawford, John Derek, Wanda Hendrix
July	549	Flame of Calcutta	70	Denise Darcel, Patric Knowles
Aug.	604	The 5000 Fingers of Dr. T. (Tech.)	88	Peter Lind Hayes, Mary Healy, Hans Conrad, Tommy Rettis
Aug.	606	Cruisin' Down The River (Tech.)	81	Dick Haymes, Audrey Totter, Billy Daniels
Aug.	536	Mission Over Korea	86	John Hodiak, John Derek, Audrey Totter, Maureen O'Sullivan
Aug.	608	Valley of the Headhunters	67	Johnny Weissmuller, Christine Larsen
Aug.	605	The Stranger Wore A Gun (Tech.-3-D)	81	Randolph Scott, Claire Trevor
Sept.	616	From Here To Eternity	118	Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra, Donna Reed
Sept.	609	China Venture	83	Edmond O'Brien, Barry Sullivan, Jocelyn Brando
Sept.	610	Conquest of Cochise (Tech.)	70	John Hodiak, Robert Stack, Joy Page
Sept.	611	Sky Commando	69	Dan Duryea, Frances Gifford, Touch Conners
Sept.	.....	The Untamed Breed (Reprint)	79	Sonny Tufts, Barbara Britton, George "Gabby" Hayes
Oct.	615	The Big Heat	90	Gloria Grahame, Glenn Ford
Oct.	612	Slaves of Grey Law	82	Richard Conte, Linda Christion
Oct.	613	Combat Squad	72	John Ireland, Lon McCallister

Westerns

Mar.	572	On Top of Old Smoky	59	Gene Autry, Gail Davis
May	574	Goldtown Ghost Riders	59	Gene Autry, Smiley Burnette
July	575	Pack Train	57	Gene Autry, Smiley Burnette, Gail Davis
Sept.	576	Saginaw Trail	56	Gene Autry, Smiley Burnette, Conne Marshall

I. F. E.

American Dialogue

1953

May		O. K. Nero	88	Silvana Pampanini, Gino Cervi, Walter Chiari
September		The Secret Conclave	80	Henry Vidon
September		The Young Caruso	77	Gina Lollobrigida, Voice of Mario Del Monaco
September		Three Girls From Rome	85	Lucia Bose, Cosetta Greco, Liliana Bonfatti

Subtitled (English)—Italian Dialogue

1953

May (Pre-release)		Little World of Don Camillo	96	Fernandel, Gino Cervi
May (Pre-release)		Bellissima	108	Anna Magnani, Walter Chiari

LIPPERT PRODUCTIONS

Mar. 20th	5214	Perils of the Jungle	63	Clyde Beatty
Mar. 27th	5224	White Goddess	73	Jon Hall
Apr. 10th	5211	Bad Blonde	80	Barbara Payton, Tony Wright
Apr. 17th	5213	Bachelor in Paris	83	Dennis Price, Anne Vernon, Mischa Auer
May 1st	5227	College Capers	15	3-Dimension Featurette
May 15th	5217	Twilight Women	89	Freda Jackson, Rene Ray, Lois Maxwell
May 22nd	5215	Ali Baba Nights (Re-Release)	76	Anna May Wong
May 29th	5218	The Slasher	75	James Kenney, Joan Collins
June 5th	5205	Johnny, the Giant Killer (Technicolor)	70	Animated Cartoon Feature
June 12th	5228	Ghost Ship	69	Hazel Court, Dermot Walsh
July 1st	5229	Eyes of the Jungle	79	Jon Hall
July 17th	5221	Great Jesse James Raid (Anscocolor)	73	Willard Parker, Barbara Payton, Tom Neal, Wallace Ford
July 17th	5307	Bandit Island	27	3-Dimension Featurette Glenn Langan, Lon Chaney, Jim Davis
Aug. 7th	5301	Spaceways	76	Howard Duff, Eva Bartok
Sept. 11th	5303	Norman Conquest	79	Tom Conway, Eva Bartok, Joy Shelton
Sept. 4th	5315	Project Moon Base	63	Donna Martell, Ross Ford, Hayden Rorke
Sept. 18th	5316	Shadow Man	.....	Cesar Romero
Sept. 18th	5313	The Iron Mask (Rerelease)	.....	Douglas Fairbanks
Sept. 25th	5314	Mr. Robinson Crusoe (Re-Release)	.....	Douglas Fairbanks
Oct. 2nd	5306	Undercover Agent	.....	Dermot Walsh, Hazel Court
Oct. 2nd	5225	Sins of Jezebel (Anscocolor)	.....	Paulette Goddard, George Nader, John Hoyt, Eduard Franz
Oct. 9th	5222	The Fighting Men	63	Special Cast
Oct. 16th	5302	The Man from Cairo	.....	George Raft, Gianna Maria Canale

METRO-GOLDWYN-MAYER

1952-53

Feb.	307	Ivanhoe (Technicolor)	106	Robert Taylor, Elizabeth Taylor
	318	The Naked Spur (Technicolor)	94	James Stewart, Robert Ryan
	320	Rogue's March	83	Peter Lawford, Richard Greene
	317	Jeopardy	69	Barbara Stanwyck, Barry Sullivan
Mar.	323	I Love Melvin (Technicolor)	77	Donald O'Connor, Debbie Reynolds
	322	Confidentially Connie	71	Van Johnson, Janet Leigh
	321	Battle Circus	90	Humphrey Bogart, June Allyson
	328	The Girl Who Had Everything	69	Elizabeth Taylor, Fernando Lamas, William Powell
Apr.	324	Sombrero (Technicolor)	103	Ricardo Montalban, Pier Angeli
	325	Small Town Girl (Technicolor)	93	Jane Powell, Farley Granger
	329	Code Two	69	Sally Forrest, Ralph Meeker, Keenan Wynn
	326	Bright Road	69	Dorothy Dandridge, Robert Horton, Harry Belafonte
May	330	Cry of the Hunted	80	Vittorio Gassman, Polly Bergen
	327	Never Let Me Go	94	Clark Gable, Gene Tierney
	332	Fast Company	68	Howard Keel, Polly Bergen
	331	Remains To Be Seen	89	June Allyson, Van Johnson
	333	Young Bess (Tech.)	112	Jean Simmons, Stewart Granger, Deborah Kerr
June	334	A Slight Case of Larceny	71	Mickey Rooney, Eddie Bracken
	337	Arena—(Color-3D) Ansco	71	Gig Young, Polly Bergen
	336	Scandal at Scourie (Technicolor)	90	Greer Garson, Walter Pidgeon
	335	Dream Wife	99	Cary Grant, Deborah Kerr
	338	The Story of 3 Loves (Tech.)	122	All Star
July	341	Dangerous When Wet (Technicolor)	97	Esther Williams, Jack Carson, Denise Darcel
	342	Lili (Technicolor)	81	Leslie Caron, Mel Ferrer
	343	Ride, Vaquero (Color)	91	Robert Taylor, Ava Gardner, Howard Keel
	344	Main Street To Broadway	102	Tallulah Bankhead, Ethel and Lionel Barrymore

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
August	345	Band Wagon (Tech.)	112	Fred Astaire, Cyd Charisse, Jack Buchanan
	346	Affairs of Dobie Gillis	74	Debbie Reynolds, Bobby Van
	347	Big Leaguer	70	Edward G. Robinson, Vera Ellen
	348	Latin Lovers (Tech.)	104	Lana Turner, John Lund, Ricardo Montalban

1953-54

September	401	Half A Hero	75	Red Skelton, Jean Hagen
	402	Terror on a Train	72	Glenn Ford, Anne Vernon
	403	The ctress	90	Spencer Tracy, Jean Simmons, Teresa Wright
October	404	Mogamba (Technicolor)		Clark Gable, Ava Gardner, Grace Kelly
	405	Torch Song (Color)		Joan Crawford, Michael Wilding, Gig Young
	406	Take The High Ground (Color)		Richard Widmark, Karl Malden

PARAMOUNT

1953

February	5212	The Stooge	100	Dean Martin, Jerry Lewis
March	5213	Come Back Little Sheba (Special pre-release engagements only)	99	Burt Lancaster, Shirley Booth
March	5214	The Stars Are Singing (Technicolor)	99	Anna Maria Alberghetti, Rosemary Clooney, Lauritz Melchior.
April	5215	The Girls of Pleasure Island (Technicolor)	95	Don Taylor, Leo Genn, Elsa Lanchester
April	5216	Off Limits	89	Bob Hope, Mickey Rooney, Marilyn Maxwell
May	5217	Pony Express (Technicolor)	101	Charlton Heston, Rhonda Fleming, Forrest Tucker, Jan Sterling
May	5129	The Greatest Show on Earth (Technicolor) (Academy Award Release)	153	Betty Hutton, Charlton Heston, Dorothy Lamour, James Stewart, Cornel Wilde, Gloria Grahame
May	5230	Sangaree (Technicolor) (3-D & Conventional)	94	Fernando Lamas, Arlene Dahl, Patricia Medina
June	5220	Jamaica Run (Technicolor)	92	Ray Milland, Arlene Dahl
June	5221	The Vanquished (Technicolor)	84	John Payne, Coleen Gray, Lyle Bettger, Jan Sterling, Willard Parker
June	5222	Scared Stiff	108	Dean Martin, Jerry Lewis, Lizabeth Scott, Carmen Miranda
July	5223	Houdini (Techuicolor)	106	Tony Curtis, Janet Leigh
July	5224	Stalag 17	120	William Holden, Don Taylor, Otto Preminger
Aug.	5225	Shane (Technicolor)	117	Alan Ladd, Jean Arthur, Van Heflin, Brandon de Wilde
Aug.	5227	Arrowhead (Technicolor)	105	Charlton Heston, Jack Palance, Mary Sinclair
Sept.	5301	Roman Holiday	119	Gregory Peck, Audrey Hepburn
Sept.	5302	The Caddy	95	Dean Martin, Jerry Lewis, Donna Reed
Oct.	5303	The War of the Worlds (Technicolor)	85	Gene Barry, Ann Robinson
Oct.	5304	Little Boy Lost	95	Bing Crosby, Nicole Maurey, Christian Fourcade, Claude Dauphin
Oct.	5305	Those Redheads From Seattle 3-D (Tech.)	90	Teresa Brewer, Guy Mitchell, Rhonda Fleming
Nov.	5306	Flight to Tangier 3-D (Technicolor)	90	Joan Fontaine, Jack Palance, Corinne Calvet
Nov.	5307	Botany Bay (Tech.)	94	Alan Ladd, James Mason, Patricia Medina
Nov.	5308	Cease Fire 3-D		Korean War Report
Dec.	5309	Here Come the Girls (Technicolor)	78	Bob Hope, Arlene Dahl, Rosemary Clooney, Tony Martin.

RKO-RADIO

Feb.	392	Peter Pan (Tech.)	76	Special Pre-release
Feb.	312	Angel Face	93	Jean Simmons, Robert Mitchum
Feb.	315	Sword of Venus	73	Robert Clarke, Catherine McLeod
Mar.	314	The Hitch-Hiker	71	Edmond O'Brien, Frank Lovejoy
Mar.	387	Fort Apache (Re-issue)	128	John Wayne, Shirley Temple
Mar.	388	Blood on the Moon (Re-issue)	88	Robert Mitchum, Barbara Bel Gedde
April	316	Count the Hours	74	Teresa Wright, MacDonald Carey
April	317	Port Sinister	65	James Warren, Lynne Roberts
May	318	Split Second	85	Stephen McNally, Jan Sterling
May	320	Sea Devils (Technicolor)	91	Yvonne DeCarlo, Rock Hudson
May	321	Below the Sahara (Technicolor)	65	Armand and Mickey Denis
June	323	Affair With a Stranger (Technicolor)	87 65	Jean Simmons, Victor Mature
June	324	Tarzan and the She-Devil	76	Lex Barker, Joyce MacKenzie
July	402	Devil's Canyon (Tech.) Regular 3-D	92	Dale Robertson, Virginia Mayo
July	442	Devil's Canyon (Tech.) With Stereopohnic	92	Dale Robertson, Virginia Mayo
July	401	Second Chance (Tech.) Regular 3-D	82	Robert Mitchum, Linda Darnell
July	441	Second Chance (Tech.) With Stereophonic	82	Robert Mitchum, Linda Darnell
July	403	The Sea Around Us (Color)	61	Documentary

REALART

April	067	Dark Streets of Cairo (Re-issue)	59	Sigrid Gurie, George Zucco
April	060	Chinatown Squad (Re-issue)	66	Valarie Hobson, Lyle Talbot
Mar.	327	Salome, Where She Danced (Re-issue) (Technicolor)	97	Yvonne DeCarlo, Rod Cameron
Mar.	174	In Society (Re-issue)	83	Bud Abbott, Lou Costello
April	789	Flying Saucer (Re-issue)	69	Mikel Conrad, Pat Garrison
April	010	The Atomic Monster (Re-issue) (Formerly "The Man Made Monster")	65	Lon Chaney, Lionel Atwill
April	887	Run for the Hills	76	Barbara Payton, Sonny Tufts
May	347	Tiger Island (Re-issue)	72	Charles Bickford, Elizabeth Young
May	328	Strange Conquest (Re-issue)	64	Jane Wyatt, Julie Bishop
May	532	Rhythm of the Islands (Re-issue)	60	Allan Jones, Jane Frazee
May	308	Song of the Sarong (Re-issue)	65	Nancy Kelly, William Gargan
July	302	Hannah Lee (Color-3D)	74	McDonald Carey, Joanne Dru, John Ireland
August	355	Uncle Tom's Cabin (Re-issue)	111	H. Beecher Stowe, Louis Morgan
September	060	Counselor at Law (Re-issue)	88	John Barrymore, Bebe Daniels
September	264	Pittsburgh (Re-issue)	91	John Wayne, Marlene Deitrich
September	127	Green Hell (Re-issue)	87	Douglas Fairbanks, Jr., Joan Bennett
September	128	Gung Ho (Re-issue)	90	Randolph Scott, Robert Mitchum
September	098	Eagle Squadron (Re-issue)	100	Robert Stack, Diana Barrymore
October	181	Kee 'Em Flying (Re-issue)	85	Abbott & Costello
October	032	Buck Privates (Re-issue)	84	Abbott & Costello
October	295	Scarlet Street (Re-issue)	102	Joan Bennett, Dan Duryea
October	299	Seven Sinners (Re-issue)	86	John Wayne, Marlene Deitrich

REPUBLIC

Mar. 20th	5204	Woman They Almost Lynched	90	John Lund, Brian Donlevy, Audrey Totter, Joan Leslie
Mar. 30th	5205	The Lady Wants Mink (Trucolor)	92	Ruth Hussey, Dennis O'Keefe, Eve Arden
Apr. 5th	5206	A Perilous Journey	90	Vera Ralston, David Brian, Scott Brady
Apr. 28th	5207	Fair Wind To Java	92	Fred MacMurray, Vera Ralston, Robert Douglas, Victor McLaglen
May 2nd	5208	The Sun Shines Bright	90	Charles Winninger, Arleen Whelan, John Russell
May 8th	5231	Iron Mountain Trail	54	Rex Allen, Slim Pickens
May 15th	5242	Savage Frontier	54	Allan "Rocky" Lane, Eddy Waller, Bob Steele
June 12th	5209	City That Never Sleeps	90	Gig Young, Mala Powers, Edward Arnold, Marie Windsor
July 15th	5210	Sweethearts On Parade	90	Ray Middleton, Lucille Norman, Eileen Christy, Bill Shirley, Estelita
Aug. 5th	5232	Down Laredo Way	54	Rex Allen, Slim Pickens, Doris Drake
Aug. 8th	5243	Bandits Of The West	54	Allan "Rocky" Lane, Eddy Waller, Cathy Downs
Aug. 15th	5211	Champ For A Day	90	Alex Nicol, Audrey Totter, Charles Winninger, Hope Emerson
Sept. 8th	5244	El Paso Stampede	54	Allan "Rocky" Lane, Eddy Waller, Phyllis Coates
Oct. 15th		Sea of Lost Ships		John Derek, Wanda Hendrix, Walter Brennan, Richard Jaeckel

TWENTIETH CENTURY-FOX

Feb.	305	Taxi	77	Dan Dailey, Constance Smith
Feb.	306	Niagara (Technicolor)	89	Marilyn Monroe, Joseph Cotten, Jean Peters
Feb.	308	Treasure of the Golden Condor (Technicolor)	93	Cornel Wilde, Constance Smith
Feb.	309	The Silver Whip	73	Dale Robertson, Rory Calhoun, Robert Wagner
Feb.	316	The Star	89	Bette Davis, Sterling Hayden
Mar.	305	Taxi	77	Dan Dailey, Constance Smith
		Down Among the Sheltering Palms (Technicolor)	87	Mitzi Gaynor, William Lundigan, Jane Greer, David Wayne
Mar.	313	Destination Gobi (Tech.)	89	Richard Widmark, Judy Dan
Mar.	350	Call of the Wild (Re-release)	81	Clark Gable, Loretta Young
Mar.	351	My Darling Clementine (Re-release)	97	Henry Fonda, Linda Darnell, Victor Mature, Walter Brennan
April	312	The President's Lady	96	Susan Hayward, Charlton Heston, Fay Bainter
April	311	Call Me Madam (Tech.)	114	Ethel Merman, Donald O'Connor
Apr.	310	Tonight We Sing (Tech.)	109	David Wayne, Ezio Pinza, Roberta Peters

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
May	318	Titanic	98	Clifton Webb, Barbara Stanwyck, Robert Wagner
May	315	Man On a Tightrope	105	Fredric March, Terry Moore, Gloria Grahame, Cameron Mitchell
May	314	Invaders From Mars (Cinecolor)	78	Helene Carter, Arthur Branz, Jimmy Hunt
May	319	The Desert Rats	88	Richard Burton, Robert Newton
May	352	Gentleman's Agreement (Re-release)	118	Gregory Peck, Dorothy McGuire, Celeste Holm
May	353	Snake Pit (Re-release)	108	Olivia deHavilland, Mark Stevens
June	320	The Girl Next Door (Tech.)	92	Dan Dailey, June Haver, Dennis Day
June	321	Powder River (Tech.)	78	Rory Calhoun, Corinne Calvet, Cameron Mitchell
June	322	Pickup On South Street	80	Richard Widmark, Jean Peters, Thelma Ritter
July	324	White Witch Doctor (Tech.)	96	Susan Hayward, Robert Mitchum
July	323	The Glory Brigade	82	Victor Mature
July	307	The Farmer Takes a Wife (Tech.)	81	Betty Grable, Dale Robertson ,Thelma Ritter, John Carroll
July	325	The Kid From Left Field	80	Dan Dailey, Anne Bancroft
July	355	Road House (re issue)	95	Richard Widmark, Ida Lupino, Cornel Wilde
July	354	Kiss of Death (re issue)	99	Richard Widmark, Victor Mature, Brian Donlevy
July	330	Dangerous Crossing	75	Jeanne Crain, Michael Rennie
Aug.	329	Inferno (3-D and Technicolor)	83	Robert Ryan, Rhonda Fleming, William Lundigan
Aug.	326	Gentlemen Prefer Blondes (Technicolor)	91	Jane Russell, Marilyn Monroe, Charles Coburn
Aug.	327	C. S. Forester's Sailor of the King	83	Jeffrey Hunter, Michael Rennie, Wendy Hiller
Sept.	331	Mister Scoutmaster	87	Clifton Webb, George Winslow, Edmund Gwenn, Frances Dee
Sept.	328	City of Bad Men (Tech.)	82	Jeanne Crain, Dale Robertson, Richard Boone, Lloyd Bridges
Sept.	332	A Blueprint For Murder	76	Joseph Cotten, Jean Peters, Gary Merrill
Sept.	356	Broken Arrow (Tech.) Re-release)	93	James Stewart, Jeff Chandler, Debra Paget
Sept.	357	I Was A Male War Brde (Re-release)	105	Ann Sherdain, Cary Grant
Oct.	333	Thy Neighbor's Wife	77	Hugo Haas, Cleo Moore
Oct.	334	Vicki	85	Jeanne Crain, Jean Peters, Elliott Reid

UNITED ARTISTS

NO RELEASE NUMBERS

Feb. 6th	Limelight	140	Charles Chaplin, Claire Bloom, Nigel Bruce
Feb. 18th	Magnetic Monster	75	Richard Carlson, Jean Byron
Feb. 27th	Bandits of Corsica	81	Richard Greene, Paula Raymond
Mar. 6th	Moulin Rouge (Technicolor)	118	Jose Ferrer, Zsa Zsa Gabor, Colette Marchand
Mar. 13th	Bwana Devil (3-D Color)	85	Robert Stack, Barbara Britton
Mar. 27th	Son of the Renegade	57	John Carpenter, Lori Irving
Apr. 15th	Love Happy (Re-release)	85	Marx Bros.
Apr. 15th	Africa Screams (Re-release)	79	Bud Abbott, Lou Costello, Hillary Brooke
Apr. 22th	The Assassin	90	Richard Todd, Eva Bartok
April 28th	"Mahatma Ghandi—Twentieth Century Prophet"	81	Documentary Narrated By Quentin Reynolds
May 8th	That Man From Tangier	88	Nils Asther, Nancy Coleman
May 15th	"Shoot First"	88	Joel McCrea, Evelyn Keyes
May 15th	"Phantom From Space"	72	Ted Cooper, Rudolph Anders, Noreen Nash
May 27th	Raiders of the Seven Seas	88	John Payne, Donna Reed
June 5th	Volcano	106	Anna Magnani, Geraldine Brooks
June 10th	The Twonky	72	Hans Conried, Gloria Blondell
June 12th	Genghis Khan	78	Elvira Reyes, Lou Salvador
June 19th	The Neanderthal Man	78	Robert Shane, Dorris Merrick
June 26th	The Marshal's Daughter	71	Laurie Anders, Ken Murray
July 10th	Return To Paradise	103	Gary Cooper, Roberta Haynes
July 15th	Fort Algiers	78	Yvonne de Carlo, Carlos Thompson
July 17th	The Moon Is Blue	99	William Holden, Maggie McNamara
July 22nd	My Heart Goes Crazy	78	Sid Fields, Greta Gynt
July 24th	Gun Belt	77	Geo. Montgomery, Tab Hunter, Helen Westcott
July 31st	Vice Squad	87	Edward G. Robinson, Paulette Goddard
Aug. 7th	Melba	113	Patrice Munsel, Robert Morley
Aug. 12th	Captain Scarlett	75	Richard Greene, Leonora Amar
Aug. 14th	I, the Jury	87	Biff Elliot, Peggy Castle
Aug. 21st	The Gay Adventure	82	Burgess Meredith, Paula Valenska
Aug. 28th	War Paint	89	Robert Stack, Joan Taylor
Sept. 1st	No Escape	76	Lew Ayres, Marjorie Steele

Release Date	Release No.	Production	Time (min.)	Cast
Sept. 4th		Sabre Jet	96	Robert Stack, Coleen Gray
Sept. 11th		99 River Street	83	John Payne, Evelyn Keyes
Sept. 18th		The Joe Louis Story	88	Coley Wallace, Hilda Simms
Sept. 25th		The Fake	80	Dennis O'Keefe, Coleen Gray
Sept. 30th		Donovan's Brain	81	Lew Ayres, Nancy Davis
Oct. 2nd		Man in Hiding	.....	Paul Henried, Lois Maxwell
Oct. 9th		Steel Lady	.....	Rod Cameron, Tab Hunter
Oct. 16th		Dragon's Gold	.....	John Archer, Hillary Brooks
Oct. 23rd		The Village	98	John Justin, Eva Dahlbeck
Oct. 30th		Crossed Swords	.....	Errol Flynn, Paola Mori

NO RELEASE NUMBERS

UNIVERSAL

1952-53

Feb.	310	The Mississippi Gambler (Technicolor)	98	Tyrone Power, Piper Laurie, Julia Adams
Feb.	311	Girls in the Night	83	Patricia Hardy, Harvey Lembeck, Glenda Farrell
March	308	City Beneath the Sea (Technicolor)	87	Robert Ryan, Susan Ball, Anthony Quinn
March	312	Gunsmoke (Technicolor)	79	Audie Murphy, Susan Cabot, Paul Kelly
March	313	Seminole (Technicolor)	86	Rock Hudson, Barbara Hale, Anthony Quinn
Apr.	314	Ma and Pa Kettle on Vacation	75	Marjorie Main, Percy Kilbride
Apr.	315	Desert Legion (Technicolor)	86	Alan Ladd, Richard Conte, Arlene Dahl
Apr.	316	Abbott and Costello Go To Mars	77	Bud Abbott, Lou Costello, Mari Blanchard
May	317	The Lone Hand (Technicolor)	79½	Joel McCrea, Barbara Hale, Alex Nicol
May	318	Law and Order (Technicolor)	80	Ronald Reagan, Dorothy Malone, Preston Foster
May	319	It Happens Every Thursday	80	Loretta Young, John Forsythe
June	320	Column South (Technicolor)	84	Audie Murphy, Joan Evans , Robert Sterling,
June	321	Take Me To Town (Technicolor)	81	Ann Sheridan, Sterling Hayden
June	322	It Came From Outer Space (3D)	82	Richard Carlson, Barbara Rush
June	323	A Queen Is Crowned (Technicolor)	66	Narrated by Sir Laurence Olivier
July	325	All I Desire	79½	Barbara Stanwyck, Richard Carlson
July	324	Frances Covers the Big Town	86	Donald O'Connor, Nancy Guild
July	326	The Great Sioux Uprising (Technicolor)	80	Jeff Chandler, Faith Domerque
Aug.	327	Thunder Bay (Technicolor)	102	James Stewart, Joanne Dru, Gilbert Roland, Dan Duryea
Aug.	328	The Man From The Alamo (Technicolor)	79	Glenn Ford, Julia Adams
Aug.	329	Abbott and Costello Meet Dr. Jekyll and Mr. Hyde	77	Bud Abbott, Lou Costello, Boris Karloff
Sept.	331	The Stand at Apache River (Technicolor)	77	Stephen McNally, Julia Adams
Sept.	332	The Golden Blade (Tech.)	80½	Rock Hudson, Piper Laurie
Sept.	330	Wings of the Hawk (Tech.)	80½	Van Heflin, Julia Adams
Oct.	333	The All-American	83	Tony Curtis, Lori Nelson
Oct.	334	East of Sumatra (Tech.)	82	Jeff Chandler, Marilyn Maxwell

WARNER BROS.-FIRST NATIONAL

1952-53

Feb. 14th	212	The Jazz Singer (Technicolor)	107	Danny Thomas, Peggy Lee
Feb. 28th	213	I Confess	95	Montgomery Clift, Anne Baxter
Mar. 14th	214	She's Back on Broadway (Warnercolor)	95	Virginia Mayo, Gene Nelson
Mar. 28th	215	The Blue Gardenia	90	Anne Baxter, Richard Conte
Apr . 4th	216	Trouble Along The Way	110	John Wayne, Donna Reed, Charles Coburn
Apr. 18th	217	The System	90	Frank Lovejoy, Joan Wel-
Apr. 25th	218	The House of Wax (Warnercolor-3D-Natural Vision	88	Vincent Price, Phyllis Kirk, Frank Lovejoy
May 2nd	219	By the Light of the Silvery Moon (Tech.)	102	Doris Day, Gordon MacRae
May 30th	220	The Desert Song (Technicolor)	110	Kathryn Grayson, Gordon MacRae
June 13th	221	The Beast From 20,000 Fathoms	80	Paul Christian, Paula Raymond
June 27th	222	South Sea Woman	99	Burt Lancaster, Virginia Mayo
July 11th	223	The Charge at Feather River	96	Guy Madison, Frank Lovejoy, Helen Westcott
Aug. 1st	225	The Master of Ballantral	89	Errol Flynn, Beatrice Campbell
Aug. 15th	226	So This Is Love	101	Kathryn Grayson, Merv Griffin
Aug. 29th	224	Plunder of the Sun	82	Glenn Ford, Diana Lynn
Sept. 5th	301	Island In The Sky (Available with Warner-Phonic Sound)	109	John Wayne, Lloyd Nolan, Walter Abel
Sept. 19th	303	The Moonlighter Photographed in Natural Vision 3-Dimension	77	Barbara Stanwyck, Fred MacMurray
Sept. 26th	304	The Beggar's Opera Special Engagements Only (Color by Technicolor)	94	Laurence Olivier
Oct. 3rd	305	A Lion Is In The Streets... Color by Technicolor)	88	James Cagney, Barbara Hale, Anne Francis

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

1952-53

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	5414	Spies & Guys	2	April 9	16½
"	5415	He Popped His Pistol	2	May 14	16
"	5416	Loves A Poppin	2	June 11	16
Stooges	5404	Up In Daisy's Penthouse	2	Feb. 5	16½
"	5405	Booty and the Beast	2	Mar. 5	16
"	5406	Losse Loot	2	April 2	16
"	5407	Tricky Dicks	2	May 7	16
Color Favorites	5607	Tito's Guitar	1	Feb. 5	7
(Tech.) (Re-Issues	5608	Professor Small And Mr. Tall	1	Feb. 26	7½
"	5609	The Make Believe Revue	1	Mar. 12	10
"	5610	King Midas Junior	1	April 9	7
"	5611	A Helping Paw	1	May 7	7
"	5612	The Mad Hatter	1	May 28	7
"	5613	Mother Hen's Holiday	1	June 18	7
"	5614	The Dream Kids	1	July 9	7½
"	5615	The Rocky Road To Ruin	1	Aug. 6	8½
Comedy Favorites	5435	Yumpin' Yiminy	2	Mar. 19	17
(Re-Issues)	5436	Hot Water	2	July 16	18½
Assorted 2-Reel	5424	Gum Shoes	2	Feb. 19	21
Favorites	5425	Woo, Woo!	2	Mar. 12	16
"	5426	Calling All Fibbers	2	April 16	16½
World of Sports	5805	Trick Shot Artists	1	Feb. 26	10
"	5806	Legion At Bat	1	Mar. 26	10
"	5807	World's Championship Rodeo	1	May 21	10
"	5809	Dude Ranch Sports	1	July 23	.....
Screen Snapsots	5856	Mickey Rooney—Then and Now	1	Mar. 19	9½
"	5857	Ha! Ha! From Hollywood	1	April 23	9
"	5858	Hollywood's Great Comedians	1	May 14	9½
"	5859	Hollywood's Pair of Jacks	1	June 18	10½
"	5860	Out West in Hollywood	1	July 23	.....
Mr. Margo (Tech.)	5703	Safety Spin	1	May 21	7
"	5704	Magoo's Masterpiece	1	July 31	.....
Jolly Frolics	5503	Little Boy With a Big Horn	1	Mar. 26	7
"	5504	The Emperor's New Clothes	1	April 30	7
"	5505	Christopher Crumpet	1	June 25	7
Animal Cavalcade	5653	Greyhound Capers	1	July 30	.....
"	5654	The Three Big Bears	1	Aug. 27	.....
Thrills of Music	5954	Buddy Morrow & Orch.	1	Feb. 12	9½
"	5955	Les Elgart & Orch.	1	April 30	10
"	5956	Shorty Sherock & Orch.	1	June 4	8½
Candid Microphone	5553	No. 3	1	Feb. 19	10½
"	5554	No. 4	1	April 30	10½
"	5555	No. 5	1	June 11	10
Topnotchers	5901	Beyond the Frontier	1	June 11	10
"	5902	This Is Versailles	1	June 25	
Stooges 3-D	5440	Spooks	2	June 15	16
"	5441	Pardon My Backfire	2	Aug. 15	.....

1953-54

All Star	6411	Oh Say Can You Sue	2	Sept. 10	16
Stooges	6401	Rip, Sew & Stitch	2	Sept. 3	17
Color Favorites (Tech.) (Re-Issues)	6601	Carnival Courage	1	Sept. 3	7
Assorted-2-Reel Favorites	6421	Wife Decoy	2	Sept. 17	17
World of Sports	6801	Assault & Mat-tery	1	Sept. 24	.....
Screen Snapshots	6851	Hollywood Stuntmen	1	Sept. 17	.....
Thrills of Music	6951	George Towne & Orch.	1	Sept. 24	10
Candid Microphone	6551	No. 1	1	Sept. 10	.....

METRO-GOLDWYN-MAYER

1952-53

Cartoon (Tech.)	W-439	Jerry and Jumbo	1	Feb. 21	7
" "	W-440	Cobs and Robbers	1	Mar. 14	6
" "	W-441	Johann Mouse	1	Mar. 21	8
" "	W-442	Little Johnny Jet	1	Apr. 18	7
" "	W-443	That's My Pup	1	Apr. 25	7
" "	W-444	Heir Bear	1	May 30	6
" "	W-445	TV of Tomorrow	1	June 6	7
" "	W-446	Wee Willie Wildcat	1	June 20	7
Pete Smith Spec.	S-455	The Mosconi Story	1	Feb. 7	10
"	S-456	Aquatic Kids	1	Feb. 14	8
" "	S-457	Travel Quiz (Tech.)	1	Apr. 25	9
" "	S 458	The Postman	1	May 30	10
" "	S-459	Dogs 'N Ducks	1	June 27	10
" "	S-460	Ancient Cures	1	July 11	8
Gold Medal Reprint (Cartoons (Tech.)	W-463	Tee For Two	1	Feb. 14	7
"	W-464	Quiet Please	1	Mar. 28	8
"	W-465	Red Hot Riding Hood	1	May 2	7
"	W-466	Flirty Birdy	1	July 4	7
Fitzpatrick Travel Talks	T-415	Beautiful Bavaria	1	Apr. 4	9
"	T-416	Johannesburg—City of Gold	1	May 16	8
"	T-417	Delightful Denmark	1	June 27	8
"	T-418	Copenhagen—City of Towers	1	July 18	9
Prophecies of Nostradamus	R-421	Nostradamus Says So!	1	Jan. 31	11
"	R-422	Let's Ask Nostradamus	1	June 6	10
"	R-423	Nostradamus & The Queen	1	Aug. 29	10

PARAMOUNT

1952-53

Sportlight	R12-6	Sport Car Racing	1	Feb. 27	9
"	R12-7	Untitled	1	Apr. 10	9
"	R12-8	Tme Sporting British Indies	1	May 1	9
"	R12-9	Green Mountain Speedsters	1	June 5	10
"	R12-10	Flying Horseshoes	1	June 12	7
"	R12-11	Wee Water Wonders	1	July 10	9
"	R12-12	Collegiate Circus Champs	1	Aug. 14	9
Topper	M12-4	Animal Hotel	1	Feb. 6	10
"	M12-3	The Little Expert on Horse & Buggy Days	1	Apr. 24	10
"	M12-5	Here He Goes	1	May 1	10
"	M12-6	Bear Crazy	1	May 29	10
Popeye (Tech.)	E12-2	Child Sockology	1	Mar. 27	6
"	E12-5	Popeye's Mirthday	1	May 22	6
"	E12-6	Toreadorable	1	June 12	9
"	E12-7	Baby Wants a bottle	1	July 24	9
"	E12-8	Firemen's Brawl	1	Aug. 21	9
Herman & Katnip (Tech.)	H12-2	Of Mice And Magic	1	Feb. 20	7
"	H12-3	Herman The Catoonist	1	May 15	7
"	H12-4	Drinks on the Mouse	1	Aug. 28	7
Pacemaker	K12-4	High School Hi Jinks	1	Mar. 20	10
"	K12-5	Call Me Skinny	1	June 26	10
"	K12-6	Hurricane Hunters	1	Aug. 7	10
Casper (Tech.)	B12-2	Frightday The 13th	1	Feb. 13	7
"	B12-3	Spook No Evil	1	Mar. 13	7
"	B12-4	North Pal	1	May 29	7
"	B12-5	By the Old Mill Scream	1	July 3	7
"	B12-6	Little Boo Peep	1	Aug. 28	7
Kartune (Tech.)	X12-3	Philharmaniacs	1	Apr. 3	7
"	X12-4	Aero-Nuties	1	May 8	7
"	X12-5	Invention Convention	1	June 9	7
"	X12-6	No Place Like Home	1	July 31	7
Noveltoon (Tech.)	P12-3	Starting From Hatch	1	Mar. 6	7
"	P12-4	Winner By a Hare	1	Apr. 17	7
"	P12-5	Better Bait Than Ever	1	June 5	7
"	P12-6	Surf Bored	1	July 17	7

1953-54

Cartoon (Tech.)	S13-1	The Wee Men	1	Oct. 2	10
"	S13-2	The Enchanted Square	1	Oct. 2	10
"	S13-3	Cheese Burglar	1	Oct. 2	7
"	S13-4	The Stupidstitious Cat	1	Oct. 2	7
"	S13-5	Much Ado About Mutton	1	Oct. 2	8
'(	S13-6	Naughty But Mice	1	Oct. 2	7
Headliner	A13-1	Tuna	1	Oct. 2	9
"	A13-2	Timber Athletes	1	Oct. 2	9
"	A13-3	Try And Catch Me	1	Oct. 2	9
"	A13-4	Who's Who in Animal Land	1	Oct. 2	10
"	A13-5	Bundle From Brazil	1	Oct. 2	10
"	A13-6	Broncs and Brands	1	Oct. 2	9
Popeye (Tech.)	E13-1	Popeye, The Ace of Space (3-D)	1	Oct. 2	7
"	E13-2	Shaving Muggs	1	Oct. 9	.....
Pacemaker	K13-1	The Spirit of Seventy	1	Oct. 2	9
Sportlight	R13-1	Rocky Mountain River Thrills	1	Oct. 2	9
Topper	M13-1	Rowdy Raccoons	1	Oct. 2	10
Caspar (Tech.)	B13-1	Do Or Diet	1	Oct. 16	.....

RKO-RADIO

1952-1953

Edgar Kennedy (Re-issues)	33506	Mother-in-Law's Day	2	Feb. 6	20
Leon Errol (Re-issues)	33706	Home Work	2	Jan. 23	19
Walt Disney Cartoons (Tech.)	34106	Father's Day Off	1	Mar. 28	7
"	34107	The Simple Things	1	Apr. 18	7
"	34108	For Whom The Bulls Toll	1	May 9	7
"	34109	Don's Fountain of Youth	1	May 30	7
"	34110	Father's Week End	1	June 20	7
"	34111	How to Dance	1	July 11	6
"	34112	The New Neighbor	1	Aug. 1	.....
Sportscopes	34311	Fighting Fins	1	Feb. 6	8
"	34312	Seaside Sports	1	Feb. 27	8
"	34313	Quebec Camera Hunt	1	Mar. 20	8
Screenliners	34212	Mountain Movers	1	Feb. 20	9
"	34213	Britain's Skyblazers	1	Mar. 13	8
Specials	33107	Transatlantic Hop	2	Feb. 27	15
"	33108	Escape to Freedom	2	Mar. 27	16
"	33109	Tower of Destiny	2	May 22	15
Sports Specials	33801	Basketball Highlights	2	Apr. 17	15
True Life Adventures (Tech.)	32901	Bear Country	3	Feb. 20	33
Comedy Specials	33402	Half-Dressed for Dinner	2	Mar. 6	15
Gil Lamb Comedies	33603	Baby Makes Two	2	Feb. 27	17
"	33604	Pardon My Wrench	2	Mar. 13	16
People and Places	32801	The Alaskan Eskimo	3	Apr. 10	27

1953-54

RKO-Pathe Specials	43101	Shark Killers	2	Oct. 2	15
My Pal (Re-Release)	43201	My Pal	2	Aug. 7	22
"	43202	Pal's Adventure	2	Sept. 4	20
Ray Whitley (Re-Release)	43401	A Western Welcome	2	Aug. 21	18
"	43402	Rhythm Wranglers	2	Sept. 10	19
Edgar Kennedy (Re-Release)	43501	Unlucky Dog	2	Aug. 7	15
"	43502	Trouble or Nothing	2	Aug. 21	18
"	43503	Wall Street Blues	2	Sept. 4	17
"	43504	Motor Maniacs	2	Sept. 18	18
"	43505	Do or Diet	2	Oct. 2	18
"	43506	Heading For Trouble	2	Oct. 16	18
Leon Errol (Re-Release)	43701	Gem Jams	2	July 31	18
"	43702	He Forget to Remember	2	Aug. 14	17
"	43703	Birthday Blues	2	Aug. 28	17
"	43704	Let's Go Stepping	2	Sept. 11	17
"	43705	It Shouldn't Happen to a Dog	2	Sept. 25	18
"	43706	Maid Trouble	2	Oct. 9	18
Specials (Technicolor)	43301	Prowlers of the Everglades	3	Aug. 14	3
Specials (Eastman-Color)	43001	Holiday Island	2	Aug. 14	12
Walt Disney (Technicolor)	44101	Football (Now and Then)	1	Oct. 2	7
"	44102	Rugged Bear	1	Oct. 23	6
Mickey House Re-Release (Tech.)	44801	Mickey's Birthday Party	1	Aug. 8	8
"	44802	The Pointer	1	Aug. 21	8
"	44803	Tiger Trouble	1	Aug. 28	7

SHORT SUBJECT RELEASES (CONTINUED)

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
"	44804	The Nifty Nineties	1	Sept. 4	7
"	44805	Mr. Mouse Takes a Trip	1	Sept. 11	8
"	44806	The Whalers	1	Sept. 18	8
Sportscopes	44301	Ben Hogan	1	Sept. 4	8
"	44302	Bat Boy	1	Oct. 2	8
"	44303	Best In Show	1	Oct. 30	8
Screenliners	44201	Running the Red Blockade	1	Sept. 18	8
"	44202	Herring Hunt	1	Oct. 16	8

REPUBLIC

Serial	5182	Radar Men From The Moon	12 Ep.		
"	5184	Nyoka and the Tigermen (Re-release of "Perils of Nyoka")	15 Ep.		
"	5281	Zombies of the Stratosphere	12 Ep.		
"	5282	Dick Tracy vs. Phantom Empire (Formerly titled "Dick Tracy vs. Crime")	15 Ep.		
"	5283	Jungle Drums Of Africa	12 Ep.		
"	5284	Return of Captain Marvel (Formerly titled "Adventure of Captain Marvel)	12 Ep.		
"	5381	Canadian Mounties vs. Atomic Invaders	12 Ep.		
Short Subjects	5188	Ceylon	1	Mar. 1	9
" "	9221	City of Destinv	1	Apr. 1	9
" "	9222	Singapore	1	June 1	9
" "	9223	Germany	1	Aug. 1	9
" "	9224	Japan	1	Oct. 1	8
Commando Cody Adventures	5268	Enemies of the Universe	3	Mar. 28	30
"	5269	Atomic Peril	3	Mar. 28	30
"	5270	Cosmic Vengeance	3	Apr. 28	30
"	5271	Nightmare Typhoon	3	May 28	30
"	5272	War of the Space Cadets	3	June 19	30
"	5273	Destroyer of the Sun	3	June 26	30
"	5274	Robot Monster of Mars	3	July 3	30
"	5275	Hydrogen Hurricane	3	July 10	30
"	5276	Solar Sky Riders	3	July 17	30
"	5277	S.O.S. Ice Age	3	July 24	30
"	5278	Lost In Outer Space	3	July 31	30
"	5279	Captives of the Zero Hour	3	Aug. 7	30

TWENTIETH CENTURY-FOX

1953

Terrytoon (Tech.)	5301	Mighty Mouse in a Soap Opera	1	January	7
" "	5302	Terry Bears in Thrifty Cubs	1	January	7
" "	5327	The Owl and the Pussy Cat (Re-Release)	1	January	7
" "	5303	Heckle and Jeckle the Talking Magpies in Hair Cut-Ups	1	February	7
" "	5304	Dinkly in Wise Quacks	1	February	7
" "	5328	Slap Happy Hunters (Re-Release)	1	February	7
" "	5305	Little Roquefort in Mouse Meets Bird	1	March	7
" "	5306	Terry Bears in Snappy Snapshots	1	March	7
" "	5307	Mighty Mouse in Hero For a Day	1	March	7
" "	5308	Heckle and Jeckle the Talking Magpies in Pill Peddlers	1	April	7
" "	5309	Dinky in Featherweight Champ	1	April	7
" "	5329	Happy Circus Days (Re-Release)	1	April	7
" "	5310	Little Roquefort in Playfull Puss	1	May	7
" "	5311	Terry Bears in Plumber's Helpers	1	May	7
" "	5330	Neck & Neck	1	May	7
" "	5312	Mighty Mouse in Hot Rods	1	June	7
" "	5313	Heckle and Jeckle the Talking Magpies in Ten Pin Terrors	1	June	7
" "	5314	Dinky in the Orphan Egg	1	June	7
" "	5315	Little Roquefort in Friday the 13th	1	July	7
" "	5316	Mighty Mouse in When Mouse-hood Was in Flower	1	July	7
" "	5317	Terry Bears in Open House	1	August	7
" "	5318	Heckle & Jeckle the Talking Magpies in Bargain Daze	1	August	7
" "	5319	Aesops Fables. Sparky, The Firefly	1	September	7
" "	5320	Little Roquefort In Mouse Menace	1	September	7
" "	5321	Teddy Bears in the Relucant	1	October	7
" "	5322	Dimwit in How to Keep Cool	1	October	7
" "	5323	Dinky In the Timid Scarecrow	1	November	7
" "	5324	Heckle & Jeckle The Talking Magpies in Log Rollers	1	November	7
" "	5325	Mighty Mouse in Spare the Rod	1	December	7
" "	5326	Terry Bears in Growing Pain	1	December	7
Lew Lehr (Re-Release)	9381	Untitled	1	April	10
"	9382	Grunters and Groaners	1	July	10
Movietone (New Camera)	6301	Breath of Disaster	1	April	.....
"	6302	Epic Drama	1	March	.....
"	6303	Untitled	1	June	.....
"	6304	Untitled	1	August	.....
"	6305	Untitled	1	September	
"	6306	Untitled	1	November	
"	3307	Sports Immortal (re-release)	1	July	10
Sport	3301	Gridiron Goliaths	1	February	.....
"	3302	Football Roundup	1	June	9
"	3303	Morning Light	1	July	9
"	3304	Untitled	1	October	
"	3305	Untitled	1	December	
"	3306	Untitled	1	August	.....

UNIVERSAL

1952-53

Musical Featurette	8303	The Modernaires with Lawrence Welk's Orchestra	2	Jan. 1	15
" "	8304	Andy Russell and Della in 'House Party'	2	Mar. 12	15
" "	8305	Les Brown & His Orchestra in 'Crazy Frolic'	2	Apr. 9	15
" "	8306	Harry James and his Music Makers	2	May 17	14
" "	8307	Music on the Double	2	May 28	18
" "	8308	Surprising Suzie	2	July 3	15
Special	8203	The World's Most Beautiful Girls	2	Feb. 1	17
A Two-Reel Special	8201	Out Of The Earth	2	Feb. 10	18
Variety View	8342	Get A Horse	1	Jan. 26	9
"	8343	Sky Police	1	Mar. 9	9
"	8344	Deadly Drums	1	May 4	10
"	8345	Bolivar Bonanza	1	Sept. 7	9
"	8346	Behind the Wall	1	Sept. 24	10
The Earth and its Peoples	8364	Ports of Industrial Scandinavia	2	Jan. 26	21
"	8365	The Po River Valley	2	Feb. 23	20
"	8366	Sheep Ranch Country	2	Mar. 3	20
"	8367	Cross Section of Central America	2	Apr. 20	21
"	8368	Factories, Mines & Waterways	2	May 18	21
"	8369	British Trade and Industry	2	June 15	21
"	8370	Farmer-Fisherman	2	July 13	21
"	8371	The Lumber States	2	Aug. 10	21
Woody Woodpecker Cartune (Tech.)	8322	What's Sweepin'?	1	Jan. 5	6
"	8323	The Dog Who Cried Wolf	1	Mar. 23	6
"	8324	Buccaneer Woodpecker	1	Apr. 20	6
"	8325	The Mouse and the Lion	1	May 11	6
"	8326	Operation Sawdust	1	June 15	6
"	8327	The Flying Turtle	1	June 29	6
"	8328	Wrestling Wrecks	1	July 20	6
"	8329	Maw and Paw	1	Aug. 10	6
"	8330	Belle Boys	1	Sept. 14	6
"	8331	The Hypnotic Hick	1	Aug. 26	6
Color Parade	8381	Fiesta Frolics	1	June 8	9
"	8382	King of the Sky	1	July 15	10
"	8383	Calypso Carnival	1	Aug. 10	9½

VITAPHONE

1952-53

Tecnhicolor Specials	9005	Thar She Blows	2	Mar. 7	17
"	9006	Under The Big Top	2	Apr. 25	17
"	9007	America For Me	2	May 30	17
"	9008	Where The Trade Wind Plays	2	July 4	20
Featurettes	9104	Star in the Night	2	Mar. 21	20
"	9105	Plantation Melodies	2	May 16	20
"	9106	Looking At Life	2	July 18	20
Blue Ribbon Cartoons (Tech.)	9305	Tale of Two Mice	1	Jan. 10	7
"	9306	Bashful Buzzard	1	Feb. 7	7
"	9307	The Country Mouse	1	Mar. 14	7
"	9308	Little Dutch Plate	1	Apr. 11	7
"	9309	Ain't That Ducky	1	May 2	7
"	9310	Mighty Hunters	1	June 13	7
"	9311	The Fighting 69½	1	July 11	7
"	9312	Sniffles Takes A Trip	1	Aug. 1	7
"	9313	Wacky Wild Life	1	Aug. 29	7
Joe McDoakes Comedy	9404	So You Want A Television Set	1	May 23	10
"	9405	So You Want To Learn To Dance	1	Mar. 28	10
"	9406	So You Have Your Dog	1	Aug. 1	10
Sports Parade	9504	Sporting Courage	1	Jan. 31	9
"	9505	Birthplace of Hockey	1	Feb. 28	9
"	9506	Cheyenne Days	1	Apr. 4	9
"	9507	Yo Ho Wonder Valley	1	May 9	9
"	9508	Desert Killer	1	June 27	9
"	9509	Ride A White Horse	1	July 25	9
"	9510	A Danish Sport Delight	1	Aug. 15	9
Vitaphone Novelties	9605	Here We Go Again	1	Feb. 14	10
"	9606	Head Over Heels	1	June 20	10
"	9607	The Spirit of West Point	1	Aug. 8	10
M.M. Cartoons (Tech.)	9710	Kiss Me Cat	1	Feb. 21	7
"	9711	Duck Anuck	1	Feb. 28	7
"	9712	A Peck O' Trouble	1	Mar. 28	7
"	9713	Fowl Weather	1	Apr. 4	7
"	9714	Muscle Tussle	1	Apr. 18	7
"	9715	Ant Pasted	1	May 9	7
"	9716	Much Ado About Nutting	1	May 23	7
"	9717	There Auto Be A Law	1	June 6	7
"	9718	Tom-Tom Tomcat	1	June 27	7
"	9719	Wild Over You	1	July 11	7
"	9720	Duck Dodgers In the 24½ Century	1	July 25	7
"	9721	Plop Goes The Weasel	1	Aug. 22	7
"	9722	Cat-Tails For Two	1	Aug. 29	7
Bugs Bunny Specials (Tech.)	9726	Forward, March Hare	1	Feb. 14	7
"	9727	Upswept Hare	1	Mar. 14	7
"	9728	Southern Fried Rabbit	1	May 2	7
"	9729	Hare Trimmed	1	June 20	7
"	9730	Bully For Bugs	1	Aug. 8	7
Melody Master (Bands (Re-issues)	9804	Ozzie Nelson & His Orch.	1	Apr. 18	9
"	9805	Vincent Lopez & Orch.	1	June 6	9
"	9806	Spade Corley Band	1	Aug. 22	9

1953-54

Technicolor Specials	1001	Gone Fishin	2	Sept. 12	17
"	1002	Romance of Louisiana	2	Oct. 10	13
Featurettes	1101	Minstrel Days	2	Sept. 26	20
Blue Ribbon Cartoons (Tech.)	1301	Old Glory	1	Sept. 12	7
"	1302	Walky, Talky Hawky	1	Oct. 17	7
Joe McDoakes Comedy	1401	So You Think You Can't Sleep	1	Oct. 31	10
Sports Parade (Tech.)	1501	Royal Mounties	1	Sept. 19	9
"	1502	Sea Sports of Tahiti	1	Oct. 24	9
Vitaphone Novelties	1601	Hit 'lm Again	1	Sept. 5	10
"	1602	Say It With Spills	1	Oct. 24	10
M. M. Cartoons (Tech.)	1701	A Street Cat Named Sylvester	1	Sept. 5	7
"	1702	Zipping long	1	Sept. 19	7
"	1703	Easy Peckin's	1	Oct. 17	7
"	1704	Catty Cornered	1	Oct. 31	7
Bugs Bunny Specials (Tech.)	1723	Duck! Rabbit, Duck!	1	Oct. 3	7
Melody Master Bands	1801	Desi Arnaz & Band	1	Oct. 3	9

"ALL THE DRIVE OF A .45 SLUG!" —*Time Magazine*

SOL LESSER presents

Vice Squad







EDWARD G. ROBINSON

PAULETTE GODDARD

WITH

K. T. STEVENS · PORTER HALL

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Produced by JULES V. LEVY and ARTHUR GARDNER

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THE EVIDENCE IS CONCLUSIVE:

"IT'S A SMASH!"

EXHIBIT A

DETROIT — Fox — ***HOLDOVER! FIRST WEEK BEAT "AFRICAN QUEEN"!***

EXHIBIT B

CINCINNATI — Capitol — ***HOLDOVER! YEAR'S BIGGEST GROSSER!***

EXHIBIT C

PHILADELPHIA — Goldman — ***3 SMASH WEEKS!***

EXHIBIT D

CLEVELAND — Loew's State — ***TOP BUSINESS!***

EXHIBIT E

BUFFALO — Shea's Buffalo — ***SENSATIONAL!***

EXHIBIT F

SAN FRANCISCO — Golden Gate — ***TERRIFIC GROSSES!***

Another BIG ONE thru

UA

THE Independent FILM JOURNAL

DEVOTED *to the* BEST INTERESTS *of the* MOTION PICTURE INDUSTRY

In this issue

WS

G-M PLEDGES 40 FEATURES

A BOASTS TOP
ET REGISTRATION

CORD BALLY SET
26 FOX PIX

VE TO INFLUENCE
ODUCTION SPRINGS
OM ALLIED CONCLAVE

IED WANTS RENTALS
ITRATED, PRE-RELEASES
OHIBITED, BIDDING OPTIONAL

EWS
es 10, 14, 17

LOITATION
s 18, 20

, No. 7 **October 17, 1953**

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TRAGIC BLUNDER

EXHIBITORS operating both national release theatres and subsequent-runs are looking forward to the future — the immediate *product* future—with a great deal of apprehension and misgiving.

The next six months look bad. Theatres have used up practically all available product and are scrounging for more at the bottom of the barrel—but there just isn't enough to go around.

The immediate future looks ominous and there is genuine reason for concern. Some of the theatres are exhibiting inferior films—pictures that many exhibitors would not ordinarily play except out of desperation.

(See Page 3)

THE BIG NEWS

THE BIG HIT!



KISS ME KATE

THEATRE TRADE SHOWS—OCT. 26

Important To Read This!

We have planned the Theatre Trade Shows of M-G-M's marvelous color musical "KISS ME KATE" in a manner suited to the stature of this famed musical hit of two continents.

The Theatre Trade Shows make it possible for showmen to see how "KISS ME KATE" is presented in both 3-D and flat, with wide screen and stereophonic sound, in full color glory.

At the Theatre Trade Shows, with audiences, you will realize how M-G-M, creator of the screen's greatest musicals, has immortalized another great stage property in a screen production rich with its famed songs, eye-filling in its spectacular beauty, Big in its renowned entertainment qualities. See it and enter M-G-M's "Lucky 7" showmanship contest for Big Money Prizes!

M-G-M presents "KISS ME KATE" starring Kathryn Grayson • Howard Keel • Ann Miller • with Keenan Wynn • Bobby Van • James Whitmore • Kurt Kasznar • Screen Play by Dorothy Kingsley • Based upon the play produced on the stage by Lemuel Ayers and Arnold Saint Subber • Music and Lyrics by Cole Porter • Play by Samuel and Bella Spewack • Photographed in Ansco Color • Print by Technicolor Directed by George Sidney • Produced by Jack Cummings

THE COMING INDUSTRY EVENT IS M-G-M's FIRST CINEMASCOPE PRODUCTION
"KNIGHTS OF THE ROUND TABLE" *(Technicolor)*

October 17, 1953
Vol. 32 No. 7

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Audiences are driven away from the theatre to other entertainment pursuits when there is no show to be seen. But theatres must keep the projectors turning to maintain a continuity of operation even though bad product will not make for good patronage.

The reduction in the number of pictures produced will not be as alarming as it now appears when each picture is invested with top production values and does not require a crutch to stand on its own. And when the main feature is in and of itself strong enough to hold a show together, the elimination of the double feature will be automatic.

However, the product shortage is serious and points up a tragic gap in the relationship between exhibition, distribution and production. While the film companies are readjusting their schedules in the light of the new techniques, they are losing sight of the boxoffice need for a regular flow of pictures.

During the next three months, release schedules for all companies combined indicate a drop of approximately 30 percent. That means there will be seven pictures for every ten that were available last year . . . and the situation will get worse before it gets better.

This is a grave blunder on the part of the film companies. Thousands of theatre owners are struggling to remain in business until tax relief is granted and are hanging on by their bootstraps. By not making sufficient releases available, distribution is depriving them of this support.

What's to be done? There are many film companies that have substantial inventories of completed film. These backlogs should be released to augment the distribution schedules. The market can absorb them with better results than rain in ending drought.

Disappointment

Greatest disappointment of the recently concluded Allied convention was its rejection of arbitration with a resolution which stated that there was no practical benefit to Allied members in any plan which did not provide for the arbitration of film rentals. which countenanced pre-releases and did not prohibit bidding except on written demand of an interested exhibitor.

This is a terrible blow to constructive forces in the industry which are seeking to establish an arbitration system that will minimize industry strife and litigation.

Just about ten months ago, Allied rejected the draft of an arbitration plan prepared by distributor counsel and emphasized a future reliance on "legal means."

Has this policy borne any fruit? There is no doubt that exhibitor complaints with respect to onerous trade practises have merit—but there must be a beginning. Half a loaf is better than none and that applies equally to all branches of the industry.

The last arbitration draft contained many provisions for exhibition on the "plus side." Allied's policy statement at that time indicated that it would yield to none in its devotion to the concept of arbitration. It would appear that Allied, in the interests of exhibition, might have voted for renewal of the arbitration meetings to explore the narrowed areas of disagreement.

Magical Million Mark

Two recently released motion pictures passed the magical million mark in their initial engagements at Broadway showcases this week. Twentieth Century-Fox's "The Robe" encountered this figure with total grosses for the first four weeks of its run at the Roxy Theatre. The $1,000,000 mark was reached, then surpassed, as the first CinemaScope feature broke all records ever established at that house.

At the Capitol Theatre, where "From Here to Eternity" was holding strong, the 1,000,000th ticket for the run of the Columbia feature was sold. The event occurred during the 11th week of an engagement that has broken every record in the 24 year history of the theatre.

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M-G-M Pledges 40 Features; CinemaScope, 3-D For Many

A basic minimum of 40 features, including a number in CinemaScope and in 3-D, will be released in the coming year by M-G-M. Almost all in the line-up will be in color while about 18 to 20 of the total will have been photographed for wide-screen projection and scored with stereophonic sound.

Latter grouping of pictures with new techniques is expected to be completed by next August. All others have been reported completed and awaiting release.

Heading the list of films to be made in 1954 is a major production of "Ben Hur," which the company plans to make in CinemaScope as one of its "most ambitious projects for the year."

Films already completed but not yet scheduled for release are:

"KNIGHTS OF THE ROUND TABLE," company's first CinemaScope production, starring Robert Taylor and Ava Gardner.

"THE GREAT DIAMOND ROBBERY," produced by Edwin H. Knopf; directed by Robert Z. Leonard; starring Red Skelton and Cara Williams.

"GIVE A GIRL A BREAK," Technicolor; produced by Jack Cummings; directed by Stanley Donen; starring Marge and Gower Champion.

Other Films Completed

"SAADIA," Technicolor; produced and directed by Albert Lewin; starring Cornel Wilde and Mel Ferrer.

"THE LONG, LONG TRAILER," Technicolor; produced by Pandro S. Berman; directed by Vincente Minnelli; starring Lucille Ball and Desi Arnaz.

"CREST OF THE WAVE," produced and directed by the Boulting Bros.; starring Gene Kelly and Jeff Richards.

"RHAPSODY," Technicolor; produced by Lawrence Weingarten; directed by Charles Vidor; starring Elizabeth Taylor and Vittorio Gassman.

"GYPSY COLT," Ansco-Color; produced by William Grady, Jr.; directed by Andrew Marton; starring Donna Corcoran and Frances Dee.

"TENNESSEE CHAMP," Ansco-Color; produced by Sol Baer Fielding; directed by Fred M. Wilcox; starring Shelley Winters and Dewey Martin.

"INVITATION TO THE DANCE," Technicolor; produced by Arthur Freed; directed by and starring Gene Kelly.

"FLAME AND THE FLESH," Technicolor; produced by Joe Pasternak; directed by Richard Brooks; starring Lane Turner and Pier Angeli.

Currently shooting are:

"EXECUTIVE SUITE," produced by John Houseman; directed by Robert Wise; starring William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pigeon and Shelley Winters.

"ROSE MARIE," being filmed in CinemaScope and color; produced by Arthur Hornblow, Jr., and Weingarten; directed by Mervyn LeRoy; starring Ann Blyth and Howard Keel.

"HER TWELVE MEN," Ansco-Color; produced by Houseman; directed by Robert Z. Leonard; starring Greer Garson and Robert Ryan.

Properties listed by Dore Schary, head of production, for future filming before Aug., 1954 include:

"THE TRUE AND THE BRAVE," to be directed by Gottfried Reinhardt; starring Clark Gable and Lana Turner.

"PANTHER SQUADRON 8," to be produced by Henry Berman; directed by Marton; starring Van Johnson and Dewey Martin.

"BAD DAY AT BLACK ROCK," to be produced by Charles Schee; directed by Brooks; starring Spencer Tracy.

"VALLEY OF THE KINGS," to be directed by Robert Pirosh; starring Robert Taylor and Eleanor Parker.

"BRIGADOON," to be produced by Freed; directed by Minnelli; starring Gene Kelly and Cyd Charisse.

Listed For Production

"THE STUDENT PRINCE," to be produced by Pasternak; directed by LeRoy; starring Ann Blyth and Edmund Purdom.

"7 BRIDES FOR 7 BROTHERS," to be produced by Cummings; directed by Stanley Donen; starring Jane Powell and Howard Keel.

"BEAU BRUMMEL," to be produced by Sam Zimbalist; directed by Curtis Bernhardt; starring Stewart Granger and Elizabeth Taylor.

"DEEP IN MY HEART," to be produced by Roger Edens; directed by Donen; starring Jose Ferrer.

"THE GLASS SLIPPER," to be produced by Edwin Knopf; starring Leslie Caron.

"MOONFLEET," to be produced by Houseman; starring Stewart Granger.

"KING'S THIEF," to be produced by Knopf.

"GREEN FIRE," to be produced by Armand Deutsch; directed by Richard Thorpe; starring Clark Gable and Eleanor Parker.

"SCARLET COAT," to be produced by Nicholas Nayfack; starring Robert Taylor and Michael Wilding.

"MY MOST INTIMATE FRIEND," to be produced by George Wells; directed by Sidney Sheldon; starring Lana Turner and Ava Gardner.

"ATHENA," to be produced by Pasternak; directed by George Sidney; starring Esther Williams and Janet Leigh.

Planned For Filming

"QUENTIN DURWARD," to be produced by Berman; directed by Thorpe.

"LOVE ME OR LEAVE ME," to be produced by Pasternak; starring Jane Powell.

"ST. LOUIS WOMAN," to be produced by Freed; directed by Sidney; starring Ava Gardner, Gene Kelly and Frank Sinatra.

"GALVESTON FLOOD," to be produced by Herman Hoffman.

"MANY RIVERS TO CROSS," to be produced by Cummings; starring Robert Taylor and Eleanor Parker.

"FRENCH QUARTER," to be produced by Freed; directed by Minnelli; starring Fred Astaire and Dolores Gray.

"HIT THE DECK," to be produced by Pasternak; starring Jane Powell and Debbie Reynolds.

"ONE MORE TIME," to be produced by Deutsch; directed by George Cukor; starring Eleanor Parker.

"THE PARIS STORY," to be produced by Sam Zimbalist; starring Ava Gardner.

"MONTMARTRE," to be produced by Houseman; directed by Sidney; starring Leslie Caron and Cyd Charisse.

Ozoner CinemaScope Nearing Perfection

CinemaScope for drive-ins appeared one step closer this week on the heels of the disclosure by Earl Sponable, 20th Century-Fox research head, that his company had acquired an improved extra-powerful carbon-arc light which reportedly can deliver the supplementary illumination needed for the new medium in ozoners.

Sponable told the SMPTE convention that the illumination comes from a variation on the lamp developed for Eidophor, large-screen color TV system. He said the lamp will be tested at a drive-in soon. Light, called the Super Ventarc, was developed with the help of National Carbon by a Zurich firm headed by Dr. Edgar Gretener.

Para Managers Analyze Product, Market Trends; Release 3-D Pix In 2-D

Current and future product along with market conditions and promotional developments were analyzed this week at a five-day meeting of Paramount division managers and home office executives. Presiding was A. W. Schwalberg, Paramount Film Distributing Corp. prexy.

Schwalberg announced at the meeting that because of the many requests from exhibitors and exhibitor organizations, Paramount is making available immediately prints on "Sangaree," "Those Redheads From Seattle" and "Flight To Tangier" for both 2-D and 3-D exhibition.

Speakers included Barney Balaban, Paramount prexy; E. K. (Ted) O'Shea, vice-prexy of Paramount Film Distributing Corp., and Jerry Pickman, Para vice-prexy in charge of advertising, publicity and exploitation. Latter conducted special sessions on promotion.

TOA Boasts Top Meet Registration

Annual convention of Theatre Owners of America, set for the Conrad Hilton Hotel, Chicago, Nov. 1-5, in conjunction with the annual TESMA trade show, will have a record attendance, according to TOA officials. Along with registrations from 150 leading exhibitors and equipment manufactnrers, acceptances have been received by TOA from top executives of major and independent production and distributing companies.

Top motion picture theatre concessions officials and leading concessions manufacturers will convene also at the convention and trade show, it was reported this week by Abe Z. Bloom, TOA concessions committee chairman.

Forum Scheduled

Most important phases of the convention, according to Alfred Starr, president, will probably be the TESMA-TOA theatre equipment and new processes forum and the theatre concessions buyers and supervisors general meeting.

Starr reported that "trade practices also will receive a lion's share of attention . . . including arbitration, film rental, print shortages, Senate Small Business Committee hearings, and other subjects that have become serious problems for the exhibitors of the nation."

The TOA president announced also that General James A. Van Fleet has accepted an invitation to be the principal speaker.

Selling Plans On Current, Future Columbia Films Mulled By Division Execs

Discussion of distribution plans both for forthcoming top product and films already in release highlighted the two-day division managers meet held late this week in New York by Columbia Pictures. New releases garnering the attention of the delegates, presided over by A. Montague, general sales manager, were headed by "Miss Sadie Thompson," 3-D Technicolor feature.

Other new films considered were: "It Should Happen to You," Judy Holliday starrer, and "The Caine Mutiny," Stanley Kramer's Technicolor film.

Features on which further distribution and liquidation plans were discussed include "From Here to Eternity," 'The Big Heat," "Salome," "Gun Fury," "Paratrooper" and "Hot Blood."

Warner District Leaders Discuss Late '54 Product

CHICAGO.—Ben Kalmenson, Warner Bros. vice-president in charge of distribution, presided over a two-day sales meeting of the company's district managers this week at the Blackstone Hotel. Warner product for release during the next four months highlighted the conferences.

Films discussed included "So Big," "Calamity Jane," "Hondo," "The Beggar's Opera," "Thunder Over the Plains," "The Eddie Cantor Story," The Phantom Ape," The Diamond Queen," "The Boy From Oklahoma," "Three Sailors and a Girl" and "His Majesty O'Keefe."

Washington Briefs

Review "M" Censorship

The fight against film censorship took on new steam this week when the Supreme Court agreed to hear arguments put by Superior Films, distributors of the feature "M," claiming that Ohio censorship of the film is discriminatory. This claim is being supported by the fact that television showings of the film are not subject to prior censorship. The plaintiff questions the constitutionality of the prior censorship statutes, calling them "without definable limit." Superior refused to submit the film to the state's Education Dept. for approval at $3 a reel, claiming law restrains freedom of expression, which it taxes.

Uphold Sunday Closings

The Supreme Court this week refused to review lower court decisions granting the city of Charlotte, N.C., the right to close film theatres and other amusement activities during specified Sunday hours. Drive-in owner Charles McGee had complained that the Charlotte ordinance forbidding Sunday films before 1:30 p.m. and between 6:30 p.m. and 9:30 p.m. is an unconstitutional attempt to legislate people into churches. The Supreme Court ruled that no Federal question is involvd.

Seek Give-Away Reversal

The legality of give-away radio and television programs will be argued before the Supreme Court in a case in which the FCC will seek a reversal of the court's previous stand. The high court had judged such programs permissable as long as they do not require contestants to spend money or to have in their possession a sponsor's product.

Tax Collections Up

July admission tax collections, reflecting June box office, were the highest for any month in 1953 with a total of $28,152,118 compared to $28,369,934 during the corresponding month last year.

Record Bally Set For 26 Fox Pix In CS, Regular

Policy disclosures concerning production, promotion and theatre equipment supply were broached by 20th Century-Fox at the company's two-day sales meet held at the home office last week.

Productionwise, Al Lichtman, director of distribution, disclosed that the company will place in release between October and the end of next year, 16 CinemaScope productions, 10 standard films produced by Panoramic Productions and several other independently-made features.

The distribution chief also forecast that 1,000 U.S. theatres will be equipped with the CinemaScope single-film stereophonic sound system by the end of 1953. Output of new sound heads is being accelerated by RCA, General Precision, National Theatre Supply, Motiograph, Westrex and Century, he reported, along with a prediction for an even sharper upswing in stereo sound production after the first of the year.

For the Oct.-Feb. period he announced a releasing schedule of 12 features, of which five are in CinemaScope and Technicolor. The remaining seven are in standard dimensions, with one in Technicolor, one in Eastman Color and five in black-and-white.

"Robe" Leads Off

First CinemaScope film to be put in general release will be "The Robe," slated to go into 109 domestic and Canadian situations by Nov. 26, Lichtman revealed. Second CinemaScope production, "How to Marry a Millionaire," will be simultaneously premiered Oct. 29 at the Rivoli and Globe Theatres.

Films coming from 20th-Fox will be backed up by a broad and comprehensive program of promotion outlined by Charles Einfeld, vice-president. He explained that all CinemaScope openings, as well as other major atractions, will be conducted with long range planning and flexibility of approach. Premieres will be treated as important regional and local events.

CinemaScope features will be ballied by wider 28-sheets to impart the spaciousness of the new medium to the public, Einfeld announced while lauding the efforts of the advertising - publicity - exploitation departments in bring CinemaScope and "The Robe" before the public. He singled out for special praise, Harry Brand, who worked on the launching of the new medium in Los Angeles last spring.

The supposed high cost of CinemaScope equipment came up for discussion by Spyros P. Skouras, company prexy, who reported to the sales meet his action of a few days earlier at the National Allied convention in Boston. At that time Skouras had answered complaints about the high cost of equipment and the fact that smaller houses couldn't accommodate it physically.

The company head repeated his statement that the change to CinemaScope "was not a desperate decision, but a determined one," as it was "the only way to save the motion picture industry."

While announcing production plans, Lichtman expressed determination that every exhibitor will reap profits from CinemaScope features. He added that the boom is only beginning and predicted a "revitalized motion picture industry" with new productions governed by the needs of theatremen of every type situation.

Shooting has already been completed on 10 CinemaScope productions and five films made by Leonard Goldstein's Panoramic Productions. The balance of the schedule is slated to go before the cameras shortly, the distribution chief stated.

Releasing Schedules Set

For release in October are:

"THE ROBE," CinemaScope; Technicolor; produced by Frank Ross; directed by Henry Koster; starring Richard Burton, Jean Simmons, Victor Mature and Michael Rennie.

"THY NEIGHBOR'S WIFE," produced and directed by Hugo Haas; starring Haas and Cleo Moore.

"VICKI," produced by Leonard Goldstein; directed by Harry Horner; starring Jean Crain and Jean Peters.

November releases are:

"HOW TO MARRY A MILLIONAIRE," CinemaScope; Technicolor; produced by Nunnally Johnson; directed by Jean Negulesco; starring Betty Grable and Marilyn Monroe.

"MISS ROBINSON CRUSOE," Eastman color; produced and directed by Eugene Frenke; starring Amanda Blake and George Nader.

On the list for December are:

"BENEATH THE 12-MILE REEF," CinemaScope; Technicolor; produced by Robert Bassler; directed by Robert Webb; starring Terry Moore and Robert Wagner.

"MAN CRAZY," produced by S. Harmon and P. Voran; directed by I. Lerner; starring Neville Brand and Christine White.

"MAN IN THE ATTIC," a Panoramic Production; produced by Robert L. Jacks; directed by Hugo Fregonese; starring Jack Palance and Constance Smith.

January releases include:

"PRINCE VALIANT," CinemaScope; Technicolor; produced by Jacks; directed by Henry Hathaway; starring Robert Wagner and Janet Leigh.

"JUSTICE BROWN," a Panoramic Production; produced by Goldstein; starring Thelma Ritter and Jeffrey Hunter.

In February the company will release:

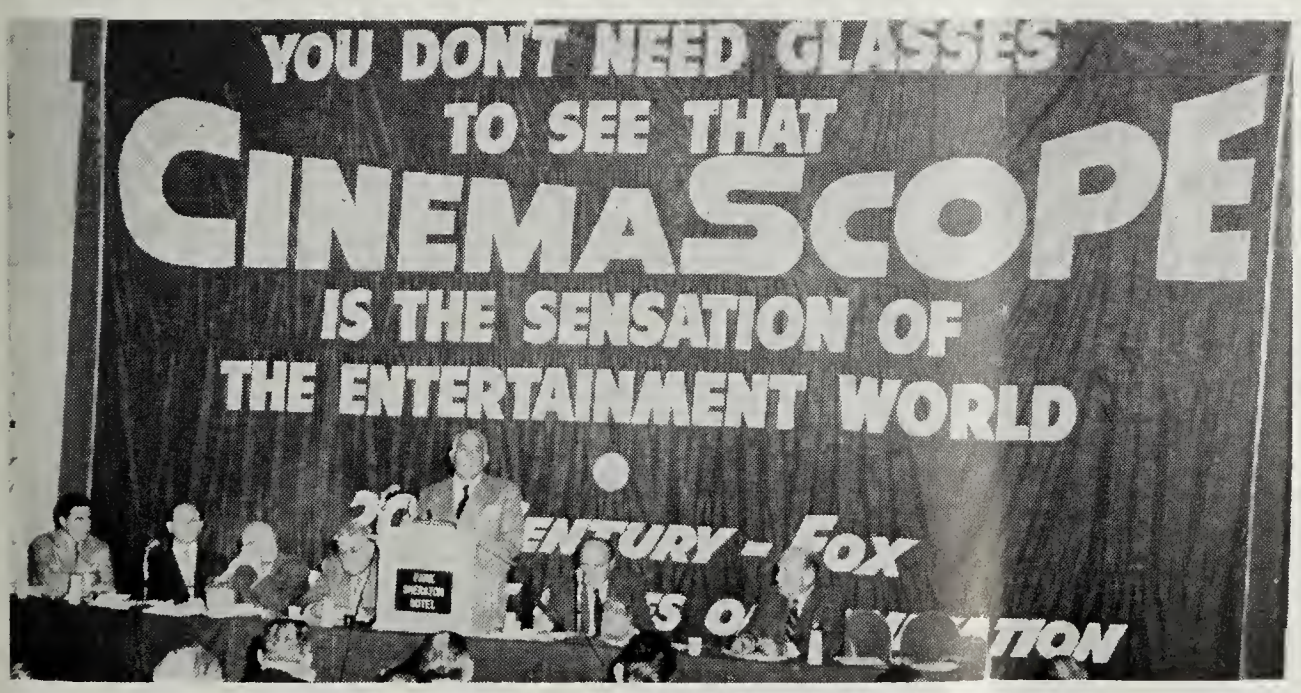
"HELL AND HIGH WATER," CinemaScope; Technicolor; produced by Rae Klune; directed by Samuel Fuller; starring Richard Widmark and Bella Darvi.

"GATLING GUN," a Panoramic Production; Technicolor; produced by Goldstein; directed by Rudolph Mate; starring Van Johnson and Joanne Dru.

"Robe" Grosses $3,000,000 In First Four Weeks

New world and local records have been set by 20th-Fox's "The Robe," which racked up a $3,000,000 gross in four weeks playing time at 25 situations, the film company announced this week.

Over $1,000,000 of that total came from the New York Roxy run, where film is expected to hit nearly $240,000 in its fourth stanza. New openings scheduled for the feature include Syracuse, Fort Worth, Denver, Birmingham and Nashville.



Spyros P. Skouras, 20th-Fox president, addressing the company's two day sales meet convened by Al Lichtman, director of distribution, to discuss forthcoming company releases.

RIGHT NOW!

20th Century-Fox has everything to fill your needs with these great boxoffice attractions!



THERE'S NO BUSINESS LIKE 20 Century-Fox BUSINESS!

Thrillers

PICKUP ON SOUTH STREET
starring RICHARD WIDMARK
JEAN PETERS • THELMA RITTER

MAN ON A TIGHTROPE
starring FREDRIC MARCH • TERRY MO
GLORIA GRAHAME • CAMERON MITCH

VICKI
starring JEANNE CRAIN • JEAN PE

NIAGARA
Technicolor
starring MARILYN MONROE
JOSEPH COTTEN • JEAN PETER
Produced by Charles Bracket

INFERNO
Technicolor
starring ROBERT RYAN
RHONDA FLEMING • WILLIAM LU

A BLUEPRINT FOR MURDER
JOSEPH COTTEN • JEAN PET
GARY MERRILL

DANGEROUS CROSSING
starring
JEANNE CRAIN • MICHAEL

Daphne du Maurie
MY COUSIN RACHEL
starring OLIVIA DE HAVI
with RICHARD BURT
Directed by Henry Ko

INVADERS FROM MAR
in Color
An Edward L. Alperson Pr

Musicals

GENTLEMEN PREFER BLONDES
Technicolor
starring JANE RUSSELL
MARILYN MONROE • CHARLES COBURN

Irving Berlin's CALL ME MADAM
Technicolor
starring
ETHEL MERMAN • DONALD O'CONNOR
VERA-ELLEN • GEORGE SANDERS

THE GIRL NEXT DOOR
Technicolor
starring DAN DAILEY • JUNE HAVER

THE FARMER TAKES A WIFE
Technicolor
starring BETTY GRABLE
From the Stage Play by Frank B. Elser and Marc Connelly • Based on the Novel "Rome Haul" by Walter D. Edmonds

TONIGHT WE SING
Technicolor

THE I DON'T CARE GIRL
Technicolor
starring MITZI GAYNOR
DAVID WAYNE • OSCAR LEVANT

DOWN AMONG THE SHELTERING PALMS *Technicolor*
starring MITZI GAYNOR • DAVID WAYNE

Comedies

THE KID FROM LEFT FIELD
starring DAN DAILEY • ANNE BANCROFT

TAXI
starring DAN DAILEY • CONSTANCE SMITH

Dramas

MR. SCOUTMASTER
starring CLIFTON WEBB

TITANIC
starring CLIFTON WEBB
BARBARA STANWYCK
Produced by Charles Brackett

RUBY GENTRY
starring JENNIFER JONES
CHARLTON HESTON • KARL MALDEN
A Bernhard-Vidor Production

THY NEIGHBOR'S WIFE
starring CLEO MOORE • HUGO HAAS
A Hugo Haas Production

Irving Stone's THE PRESIDENT'S LADY
starring SUSAN HAYWARD
CHARLTON HESTON

THE STAR
starring BETTE DAVIS
A Bert E. Friedlob Production

Westerns

CITY OF BAD MEN
Technicolor
starring
JEANNE CRAIN • DALE ROBERTSON

POWDER RIVER
Technicolor
starring RORY CALHOUN
CORINNE CALVET • CAMERON MITCHELL

THE SILVER WHIP
starring DALE ROBERTSON
RORY CALHOUN • ROBERT WAGNER

Spectacles

Ernest Hemingway's THE SNOWS OF KILIMANJARO
Technicolor
starring GREGORY PECK
SUSAN HAYWARD • AVA GARDNER
Directed by Henry King

WHITE WITCH DOCTOR
Technicolor
starring SUSAN HAYWARD
ROBERT MITCHUM

THE THIEF OF VENICE
A Robert Hagging Production

Adventures

C. S. Forester's SAILOR OF THE KING
starring JEFFREY HUNTER
MICHAEL RENNIE • WENDY HILLER

THE GLORY BRIGADE
starring VICTOR MATURE

THE DESERT RATS
starring
RICHARD BURTON • ROBERT NEWTON
and JAMES MASON

TREASURE OF THE GOLDEN CONDOR
Technicolor
starring
CORNEL WILDE • CONSTANCE SMITH
Based on a Novel by Edison Marshall

DESTINATION GOBI
Technicolor
starring RICHARD WIDMARK



Move To Influence Production Springs From Allied Conclave

The industry this week mulled over facets of a number of issues presented at the National Allied convention, held in Boston's Sheraton-Plaza Hotel Oct. 5-7. Most sensational of these was the one raised by Trueman Rembusch, Allied past president and outgoing member of the COMPO administrative trimmvirate, calling upon exhibition to purchase stock in major film companies to secure a stronger voice in production.

The stock purchase proposal, along with others, including one calling for lowering of insurance rates for theatres, were investigated by various committees appointed at the convention. By the end of the three-day conclave, the following had taken place:

Allied announced its intention of doing its utmost to eliminate what it called "abuses resulting in unreasonable and unlawful clearances." Also, it kept alive the possibility of forming a national film buying and booking organization designed to strengthen its bargaining position with distribution.

Tax Effort Renewed

Although differing with other industry members on many points related to the successful running of their theatres, the Allied members prepared to join with their colleagues in production, distribution, etc., to get started on a renewed campaign to rid the industry of the 20 percent admission tax.

Allied delegates were hit by a barrage of opinions, most of them concurring, on the value of the new techniques to the industry. They heard praise of wide-screen, CinemaScope and 3-D by production and equipment people who claimed that variety in presentation was healthy for the industry and that houses should play all types of product.

A statistician, Albert E. Sindlinger, the man who provided the COMPO tax committee with its tax figures, explained that box office attendance is down about eight percent from last year, but that concession profits are making up for much of those losses. From this same source, Allied members learned that one of their major forms of advertising, newspaper announcements, had lost most of its effectiveness because the public has deserted newspaper reading for television.

Attendance Figures Cited

Basis of the Sindlinger report was the statement that theatre attendance in the first half of 1953 averaged 46,000,000 weekly with a total average weekly decline of 43.8 percent in the past seven years.

The potential audience is lower now than it was 14 years ago, he stated, but concession income has risen from over $34,000,000 in 1946 to $200,000,000 last year.

One means of attempting to cut overhead costs was found when the group decided to form a committee for the purpose of convincing insurance companies that theatre insurance rates are unfairly high.

The stock buying proposal was first presented to the convention by Rembusch, who is also president of Indiana Allied and one of the directors of National Allied. He urged exhibitors to gain voting control of the majors in his keynote address. He assured the convention that financial "experts" had informed him that the plan was feasible.

Control could be gained by the purchase of as little as 10 percent of some companies' outstanding stock, the mid-westerner explained. Exhibitors could "secure the voting rights of sufficient shares of stock owned by large investment houses to secure control of the company," he added.

The Rembusch plan, which received vocal support from Ben Marcus of Milwaukee and Lee Wolcott of Eldora, Ia., was favorably received by the convention. President Wilbur Snaper appointed a committee of Marcus, Nathan Yamins of Fall River, Mass., Ruben Shor of Cincinnati, Jack Kirsh of Chicago and himself to study the project and report back to the Allied board on it.

To end clearance abuses, the convention adopted a resolution asking film companies to "compute the clearance to which a subsequent-run theatre is subjected from the end of the first week . . . or whatever may be the usual length of a picture therein, and not from the completion of an engagement which extends beyond the traditional length of a run therein."

The resolution decried the increasing number of extended engagements in first-run

(*Continued on page* 17)

Snaper Succeeds Rembusch At COMPO

Boston. — Wilbur Snaper, president of National Allied, has been named to replace Trueman Rembusch as the group's representative on the governing triumvirate of COMPO. Rembusch told the Allied board at the convention that he had to resign his post because of family and personal reasons. He said he had been urged to continue. Nathan Yamins of Fall River, Mass., was appointed alternate to Snaper.

While announcing his resignation, Rembusch attempted to clear up confusion about the purpose and duties of the two organizations. He explained that COMPO had not been created to treat trade practice problems, which is a legitimate function of Allied. COMPO is an all-industry group rather than an exhibitor organization and its members would never agree on the exhibitor's viewpoint alone, he explained.

November Date Given Theatre Video Boxing

The regular weekly series of theatre television boxing atttractions announced recently by Leo Rosen will be inaugurated Nov. 17 despite the withdrawal of Cappel-MacDonald from the promotion, according to a report this week from Rosen, formerly in charge of operations for Theatre Television Associates, a subsidiary of Cappel-MacDonald.

Originally set to begin Oct. 27, the fights have been re-scheduled with a later starting date in order to permit new contract terms to go out to exhibitors. These call for a $250 advance payment to cover facilities charges against 40 cents for every seat sold.

"Unrealistic" Contract

In explaining why Cappel-MacDonald severed its connection with fight program, Rosen pointed out that company's contract demands on exhibitors were so unrealistic as to make impossible the signing of a desired 33 theatres by a given date.

TTA said that because of unforseen complications in the efficient and proper handling of the proposed presentation, it was decided to cancel all plans. TTA said it will continue interest in closed circuit television for industrial use.

Arbitrate Rentals. Forbid Pre-Releases. Set Option On Bidding: Allied Stand

Boston.—Allied States adopted by unanimous consent during its convention the board resolution calling for certain strict demands before it would consider further "probable" participation in a new series of arbitration conferences.

Among the clauses which the group asked for in any arbitration plan are provisions for film rental arbitration on a regional and national level, a forbidding of pre-releases entirely and the abolishing of competitive bidding, except at the request of an exhibitor.

See Slight Interest

Should all these conditions be met by distribution, the official Allied position would still remain: "we might go along with such an arbitration plan." Trade sources report that interest in the subject seemed to be slight at the convention.

Earlier, the Allied board had attacked what it called "the unwarranted criticism and shabby treatment" given its chairman and general counsel, Abram F. Myers, during last year's arbitration talks.



National Allied's board of directors, meeting on the eve of the group's annual convention, held this year in Boston's Sheraton Plaza Hotel, Oct. 5-9.

the big motion picture

BOTANY BAY



ALAN LADD • JAMES MASON in "BOTANY BAY" Co-starring PATRICIA MEDINA • SIR CEDRIC HARDWICKE

A JOHN FARROW PRODUCTION • Produced by Joseph Sistrom • Directed by John Farrow • Screenplay by Jonathan Latimer

From the novel by Charles Nordhoff and James Norman Hall • Color by TECHNICOLOR • A Paramount Picture

Staff Reviews

"All The Brothers Were Valiant"

(M-G-M) Technicolor 101 Min.

Cast: Robert Taylor, Stewart Granger, Ann Blyth, Kasznar, Lewis Stone, Robert Burton, Peter Whitney.

Credits: Produced by Pandro S. Berman; Directed by Richard Thorpe; Screen play by Harry Brown; Based on the story by Ben Ames Williams.

A stirring sea saga, packed with action and romantic pursuit and heavily salted with top star names, is being launched by M-G-M as one of the "Lucky 7" showmanship pictures in "All the Brothers Were Valiant." A wide range of playoffs, coupled with high grosses, is consequeutly to be expected for this Technicolor production. From the whaling town of New Bedford, Mass., in the middle of the last century, the story sets sail for the South Seas, where action and romance, skullduggery, murder and mutiny becoue the order of the day. All facets of this nautical plot receive top production trim, and the performances by Robert Taylor, Stewart Granger, Ann Blyth and Betta St. John are neatly suited to the story's requiremeuts.

Exploitable as well as dramatic in its narrative, the production has as visual highlights the harpooning of a whale from a small boat (with the angered whale later capsizing the boat), one man's savage fight against a group of Polynesian natives, shipboard mutiny in the form of a tremendous free-for-all battle. These action elements are strung together iu a plot based on conflict between a pair of brothers, in love with the same girl.

STORY: Capt. Robert Taylor heads his ship towards the South Seas in search of both whales and Capt. Stewart Granger, his brother, who reportedly had jumped ship months before. Sailing with Taylor is Ann Blyth, who married him after she had assumed that Granger, her first love, had died. In the South Seas, Taylor and his crew have a perilous but successful encounter with a whale; then meet up with Granger. Latter justifies claims of having jumped ship due to fever and subsequent infatuation with Betta St. John, a native girl who later was killed while Granger searched for pearls. Granger enlists Taylor's men in a mutiny to retrieve the pearls, which were lost following Betta's death. Taylor fails to challenge Granger's plans and loses Ann's respect. But Taylor finally rallies and, in an attempt to quell the mutiny, wins Granger's aid. Latter dies as the mutiny is crushed. Ann reunites with Taylor.

●

"Louisiana Territory"

(RKO) 3D Pathe Color 65 Min.

Cast: Val Winter, Leo Zinser, Julian Meister.

Credits: Produced by Jay Bonafield and Douglas Travers; Directed by Harry W. Smith; Screen play by Jerome Brondfield.

This extended 3-D travelogue of the Louisiana Territory, filmed in Pathe Color, contains a few acted scenes but is mostly a filmed tour of the land included in the area purchased from France in 1803. Film begins with a scene showing the American ambassador buying the land and then goes into a documentary-type approach as it covers the cities now built on that parcel of land. Most of the running time is spent in a study of New Orleans, where chief excitement comes from some good shots of a Mardi Gras.

"Flight To Tangier"

(Paramount) 3-D Technicolor 90 Min.

Cast: Joan Fontaine, Jack Palance, Corinne Calvet, Robert Douglas, Marcel Dalio, Jeff Morrow, Richard Shannon, Murray Matheson, John Doucette, John Pickard, James Anderson, Don Dunning, Bob Templeton, Eric Alden, Peter Coe.

Credits: Produced by Nat Holt; Directed by Charles Marquis Warren; Written by Warren.

A top name cast and the allure of Tangier locale provide the major selling points for this 3-D suspense melodrama, lensed in Technicolor. Film mixes romance, with both Joan Fontaine and Corinne Calvet vying for the affections of Jack Palance, and foreign intrigue. As for the latter, "Iron Curtain" powers prove to be the surprise villain, but this is not revealed till the very end. By that time many patrons may be confused because of the tangled plot. However, suspense is maintained fairly well throughout via the use of one of the longest overland chases on record, which should prove exploitable. Chase ends in a bullet-sprayed climax, which adds to the excitement.

STORY: Joan Fontaine, an American, waits at the Tangier airport for the arrival of a plane flown by her supposed fiance, John Pickard. Also waiting are Jack Palance, Pickard's friend, who is supposed to be flying the plane himself, Corinne Calvet, and underworld agents Robert Douglas and Marcel Dalio. When the plane finally crash lands empty with no sign of pilot or passenger, Joan and Palance are picked up for questioning by the police. Corinne gets them out, but Palance is soon blamed for the murder of a policeman, and once again they are wanted. Joan knows where Pickard is hiding with his passenger, Murray Matheson, who has escaped from behind the Iron Curtain. She leads Palance and Corinne there, but they are followed by Douglas and Dalio, who, in turn, are followed by the police. Douglas, a communist agent out to get Matheson, kills Dalio and then Pickard, but the others get Matheson to town. However, Corinne is killed in another battle there before Douglas is shot. It is finally revealed that Joau and Pickard were FBI agents, and Joan goes back to the U. S. with Palance, whom she loves.

●

"Little Fugitive"

(Burstyn) 75 Min.

Cast: Richie Andrusco, Rickie Brewster, Winnifred Cushing, Jay Williams, Will Lee, Charlie Moss, Tommy De Canio.

Credits: Produced by Morris Engel and Ray Ashley; Directed and written by Ashley, Engel and Ruth Orkin; Screen play by Ashley.

Art house patrons should be joined by many general movie-goers in giving this truly exceptional independent production, based on the actions of a seven-year old boy, a good box office reception. Film, winuer of a Silver Lion award at the recent Venice Film Festival, has received a great deal of publicity in the national magazines, and word of mouth should be terrific. It is a simple but artistic production, which captures the spirit of childhood as it follows a youth set loose with some money in Coney Island. The mood varies from tragedy to comedy in seconds, and the film's perceptive qualities bring to mind the best of Chaplin films. The child, Richie Andrusco, is sensational.

STORY: When his mother is called away, 11-year old Rickie Brewster is instructed to look after his seven-year old brother, Richie Andrusco. While playing, the youngster is teased into thinking he has killed his older brother. He runs away to Coney Island, where he spends the day going on rides and eating candy and hot dogs. When night falls, he sleeps on the beach. The next day, a pony ride man tricks him into revealing his name and address and then calls Richie to come for his brother. Richie runs away again, but finally the two boys meet and arrive home just before their mother returns.

"The Glass Web"

(Univ.-Int'l.) 2-D or 3-D 81 Min.

Cast: Edward G. Robinson, John Forsythe, Kathleen Hughes, Marcia Henderson, Richard Denning, Hugh Sanders, Clark Howat, Dick Stewart, Harry Tyler, Duncan Richardson, Jeri Lou James.

Credits: Produced by Albert J. Cohen; Directed by Jack Arnold; Screen play by Robert Blees and Leonard Lee; Based on a novel by Max Simon Ehrlich.

A cleverly gimmicked script and production make this Edward G. Robinson suspense melodrama, which will be released simultaneously in 2-D and 3-D, one of the better ones in its market. Robinson plays a psychopathic murderer who gets trapped when he recreates his crime for a murder mystery TV show he has written. Story is filled with suspense situations in the TV studio scenes, which are exploitable. Also, Kathleen Hughes in a sexy role as the victim provides another exploitation springboard. Some of the picture's stunts are obviously designed to take advantage of the effects of 3-D, but the film has a script of enough basic interest to make it enjoyable in standard dimensions.

STORY: John Forsythe, script writer for a TV mystery show, is blackmailed by Kathleen Hughes, an actress on the show. She is also using Edward G. Robinson, Forsythe's assistant who is in love with her. Robinson discovers that Kathleen is taking advantage of him and kills her. He then talks his producer into using the crime as a basis for one of their shows. Forsythe had been to Kathleen's apartment the night of the crime, and Robinson threatens to frame him for the murder unless he withdraws from the show. Both men write scripts on the case, and Robinson's is so accurate that Forsythe knows he must be the real killer. The climax takes place in an empty TV studio, but the police shoot Robiuson as the latter is about to kill Forsythe and his wife.

●

"The Living Desert"

(Walt Disney) Technicolor 74 Min.

Credits: A Walt Disney Presentation; Associate Producer, Ben Sharpsteen; Directed by James Algar; Script by Winston Hibler, Ted Sears and Algar; Narrated by Hibler.

Walt Disney's first True-Life Adventure feature, like the popular shorts in this live-action series, is colorful, visually exciting, and romantic in its delvings into the private lives of wild animals—factors which should account for healthy grosses on the general market. For "The Living Desert," Disuey's photographers visited the barren wastes of the American west, where they captured on color film the fascinating wild life and vegetation of that region. The results, exhibited in prints via Technicolor, are for the most part highly enjoyable and often quite educational. The cameras record the fights for survival among the various desert creatures such as birds, rodents tortoises and reptiles; their mating habits, their day-to-day adventures amidst the rocks and sands of their habitat. Frequently music is employed to add comic effect to the movements of these creatures. Although such effects may seem patronizing to the wild life, and tend to distort the reality of the action, it is justified in lieu of the often grim and sometimes repetitious nature of the proceedings. For highlighted as the desert's "heavy" is the tarantula, a savage and mammoth spider, whose predatory traits work against many of the animal inhabitants of the area. Depicted along with the melodrama of the tarantula are spectacular chases between larger animals. Most sensational of these is the pursuit of a bobcat by a wild hog up a giant cactus, which snaps abruptly under the weight of the animal. Surrounding these desert dramas are shots of the vivid scenery, floral and plant life, and manifestations of changes in weather on the desert. These wondrous happenings help wrap "The Living Desert" in a most colorful cloak of nature, both pleasing to the eye and diverting to the mind.

(*Continued on page* 14)

Disney's Longest Line-up Keys 14 Feature Pictures

Record total of 14 features will be released during the next 30 months by Walt Disney Productions, with four in live-action, two all-cartoon, three "True Life Adventures," three "People and Places" and two re-issues.

Leo Samuels, Disney Productions sales manager, told the trade press that one of the live-action features, "20,000 Leagues Under the Sea," and two of the two cartoon features, "The Sleeping Beauty" and "The Lady and the Tramp," will be released both in CinemaScope and in standard dimensions.

Physical distribution and other aspects of "The Living Desert," Disney's first "True Life" feature, will be handled by National Film Service, Inc., Samuels revealed this week.

Walt Disney's Donald Duck first 3-D cartoon, "Working for Peanuts," will be available for bookings the latter part of this month, it was announced this week by Sid Kramer, RKO Radio short subjects sales manager. General release of the cartoon has been set for Nov. 13.

"Desert" will be sold as part of a package by the Buena Vista Film Distributing Co., newly formed organization which includes Disney sales toppers. The unit will book, advertise and publicize as well as sell the package.

It is expected that "Leagues" will reach theatres Nov. 1954; "Tramp," Feb. 1955, and "Beauty," Christmas, 1955. "Leagues," Samuels added, will be sold with Disney's first CinemaScope "Donald Duck" cartoon.

Two More Set

Slated for release next February is the live-action "Rob Roy" and the re-issue, "The Wonderful Adventures of Pinocchio." Second re-issue, "Fantasia," will be released in mid-1954 in CinemaScope, Samuels stated.

Other live action features planned for the period are "The Colorado Expedition," based on the real account of the first man to travel the length of the Colorado River, and "The Great Locomotive Chase."

AMPA School Resumes

First class of the 1953-54 term of the Showmanship School conducted by Associated Motion Picture Advertisers, will take place Nov. 5, it was announced this week by Lige Brien, AMPA prexy, and Maurice Bergman, school chairman. The 12-session series will study advanced features of motion picture advertising, publicity and exploitation, after having covered the fundamentals last season. Group is scheduled to meet Thursdays from 6:15 p.m. to 8 p.m. at the Hotel Astor.

BOT Game Telecast Held

First telecast in the six-game series to be brought to a nine-city network by Box Office Television, Inc., took place this week-end when the closed circuit carried the Notre Dame-Pittsburgh game. BOT expects these telecasts to be a great factor in determining the future of sporting events on theatre TV.

NEW APPOINTMENTS

ROY M. BREWER, recently resigned as west coast international representative of IATSE, joined Allied Artists as an executive assistant to Steve Broidy, president. It was specifically pointed out that Brewer would in no way participate in the company's labor relations, but will work closely with G. Ralph Branton and Harold Mirisch, vice-presidents, and Walter Mirisch, executive producer.

Brewer entered the film business at the age of 12 as a rewind boy in Nebraska and has been concerned with trade activities ever since. He has served as president of the Hollywood AFL Film Council, the Motion Picture Industry Council and the Permanent Charities Committee.

Cinerama's national field publicity and advertising organization, expanding under the direction of John Joseph, director of publicity for the organization, has HARRY WEISS in Washington to handle the engagement at the Warner Theatre; ARTHUR MANSON, formerly M-G-M field man in Toronto, assuming the same post in Pittsburgh. OSCAR KANTNER is in charge of press and advertising for Los Angeles, WILLIAM GREEN in Detroit, LUCILLE BALLANTINE in Chicago and WILLIAM BROOKER in Philadelphia.

NATHAN D. GOLDEN, one-time head of the motion picture and photographic departments of the Department of Commerce and the National Production Authority, was chosen for a similar post with the newly formed Business and Defense Services Administration, a unit of the Department of Commerce.

GEORGE LAWRENCE, Bausch & Lamb executive, will serve with Golden for six months without pay. Golden said the employment of Lawrence would institute a policy of bringing in industry leaders.

TONY GARCIA, formerly Universal International Films manager in Trinidad, was named general manager in Venezuela, replacing Robert Ferber, resigned. WALTER LAMBERT, formerly with the J. Arthur Rank Organization overseas, will take over the Trinidad post. Y. K. YAO, who has been with Universal for 15 years as head of its China office, will move to Singapore to fill the vacancy left by the elevation of former Singapore manager Wallace Orr to general manager in Japan. Orr replaced Arthur Doyle, recently appointed eastern and far eastern supervisor. GEOFFREY BORET, assistant to managing director William Broun, in India, was named manager in Indonesia to fill the position left open by the resignation of George Hyder. CHARLES OECHSNER, formerly sales executive with M-G-M in Switzerland, will replace Andre Cosandey, resigned, as U-I manager in Switzerland.

CHESTER FRIEDMAN, who for the past six years has been editor of the Showmandiser section of "Boxoffice" magazine, joined M-G-M as press representative for M-G-M Films, Ltd. of Canada. Friedman succeeds Arthur Manson, resigned, and will work under the supervision of Emery Austin, exploitation manager for M-G-M, out of the company's Toronto headquarters.

SIDNEY G. DENEAU was named general sales assistant to E. K. O'Shea, vice-president of Paramount Film Distributing Corp. Deneau has a wealth of experience, having started in the industry with the Fox Film Co. and having worked in various capacities for the Fabian Circuit, the Selznick Releasing Organization and Lopert Film Distributing Co.

SID ROSE, recently upped to the post of Chicago branch manager for United Artists, returned to his former position as sales manager of that branch because ill health prevented him from carrying the extra duties. HARRY GOLDMAN, who had been serving as central district manager for the company, returned to head the Chicago office.

HERB JAFFE, former senior account executive of the Music Corp. of America, was appointed eastern sales manager of Motion Pictures for Television, Inc. He will handle east coast sales under MPTV's $30,000,000 producing-releasing program.

DAVE GOLDMAN, formerly Milwaukee branch manager of Universal Pictures, was appointed buyer and booker of the Stanley Warner Corp. in the same city. Goldman has been active in several phases of the theatre business, including distribution and printing as well as exhibition.

WARD PENNINGTON is returning to his one-time post as sales manager for Paramount Pictures in San Francisco, succeeding Jack Stevenson, now branch manager for the company in place of H. Neal East, who was named assistant to western division manager George A. Smith.

JOHN SCOTT was signed as production manager for Michael Myerberg's full-length color film, "Hansel and Gretel," currently being made in New York. Scott was formerly with the St. Louis Municipal Opera Co.

Switch JDA Dinner Site

Testimonial dinner to Harry Brandt, president of Brandt Theatres, has been moved to the Waldorf-Astoria Grand Ballroom from the Sert Room of the same hotel for the originally scheduled evening of Oct. 28 due to what was described as unprecedented response of the industry for reservations. Dinner is being tendered in behalf of the Joint Defense Appeal of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Johnston Chairs Dinner

Eric A. Johnston, MPAA president, has been named chairman of the 15th annual dinner of the Motion Picture Pioneers to be held Nov. 12 at the Astor Hotel. This year's dinner will honor Barney Balaban, Paramount president, as well as salute the advent of 3-D, wide-screen and other important industry innovations. HarryJoe Brown will continue to function as west coast representative of the Pioneers. George Jessel will be toastmaster at the dinner.

SMPTE Congeals Stereo Sound Standards For Anamorphic Films

Focusing its sights on the latest industry technical developments, SMPTE at its 74th semi-annual convention held Oct. 5-9 at the Hotel Statler, agreed on a set of working standards to bring some semblance of order into the varying CinemaScope-type stereo sound systems, while its president, Herbert Barnett, sounded the warning that technical advancement should not be used as a cover-up for basically unsaleable merchandise.

The CinemaScope sound theories will be embodied in eight sets of test films which the Society plans to make available to equipment companies in about 30 days. An SMPTE committee is working on a plan to standardize sprocket hole sizes for anamorphic type films.

Three-D, wide-screen and aspect ratio were covered in a survey made by the theatre engineering committee which revealed that approximately 51 percent of the theatres responding have installed 3-D equipment while another 15.6 intend to do so this year.

Conversion to 3-D has been much more wide-spread in the larger houses, with the rate of incidence decreasing as the houses get smaller, it was determined.

Reveals Survey Results

Survey, based on approximately 350 valid replies of a total of 8,000 houses queried, disclosed that only 7.4 percent have already installed wide screens, but about 59 percent are planning to convert to them this year. Results also showed the average aspect ratio, which is governed by the height of the screen, that most houses can accommodate. Houses with less than 500 seats can usually play product of 1.7:1; theatres with 501 to 1,500 seats, 1.9:1, and largest houses, 2.2:1.

Officers elected by the group include Axel G. Jensen of Bell Telephone, engineering vice-president; Barton Kruezer of RCA Victor, financial vice-president, and George W. Colburn of Colburn Laboratory, Inc., treasurer. Board of governors is: F. N. Gillett, G. C. Misener, R. O. Painter, R. H. Ray, L. D. Grignon and R. E. Lovell.

Keynote speaker, radio commentator Henry J. Taylor, spoke on world conditions, and technical papers read at the meeting included studies of theatre TV, stereophonic sound, stereoscopic perceptions and an improved developing process tested by Eastman Kodak.

The organization's top honor, the Progress Medal Award, was presented to Fred Waller, Cinerama inventor, at the meet, at which approximately 450 persons attended.



Newly elected SMPTE officers at the group's 74th semi-annual convention are (l. to r.): Barton Kruezer, financial vice-prexy; Axel G. Jensen, engineering vice-prexy, and George W. Colburn, treasurer.

Good Pictures Need No Gimmick: Yates

Republic Pictures will refrain from using any of the new screen techniques on its films during the 1953-54 season because "good pictures do not need any radical dimensional gadgets to make them box office," according to Herbert J. Yates, president. The Yates statement came in answer to a series of questions asked by the board of National Allied concerning production plans of the major studios.

While noting the eliminating of CinemaScope, 3-D and stereophonic sound from his schedule, the company prexy predicted that "simplification of production and reproduction equipment for producers and exhibitors alike" is in the near future. He stated that Republic would frame its pictures so that they can be projected on standard or enlarged screens.

Industry Leaders Invited To Join Non-Profit 3-D Promotional Organization

Five hundred industry leaders have been invited to join a non-profit mutually beneficial promotional organization called the Council for 3-D Film Progress, Inc., formed in an attempt to bring together all the various interests in new media processes such as 3-D. CinemaScope, Cinerama, etc., according to Robert H. Odell, group's executive director.

Other members of the Council's temporary board are Al O'Keefe, Pola-Lite sales vice-president, and Chester Ross, National Film Service executive vice-president. Also among the incorporators are Edward T. Ingle, former radio-TV director for the Republican National Committee, and Julian Jawit, general counsel.

Financing for the organization has come from several companies in the 3-D field, Odell said, but he explained that the group has obligations to no one company. "The Council will not plead the case of any individual or company," he stated.

First "Lucky 7" Winners Cop "Mogambo" Awards

Winners of M-G-M's first "Lucky 7" promotion contest, "Mogambo," were revealed this week as Marvin Fox of the Liberty Theatre, Portland, Ore., best in the 100,000-or-over population group; Gerry Germaine of Dipson's Palace Theatre, Jamestown, N. Y., for top honors in the 10,000-to-100,000 population group, and Harold Armistead of the Colony Theatre, Easley, S. C., for submission in the under 10,000 population category.

M-G-M will pay for the individual campaigns in each of the three groups. Additionally, Fox will be given $500 in cash as an extra bonus, Germaine will be tendered $250.

Technicolor Print Sharper, Net Up

Along with a sharp rise in net profit for the first nine months of 1953, Technicolor, Inc., has announced an improved print which is said to reproduce a scene more accurately than before, especially for large screen projection. First feature to use the new process will be Paramount's "White Christmas," according to a Technicolor report.

Explanation given for the working of the new system is that more picture detail is recorded on the negative in an improved dye transfer process. Since release prints are claimed to be of normal size and position in every respect, no special projection lens will be needed by exhibitors.

Adaptable Prints

The prints are said to be adaptable for projection with either photographic or multiple magnetic type sound tracks and they can be projected on any screen in any aspect ratio from 1.5 to 1 or larger, according to Dr. Herbert T. Kalmus, president and general manager.

Prints have been favorably received in studio tests, Kalmus added, and the new method is already being used in the company's Hollywood plant.

New system prints are shot with a modified black and white camera, it was explained. Technicolor will not supply these cameras.

Meanwhile, the consolidated net profit after taxes for the nine months ended Sept. 30, 1953, was estimated at $2,121,518, equivalent to $1.10 per share as compared to $1,499,507 or 80 cents per share for the first nine months of 1952.

Financial Notes

Monogram Profits Rise

Monogram Pictures' annual stockholders meeting Nov. 12 will have as highlights the voting on a management-proposed increase from 1,000,000 to 1,500,000 in the number of authorized shares of $1 capital stock and voting on the change of corporate name to Allied Artists Pictures Corp.

Company reported net profit after $350,000 in taxes for the fiscal year ended June 27 at $411,113, as against $589,259 in 1952, when no provision for taxes was required. The 1953 net equalled 53 cents per share. Last year's gross income of $9,994,000 compared with $9,223,700 recorded in 1952.

Columbia Votes Dividends

Directors of Columbia Pictures have declared a $.25 dividend on the company's common stock and voting trust certificates for common stock, payable Nov. 5 to holders of record Oct. 22. Also declared was a 2½ per cent dividend on common and voting trust certificates for common payable in common stock Dec. 7 to holders of record Oct. 23, and a $1.06¼ preferred dividend, payable Nov. 16 to holders of record Oct. 30.

Technicolor Pays 25 Cents

Board of directors of Technicolor, Inc., declared a dividend of 25 cents on the new $1 par common stock and 50 cents on the old no-par common stock not exchanged. Dividends are payable Oct. 26 to holders of record Oct. 19.

OPEN YOUR MONEY BELT here comes



GUN BELT

starring
GEORGE MONTGOMERY
TAB HUNTER
with HELEN WESTCOTT · JOHN DEHNER
WILLIAM BISHOP and JACK ELAM

Screenplay by RICHARD SCHAYER and JACK DeWITT · Story by ARTHUR ORLOFF · Directed by RAY NAZARRO

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"A HELLUVA PICTURE!" says N. Y. Journal-American

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FIRST ENGAGEMENTS PROVE IT!

Another
BIG ON
thru
UA

Staff Reviews

(Continued from page 10)

"Tanga-Tika"

(Schaefer) Eastman Color 75 Min.

Cast: Adeline Tetahaimuai, Paul Meoe, Alice Swenson, Tumaatura, Roger Soui.

Credits: Produced by Arch Monson and Dwight Long; Directed by Long; Story by Lela Rogers; Narration written by Charles Tedford, spoken by George Fenneman; Song by Victor Young.

It took one man, Dwight Long, two years to film this highly unusual and exploitable feature on the island of Tahiti, and the result should be a winner when played in art houses and handled correctly. Long's color camera has succeeded in capturing the natives both at work and play in scenes that are especially interesting for their obvious authenticity. Shots of an island dance competition, in which the different villages compete against each other, are stand-outs and should draw in all those interested in dance and native customs. In addition, a simple but credible story has been woven into the film successfully, thus giving it dramatic excitement as well as cultural value. As the lovers, two natives, refreshingly free from the tricks of professional actors, are believable and appealing.

STORY: Paul Meoe, an islander, meets and falls in love with Adeline Tetahaimuai. She returns his love, but they can't marry because she is being forced into marriage with Roger Soui to clear some family debts. Paul enters into the island competitions during the festival season, but he doesn't win enough money to clear Adeline's obligations. Therefore, he signs on a copra ship to make some money. On the return voyage, the ship gets caught in a storm and sinks. Paul saves the life of a rich man, and, finally, both of them are picked up by a passing ship. Paul gets back to Tahiti just in time to stop Adeline's marriage, and he pays her debts as they go off together.

"Those Redheads From Seattle"

(Paramount) 3-D Technicolor 90 Min.

Cast: Rhonda Fleming, Gene Barry, Agnes Moorehead, Teresa Brewer, Guy Mitchell, Cynthia Bell, Kay Bell, Jean Parker, Roscoe Ates, John Kellogg, Frank Wilcox, Walter Reed, William Pullen, Michael Ross, Ed Rand.

Credits: Produced by William H. Pine and William C. Thomas; Directed by Lewis R. Foster; Screen play by Foster, Geoffrey Homes and George Worthington Yates; Songs by Mack David and Jerry Livingston; Bob Merrill; Johnny Mercer and Hoagy Carmichael; Livingston and Ray Evans; H. M. Rosenfeld and Louis W. Pritzkow.

This first 3-D musical, filmed in Technicolor, shapes up as sprightly, if routine, fare that should play to above average grosses. Film, a combination musical-adventure set in pioneer Alaska days, contains some pleasant songs which receive adequate but not big production. They are well sung by top-flight recording stars Guy Mitchell and Teresa Brewer, which should prove an important exploitation angle. Mitchell's recording of the song "Chick A Boom" from the score is already a popular success. Other selling points are the several 3-D gimmicks with which the Pine-Thomas production team has decked out the plot. A climactic hand-to-hand fight adds some excitement to the proceedings and the Alaskan countryside has been nicely caught by the Technicolor 3-D cameras.

STORY: Rhonda Fleming, Teresa Brewer and the two Bell sisters arrive with their mother, Agnes Moorehead, in Alaska only to find their father, a newspaper publisher, shot to death. Saloon owner Gene Barry, in love with Rhonda, befriends them, but she spurns his help when she learns that he is suspected of having hired the killer. Meanwhile, Teresa goes to work in Barry's club, singing with Guy Mitchell, against the wishes of her family. Rhonda takes over the paper and damns Barry in it daily. Angered, he goes out to find the real killer, whom he defeats in a battle. When Rhonda learns the truth, she clinches with Barry, and Mitchell wins Cynthia Bell.

"The Steel Lady"

(United Artists) Sepiatone 84 Min.

Cast: Rod Cameron, Tab Hunter, John Dehner, Richard Erdmann, John Abbott, Frank Puglia, Anthony Caruso, Christopher Dark, Dick Rich.

Credits: An Edward Small Presentation; Produced by Grant Whytock; Directed by E. A. Dupont; Screen play by Richard Schayer; Story by Aubrey Wisberg.

A perilous trek across the burning Sahara wastes by a group of men seeking water to assuage thirsts and safety from marauding Arabs is detailed with effective action and suspense in this programmer. Good photography, rendered in Sepiatone, adds to the atmosphere of the piece, and intense direction helps generate the suspense. The direction, by keeping events popping, manages to cover up the improbability of the gimmick which has the men dig up an old Nazi tank for their desert transportaton. In billing, the practically all-male cast, topped by Rod Cameron, will draw the action crowd. Another draw, expoitation-wise, is a sequence featuring a harem dancing girl.

STORY: Stranded on the Sahara Desert are Rod Cameron, Tab Hunter, Richard Erdmann and John Dehner, oil seekers. Using a Nazi tank unearthed by a sandstorm, they drive towards safety but are spotted by Arabs, led by John Abbott, who believe that stolen jewels are cached in the tank. The Arabs, via a ruse, almost get the jewels, but Dehner, who has secretly found the gems, leads the others in an escape. Later, Abbott's men close in again. Cameron and the others, held at bay in the tank, radio for help via a makeshift set. A rescue plane arrives at the last minute and all escape except Dehner, who dies helping his associates.

"Donovan's Brain"

(United Artists) 83 Min.

Cast: Lew Ayres, Gene Evans, Nancy Davis, Steve Brodie, Tom Powers, Lisa Howard, Michael Colgan, Kyle James, Stapleton Kent.

Credits: Produced by Tom Gries; Directed by Felix Feist; Screen play by Feist; From a novel by Curt Siodmak.

"Donovan's Brain" is an interesting and strongly saleable project that in story content blends the bizarre and unusual with an element of science fiction. Gruesome in some respects, but also capable of maintaining a strong hold on the attention as it develops, the script has good production polish, sound register in the performing division and dramatic impact. Lew Ayres is first-rate in his role of a scientist who keeps a human brain alive. Props and gimmicks necessary for the yarn are on interesting display, in keeping with the atmosphere of the piece.

STORY: Departing from experimentation with monkeys, Lew Ayres tries and succeeds in reviving a human brain, taken from a noted financial figure who was killed in an air crash. Feeding and observing the organ, Ayres soon finds it transmitting thought and he obeys the ensuing impulses, causing him to take an interest in the dead man's affairs. His behavior resembles the peculiar characteristics of the dead man until he causes the death of a would be blackmailer and nearly strangles his wife. Gene Evans, a friend, tries to kill the brain and is wounded. A bolt of lightning destroys it. Ayres is liberated, but he still has to face legalities. Yarn ends on that note, but otherwise all concerned are quite happy.

"The Gay Adventure"

(United Artists) 82 Min.

Cast: Burgess Meredith, Jean-Pierre Aumont, Paula Valenska, Kathleen Harrison, Richard Murdoch, Julian Dalbie, Jose de Almeyda, Kenneth Cove, Henry Pascal.

Credits: A Renown Pictures Presentation; Presented by George Minter; Produced by Anatole De Grunwald; Directed by Gordon Parry.

Three tales of romance, related to each other only by the fact that a blonde newcomer named Paula Valenska appears in all, make up this diffuse import, which carries the names of Burgess Meredith and Jean-Pierre Aumont for its best box office lures. The first two tales, set in Monte Carlo and post-war Berlin, respectively, offer spotty entertainment, delivered via sub-standard productions. The finale, a sprightly spoof of a movie actress who searches in England for publicity but finds love instead, is the redeeming feature of this omnibus. Tales are strung together by having Miss Valenska arouse phantasies in the minds of the various leading men. The phantasies, depicted via flashbacks, become the stories.

STORY: Traveling on train, Paula Valenska is seen by Jean-Pierre Aumont, who thinks her to be a girl he would like to meet if he were an irresponsible young man, with a bent for gambling, in Monte Carlo. Aumont's dream bursts and Paula is seen by Burgess Meredith, U. S. Army officer, who thinks her to be the cafe singer with whom he was in love in post-war Berlin. Meredith's dream explodes and Paula is seen by Richard Murdoch, who conjures her up as a glamorous film star to whom he almost becomes married. Murdoch's dream ends and Paula is viewed leaving the train by the three men, all of them perplexed.

"Shadows Of Tombstone"

(Republic) 53 Min.

Cast: Rex Allen, Koko, Slim Pickens, Jeanne Cooper, Roy Barcroft, Emory Parnell, Ric Roman, Richard Avonde, Julian Rivero.

Credits: Associate producer, Rudy Ralston; Directed by William Witney; Written by Gerald Geraghty.

"Shadows of Tombstone" is an average western programmer with Rex Allen's personality its biggest asset. The oater trade should find it acceptable. Except for singing one song behind the title credits, Allen just plays his role straight. The film has its share of action and the direction keeps it moving along. Jeanne Cooper handles the femme lead well and Roy Barcroft and Emory Parnell are properly villainous. Slim Pickens gets some laughs as the comedy lead.

STORY: Rex Allen and his pal, Slim Pickens, are trying to expose crooked sheriff Emory Parnell, who is in partners with a bandit, Ric Roman, and the town's gambling lord, Roy Barcroft. They also try to get Jeanne Cooper, the town newspaper editor, to help them drive the crooks out but she prefers to side on the fence. When it is announced that Allen will run for sheriff, he is framed and jailed with Pickens. The sheriff plans to let them escape and be mowed down by men planted outside the jail. The plan backfires and Roman is killed. Allen then starts to clean up the town.

"Trent's Last Case"

(Republic) 90 Min.

Cast: Michael Wilding, Margaret Lockwood, Orson Welles, John McCallum, Miles Malleson.

Credits: Produced and directed by Herbert Wilcox; Screen play by Pamela Bower; Based on the novel by E. C. Bentley.

This British mystery thriller is done in a

(Continued on page 17)

Stolen Nights of Pagan Pleasure! Wild Days of Reckless Adventure!

...in the sin-city of the world!

Universal-International presents

VICTOR MATURE
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When Antar, Prince of Rogues...defied the desert's barbaric hordes for the lips of Bagdad's exotic love prize!



THE VEILS OF BAGDAD

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with **VIRGINIA FIELD** **GUY ROLFE** · **JAMES ARNESS** · **PALMER LEE** · **NICK CRAVAT**

DIRECTED BY GEORGE SHERMAN · STORY AND SCREENPLAY BY WILLIAM R. COX · PRODUCED BY ALBERT J. COHEN · A UNIVERSAL-INTERNATIONAL PICTURE

Universal International "...Pictures with that Universal appeal"



Arnold M. Picker, United Artists foreign distribution vice-prexy, signing mutual agreement pact with Norton V. Ritchey, head of Monogram International Corp., subsidiary of Allied Artists, giving UA distribution rights to AA product in Australia.

NEWS BRIEFS

Hospital Drive Begins

The Christmas Salute fund-raising drive of Variety Club's Will Rogers Memorial Hospital, kicked off this week on a eampaign designed to net the institution $250,000 from the amusement industry. Moe Silver, Stanley Warner executive who is serving as national exhibitor chairman, announced that a fnll complement of leading exhibitors in every exchange area has been ehosen to head the drive, which will last through Jan. 15.

UA Finances "Alexander"

United Artists will finance completely Robert Rossen's fortheoming production of "Alexander The Great," which the producer-director-writer will shoot in color in Greece late next spring or early summer. Aecording to Rossen, who disclosed these intentions at a conference with the trade press over the weekend, a tentative two-picture arrangement he has with UA calls for an original drama he wrote with Jerome Weidman, entitled "Fame," to follow "Alexander" for produetion next fall.

Columbia-Nord Deal

Columbia Pictures will make available prints of its 3-D films in the Nord Co's single-strip system, according to a studio announcement. First release ready in the new process will be "Gun Fury." Othcrs for whieh the new system will be usable include "The Nebraskan," "Miss Sadie Thompson," "Drums of Tahiti," "Jesse James vs. the Daltons" and "The Mad Magician."

UA Acquires "Yesterday"

"Yesterday and Today," producer Abner J. Greshler's 60-year cavalcade of the movies, narrated by George Jessel, has been acquired for release by United Artists.

Refrigeration Meet Set

More than 5,000 models and component parts of refrigeration and air conditioning equipment will be on display at the Refrigeration and Air Conditioning Exposition in Cleveland, Nov. 9-12, it was revealed in a survey eonducted by the Refrigeration Equipment Manufacturers Association, sponsors of the show. The total value of the exhibits will be in exeess of $2,000,000, it was reported.

Single-Film 3-D Process In Progress At Polaroid; Service Program Started

A nation-wide "Technical Service Program" in whieh the Polaroid Corp. will invest $500,000 to perfect the quality of stereo projection has been announced by Jackson Turner, Polaroid 3-D viewer sales manager. The eompany is making available to the 4,700 theatres now equipped to show 3-D product speeial synchronization equipment, a kit of filters and an illustrated manual for projectionists, he announced.

Polaroid technicians have been working on a single-film 3-D proeess, ealled Vectograph, which they pose as the "mechanieal solution to 3-D." The staff of Technieolor, Inc., has been eo-operating with Polaroid on the new system, which they hope to have ready for nse within a few months. Supposedly requiring no additional equipment than the standard projector and eliminating the possibility of incorreet projection, it is said to have caught the interest of several Hollywood companies.

AA Lists Minimum Of 35 Releases During 1953-54

The 1953-54 season will see Allied Artists releasing 35 features, three more than it did last year, with two in Technicolor and six in Cinecolor, according to Steve Broidy, company prexy. A flexible program will permit the company to make 3-D or CinemaSeope films as the market demands, the executive revealed, but main substance will continne to be the "bread and butter" pictures, snch as the Bowery Boys type of film.

Broidy explained that all but one of the studio's top braeket films are completed, and that more eould be produced immediately upon demand. Shooting on the proposed AA CinemaScope feature, "The Blaek Prince," has been delayed till April, he explained, thus making it available for release next year.

Filmakers Sales Meetings

Eastern sales meeting of Filmakers Releasing Organization will be held Oct. 25-26 at the Warwick Hotel as second in the company's series of meetings begun this week with a two-day Chicago session. West Coast session is planned for November. Picture being plugged is "The Bigamist," starring Joan Fontaine and Ida Lupino.

Foreignotes

The annual report of the Ontario Film Censors for the year ending March 31, 1953, is highlighted by figures revealing increasing entries of British and Continental European films into the Canadian market and a relative decrease in U. S. films. Other developments noted in the report inclnde the steady increase in the number of theatres, a significant drop in gangster and crime featnres from the U. S. and United Kingdom, and the maintenance of a long safety record free from loss of life or serions injnry.

* * *

The numerical decline in U. S. films must, however, be tempered with trade information indicating that on a national scale, gross receipts of non-United States films are not proportionate to their numbers, and U. S. films have not yet suffered any appreciable losses in Canada directly attributable to foreign competition.

* * *

While the U. S. feature films retained their unquestioned dominance in both Ontario and Canada as a whole, the ratio of U. S. feature films to other imported films dropped somewhat in the fiscal year ending Mareh 31, 1953 eompared with the previous year.

* * *

In the 1952-53 film year, 581 features were reviewed by the Ontario censors, of which 439 were U. S. productions, 85 were British, and 57 came from other countries. In 1951-52 a total of 559 features were reviewed, with 462 being U. S. films, 61 British, and 36 coming from other countries.

* * *

Some factors governing the growing number of non-U. S. films in the Canadian market are the rising output abroad, particullarly by Italian and French studios; more popular advertising which subdues the intelleetnal approaeh formerly used with European importations; and wider use of English language dubbing in place of snbtitles.

* * *

Trade sources report that for the current fiscal year, non-U. S. films entering Canada will at least equal and very likely exceed the number established during the 1952-53 year. Italian, French, and German films are expected to make the largest gains. Productions from Italy, dubbed in the English language have been particularly successful in the Canadian market.

FILMS TELEVISED—OCT. 3 TO OCT. 16

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Atlantic City	Constance Moore	Rep. 9-15-44
A Boy, A Girl and a Dog	Jerry Hunter	Film Classics 6-29-46
Driftwood	Walter Brennan	Rep. 11-6-47
Goodnight Sweetheart	Ruth Terry	Rep. 6-12-44
The Great Guy	James Cagney	Grand Nat. 12-9-36
King of the Gamblers	William Wright	Rep. 5-25-48
The Mantrap	Lloyd Corrigan	Rep. 6-1-43
Mister Drake's Duck	Douglas Fairbanks, Jr.	UA 9-21-51
Obsessed	David Farrar	UA 9-30-51
Scotland Yard Scouts		
Silver Sage Pals	Tex Ritter	
Stranger In The Night	William Terry	Rep. 11-8-44
Stronghold	Veronica Lake	Lippert 2-15-52

Move To Influence Film Production Emerges From National Allied Meet

(*Continued from page 8*)

theatres and the unfair length of time that subsequent-run houses have to wait for product after it leaves primary situations.

It also hit out against the denial of certain bookings unless exhibitors "consent to unprecedented terms and conditions, including unwarranted increases in the playing time." Copies of the resolution were to be sent to all distribution company heads.

The idea for a national film buying and booking organization had been proposed earlier at a meeting of regional Allied officials in Chicago last spring. It was brought up once again at the convention when it was put before the board and discussed informally among Allied leaders.

Needs Industry Leader

No legal problems seem to stand as a deterrent to the plan, but instead looms one of organization and administration. Forming such a board would be a complicated and difficult task, it was explained, and it would require the leadership of an able industry leader with time to devote to the project. Thus far, no one has been named for the job, but it is not a dead issue.

A warning that the tax fight has to be waged "all over again from the grass roots" was given by Col. H. A. Cole, co-chairman of the COMPO national tax committee.

He said that exhibitors are too complacent and added that much ground "has been seriously lost in the last 60 days." The estimated number of Congressmen on the industry's side has been reduced from about 400 to "300 or less" in that period.

Earlier, Rep. Joseph W. Martin, Jr., Speaker of the House, told the convention that he "looks forward to the day when our national finances will make tax relief for theatres a reality." He added that he hoped "some relief can be favorably considered after Jan. 1."

New Media Praised

Reports on the desirability of a variety of new media came from Spyros P. Skouras, president of 20th Century-Fox, Steve Broidy, president of Allied Artists, E. O. Wilschke, chief of operations for Altec Service Corp., and Robert H. Odell, executive director of the newly organized Council for 3-D Film Progress of New York City.

Skouras pledged that his company would do its best to make CinemaScope available to all motion picture theatres, but he insisted that 20th-Fox would not release its CinemaScope product in standard versions.

As for the high cost of equipment, Skouras answered: "if you don't have stereophonic sound, the best screen, the best of everything you have no right to stay in business."

While mulling over the Skouras offer of help to get equipment to exhibitors, the convention in turn asked 20th-Fox to produce and release "a substantial number of 2-D conventional size pictures" to relieve "the serious film shortage."

Also, it announced that it was "encouraged" that Skouras had agreed to test "The Robe" with the usnal single-track sound and urged the test be made "as quickly as possible."

Steve Broidy stated that what some people term confusion is, in reality, excitement, which has provided a much-needed "shot in the arm for all of us." Hollywood is meeting the problems resulting from an adjustment to the techniques of the new media, and there has been a rebirth in the art of film making, he said.

Sees Improvement

The industry is changing for the better, Broidy asserted. With its innovations, the industry now has people "talking about movies, reading about them and, above all, getting in the theatre-going habit again."

Further support for a variety of media came from Wilschke, who said that three different types of presentation were not too much at the present time. He claimed that 3-D is not dead, and that all it needs is some good projection equipment, which the equipment companies are still working on.

Wilschke conceded that some of the equipment put on the market in a hurry was inadequate, but he blamed it on the pressure for speed. With more time, all equipment will be perfected, he said.

Not everyone needs new machinery at once, he reasoned, because there isn't that much product yet. When the product is available, the equipment will be ready, he promised.

Requests "Fair Chance"

Another plug for 3-D came from Odell in a plea that exhibitors "give 3-D a fair chance."

At the film clinic session Odell stated that "most of the error period is behind us," and reminded that despite the flaws in the system, no other single factor in the industry has given the box office "a bigger shot in the arm" in the last few years.

Irving Isaacs, president of Independent Exhibitors Inc., of New England, was appointed to head a committee to study the possibility of convincing insurance companies to lower theatre insurance rates. A preliminary study shows that despite advances in safety measures, theatre insurance rates have remained unchanged for the past 20 years.

Next Allied Meet Set For Milwaukee

Boston.—The 1954 Allied States national convention, which will be combined with the annual TESMA-TEDA trade show, will be held in the Milwaukee City Auditorium, Milwaukee, Oct. 12-14.

The group's drive-in convention is scheduled for Feb. 2-4, 1954, at the Netherland-Plaza Hotel, Cincinnati, and its board of directors will meet in the Plaza Hotel of the same Ohio city on Feb. 5-6.

Instruct In CinemaScope

CAMDEN, N. J.—The established training program acquainting RCA's field engineers with the new stereophonic sound systems for CinemaScope will be supplemented by a series of nationwide technical conferences, according to a company report. The meetings, already begun in Chicago, will familiarize personnel "with the latest information and installation procedures" for CinemaScope sound, stated W. L. Jones, RCA vice-president, last week.

Staff Reviews

(*Continued from page 14*)

leisurely manner and at best stacks up as an exceptional programmer that can provide hefty support to any bill. The principals, Michael Wilding, Margaret Lockwood and Orson Welles, all turn in excellent acting stints. The tale, concerning the death of an internationally known tycoon, is based on the novel by E. C. Bentley. A bit of editing could do a lot to tighten up the film for the American market. As it stands, however, it holds interest. An outstanding asset in the film is the original music and an expert piano solo played by the celebrated pianist, Eileen Joyce.

STORY: Michael Wilding, ace crime reporter, is assigned to the case of the death of Orson Welles, an internationally known financier. Through Miles Malleson, he gains entry to the Welles' manor and meets Welles' widow, Margaret Lockwood and Welles' secretary, John McCallum. Wilding suspects McCallum even after a coroner's jury rules suicide. Wilding stays with the case despite this. Wilding learns that Welles planned to kill himself and make his death look like a murder McCallum had committed. He also learns that Malleson shot Welles accidentally in a struggle for the gun when he found Welles about to commit suicide with it. Wilding sees no sense in opening the case and takes Malleson's suggestion that he marry Margaret. She agrees.

●

"El Paso Stampede"

(Republic) 53 Min.

Cast: Allan "Rocky" Lane, Black Jack, Eddy Waller, Phyllis Coates, Stephen Chase, Roy Barcroft, Edward Clark, Tom Monroe, Stanley Andrews, William Tannen, John Hamilton.

Credits: Associate producer, Rudy Ralston; Directed by Harry Keller; Screen play by Arthur Orloff.

This is the last western at Republic for Allan "Rocky" Lane and the oater fans among adults and juveniles, who have enjoyed the efforts of this lean, hard-hitting virile cowpoke, will miss him. Lane exits in a volley of gunfire, hard-hitting action and fast-moving drama, that are his trademark. The story isn't anything out of the ordinary, but Lane, with his flying fists aided by his horse, Black Jack, manages to inject excitement into the proceedings. Phyllis Coates handles the femme lead well and there is no doubt that bigger and better things are in store for her. This one will do all right in its market and there will be some sad faces when the action fans hear that this is the last of Republic's Lane series.

STORY: Federal marshal Allan "Rocky" Lane is sent to the Mexican border to investigate cattle rustling during the Spanish-American War. He gets a job with feed merchant Eddy Waller and discovers that Edward Clark, one of Waller's employees, has been giving cattle shipment information to the town dentist, Shephen Chase, who is leader of the rustlers. Chase is in league with Roy Barcroft. When Chase and Barcroft steal some of Waller's feed, Lane follows them to their hideout through a waterfall into a hidden valley. The outlaws have kidnapped Phyllis Coates and Lane captures Chase after Barcroft is killed in a gun battle. Phyllis is rescued, the stolen cattle are recovered and Lane moves on to his next mission.

Hilton Resigns UA Post

Resignation of Robert Hilton as head of United Artists' print department after an association of 26 years with the company has been announced by William J. Heineman, vice-president in charge of distribution. Hilton, whose resignation will take effect Oct. 31, intends to take up residence in Florida shortly thereafter.

P. A. Sparks Runs

Jungle Stunts, Hunter's Tour Blaze "Mogambo" Bally Trail

A bit of the African jungle came to the U.S. when M-G-M's "Mogambo" had its world premiere at the Warfield Theatre, San Francisco. By a series of tie-ups and exploitation stunts, the theatre pegged its campaign on the film's jungle motif. Lending an authoritative hand in the proceedings was Frank "Bunny" Allen, the famous "white hunter" who conducted the African safari for the production of the film and is now making a 15-city tour on its behalf.

Prior to the premiere, Allen toured San Francisco with a huge truck promoted from a local dealer. The vehicle carried a man dressed in a gorilla suit who put on a show for the townspeople. Also, some Negroes dressed in hunting costumes accompanied the truck, which carried huge signs announcing the playdate of the film.

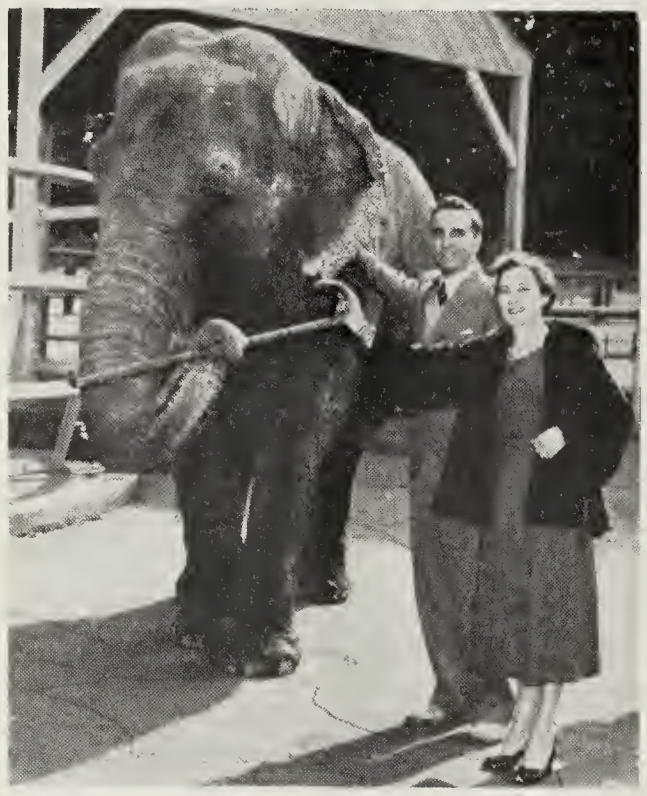
A great deal of publicity was garnered the engagement via an assortment of window displays arranged by Boyd Sparrow, Loew's Theatre executive, and Ted Galanter, M-G-M field press representative who worked on the campaign. They persuaded a camera shop to display a huge shot of film's star Clark Gable using a camera in the picture.

Window Displays Promoted

Another still from the film, one showing several of the stars grouped around a tape recorder, was used in a window piece by a local radio equipment store. Guns, stills and props similar to the ones used in the film were part of displays placed in the windows of British Overseas Air Co., the American Express Office and a sports shop.

The many animal scenes found in the film served as inspiration for another window scene, this one placed at a pet shop. Both Gable and Ava Gardner, his co-star, were shown in shots with animals. While the pet shop didn't offer elephants or tigers for sale, it made the point that kittens and pups could be bought there.

A connection between British Kenya, where the film was shot, and British woolens netted a window from the Richard Bennett Woolen Co., which also included stills from the film. In this display, as in all the others, full credit was given to the local playdate.



Frank and Mrs. "Bunny" Allen with elephant at Boston zoo, pre-selling M-G-M's "Mogambo."

A luggage shop displayed several photos from scenes in which Miss Gardner and Gable were seated on suitcases. Copy explained that hundreds of pieces of luggage were used in equipping the safari in the pictures. Co-operation went even further when the playdate credit card read "Warfield Luggage . . . the best in luggage; Warfield Theatre . . . the best in motion pictures."

Allen began his cross-country tour in Boston, where he met the New England press and took publicity photos at the Franklin Park Zoo. Allen is also speaking before various organizations interested in hunting.



Part of the street bally for the world premiere engagement of M-G-M's "Mogambo" at the Warfield Theatre, San Francisco, included this "safari" led by Frank "Bunny" Allen, who came back from Africa to help exploit runs of the film. Truck toured city drawing loads of attention to the playdate.

Regional Celebrations Promote "Territory"

A full scale series of exploitation stunts is being given RKO's "Louisiana Territory," official picture of the sequi-centennial celebration of the Louisiana purchase. Film had its world premiere this week at the State Theatre, New Orleans, at the same time that festivities began marking the historic anniversary.

Three different contests have been initiated on behalf of the world premiere engagement as well as some of the 25 other situations in the area playing the film.

One was sponsored by the New Orleans "Times-Picayune," which offered free tickets to the premiere for photographs from readers depicting scenes from the original Louisiana Territory. A local department store gave space to the contest in its windows.

Students Enter Contest

All junior and senior high school children in New Orleans and 25 other southern cities are participating in an essay contest in which they name their choice for the greatest advantage gained by the country through the purchase of the land. Winners at each school will receive a special commemorative Louisiana Territory Purchase trophy cup.

The New Orleans "Item" and TV station WDSU joined in with RKO in a search to find the most beautiful girl in the south. Winner and runners-up took part in the celebration and ceremonies at the world premiere. Event was publicized daily by both the paper and station since Oct. 1.

Governors of 30 states, including the 17 which comprise the area purchased from France in 1803, are co-operating in the distribution and publicizing of the film, according to Charles Boasberg, general sales manager. Further support came from E. V. Richards, Jr., chairman of the Louisiana Purchase Sesquicentennial Commission.

Viewers Sell "Redheads"

Sale of Sawyers, Inc., 3-D View-Masters by thousands of dealers throughout the country will be tied in with promotion of Paramount's three-dimension production, "Those Redheads From Seattle." Multi-colored posters showing a scene from the production are being installed in View-Master dealer stores, and View-Masters used by these stores for demonstration purposes will be fitted with scenes taken from the film.

Caesar Student Shows

Co-operating with the School and Theatre Committee of the New York City Association of Teachers of English, the management of the Booth Theatre and Metro-Goldwyn-Mayer are arranging for groups of students to attend matinees to see "Julius Caesar." More than 500 students from a dozen schools have already set dates for the group parties.

Contest Aids "Lion" Run

NEW YORK.—For its run of the Warner Bros. release, "A Lion Is In The Streets," starring James Cagney, the Paramount Theatre ran a Cagney memory contest in which contestants were asked to list as many Cagney films they could remember and his leading lady in each. The 25 most complete lists received pairs of tickets.

'Now will you tell everyone we're SENSATIONAL in 'MARRY ME AGAIN'



everyone at the Seattle World Premiere said it!"

SEATTLE POST-INTELLIGENCER RAVES:

New comedy smash hit at Orpheum! ...Marry Me Again drew more laughs than any other comedy of recent memory!...It's fortunate in having two stars who know the fun-making business thoroughly!...Marie Wilson wins favor before large and laughing audiences!...The house was packed and the applause terrific!"...**AND THE BUSINESS EVEN TOPPED THE RAVES!**

Marie Wilson & Robert Cummings

in

'MARRY ME AGAIN'

with RAY WALKER • MARY COSTA • JESS BARKER

Produced by ALEX GOTTLIEB • Written and Directed by FRANK TASHLIN

Distribut
R K
RAD
PICTU

Exploitation Ideas

UA Bally Gimmicks Spark "Paradise" Run Campaigns

Included among a number of exploitation gimmicks devised by United Artists for exhibitor use in plugging local runs of "Return to Paradise," latest Gary Cooper starrer, is a boat race, calling for the use of Polynesian-type outrigger canoes, and a name-matching contest involving other roles played by the star. Both stunts require little expense, although South Pacific boats may be difficult to find.

A planned outrigger race celebrating the film's opening at Loew's State Theatre, N.Y.C., had to be called off when only one such boat could be located in the eastern seaboard area, but such a regatta could be held by other theatres. The publicity copy on the race, however, attracted much attention. Possibly genuine outriggers are more plentiful in other areas of the country, or theatremen might find a substitute for the real thing.

Window Displays Used

The matching contest was used at the Gotham engagement when the theatre asked participants to match 15 roles played by Cooper in other films with the correct titles of the pictures. The first 25 persons sending in the correct answers were awarded free passes to the film.

Other means of getting passers-by interested in the New York run were three displays located in some of the town's busiest spots. The Australian Trade commissioner at Rockefeller Plaza sponsored one that showed stills from the film and also included tapa cloths, mats and a model outrigger, all donated by the Council of Tribal Chiefs. A huge map of the area was also part of the exhibit, which gave full credit to the run.

More South Sea atmosphere was generated by the window display of Oestricher's Art Shop, on Sixth Ave., which featured an arresting collection of more than 40 Gaugin prints, depicting exotic views of Samoa, where the film was shot.

Another window exhibit, at the British Overseas Airways Office on Madison Avenue, combined Samoan costumes and handicraft with key scenes from the film. Both the art shop and airline displays gave full credit to the picture and playdates.

For the world premiere of the film, held at the State Lake Theatre, Chicago, the theatre placed an elaborate float in front of the house, which was decorated to catch the South Sea flavor of the film. Palm fronds were placed about, and ushers dressed in native costumes appeared on the float.

A huge false front was constructed for the film's run at the Midtown Theatre, Philadelphia.

House Joins Co-Op Ad Selling Shopping Center

West Hartford, Conn. — Joining in a town-wide drive to sell West Hartford to shopping patrons, the Central Theatre took space in a half-page co-operative ad which appeared in the local newspaper. Manager Hugh J. Campbell thus engendered the good will of his fellow merchants as well as getting his theatre a plug in an important ad.

Theme of the ad was that West Hartford is a "cool place to do your shopping." Copy proclaimed the town "air conditioned West Hartford," with the theatre going along with this idea. Another point was that the town has plenty of free parking space," which served as a drawing-point for the situation.

Gala Activities Herald 'High Ground' Debuts

A series of five premieres, all held within the same week in different Texas cities, was given M-G-M's "Take the High Ground," a Dore Schary personal production. The Sept. 21 El Paso opening was followed by screenings in San Antonio, Houston, Dallas and Fort Worth from Sept. 23-26.

Arrangements for the premieres, for which civic and military ceremonies and receptions were prepared, were concluded at studio conferences attended by Bob O'Donnell, head of Interstate Circuit, and Raymond Willie, the group's general manager.

Film's stars attended the openings, which were bedecked with "all the color and glamour of Hollywood premieres," according to a company report.

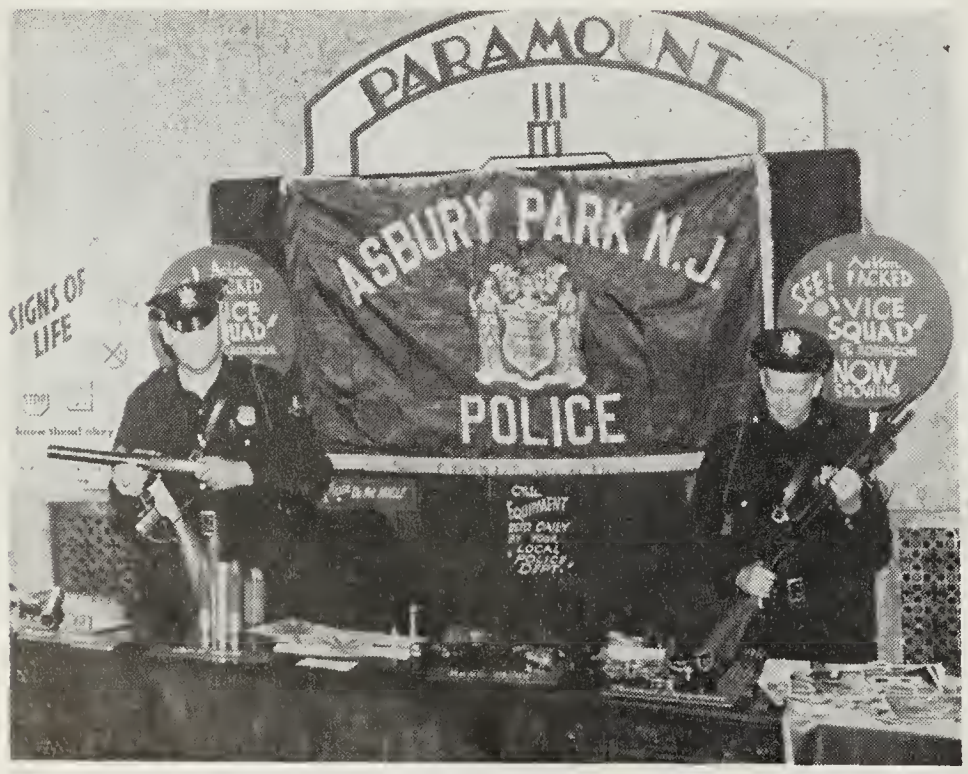
Elsewhere, Miss Stewart helped to garner additional publicity for the picture when she made a personal appearance at St. Louis at the time of the American Legion convention. Named "Sweetheat of the American Legion," she was honored guest at its Commander dinner, joined in its parade and made appearances on local TV shows.

Paramount's Co-op Drive Boosts "Little Boy Lost"

A co-operative promotion campaign on "Little Boy Lost" has been established by Paramount Pictures and Foster Parents' Plan for War Children, Inc., non-political, non-profit, non-sectarian, independent relief organization helping children.

Total number of FPP members and contributors exceeds 500,000 Americans and Canadians. The promotion will make it possible for these members and contributors in communities where the picture will be shown to work closely with theatre managers with a view to benefiting both the picture and the plan.

Many colleges and schools are EPP members, and it is expected that large numbers of students will be available to work with theatre managers in this joint promotion.



For the engagement of the United Artists release, "Vice Squad," the local police department provided and manned this unusual firearms display placed in the lobby of the Paramount Theatre, Asbury Park, N. J. Film deals with the activities of a homicide department, so the tie-in was a natural. Policemen explained the equipment to interested patrons.



An elaborate front was created when the St. James Theatre, Asbury Park, N. J., played M-G-M's "The Bandwagon." A cut-out panel replaced the usual marquee letters, and a canopy was built out over the side doors of the theatre in a decoration scheme that played up the musical motif of the film. Huge panels in front of the house added to the impact of the display, thought up by Bob Hynes, city manager for the Walter Reade theatres in that area. Poses from the film's highlight, the "Girl Hunt" ballet, were used as illustrations.

REGIONEWS

ALBANY

Hope of breaking last year's record total of $2,029 for this district in the Will Rogers Memorial Hospital Christmas Crusade was voiced by distributor chairman Jack Goldberg and exhibitor chairman Charles A. Smakwitz, who held a meeting of exchange managers and salesmen to set up details for the drive. . . . Fabian's Grand will telecast six Notre Dame football games starting Oct. 17 on closed circuit, TV. Football via video in the past has not been the box office attraction that boxing is. . . Fred Every took over the Phoenicia, Phoenicia, from Sam Davis. His father owns the theatre building. David Myers acquired the Woodstock, Woodstock, from Davis, who still has a summer film situation in Fleischmanns.

Jules Perlmutter postponed until Oct. 30 the reopening of the Carol (formerly the Chester) in Chestertown. . . . The Strand, Albany, will present the Slavenska-Franklin Ballet, at $4.80 top, Oct. 27. The Avon, one of S-W's Utica first-runs, will house the Jose Limon Dancers in Nov. . . . Nathan G. Robbins, at one time Utica's leading theatre operator, died of a heart attack. . . . Louis W. Schine of Gloversville, N. Y. became a grandfather again with the birth of a son to Mrs. Ross H. Higher, the former Dorene Schine.

ATLANTA

The remodeled Fairview Drive-In at Montgomery, Ala., managed by Felix Lacy, now claims to be one of the largest one-screen ozoners in the south. With 450 additional parking spaces, it now has a capacity of 1,110 cars and features a six-lane entrance and four-lane exit. Concession stand has been remodeled and air conditioned and new playground equipment will be installed soon. Opened four years ago, the ozoner is equipped with individual car heaters for winter operation. . . . Skyline Drive-In at Dothan, Ala., serving complete dinners in the snackbar, reports business good. The Skyline recently completed an auditorium for indoor seating. C. Dennis is part owner and mgr.

The Elks Theatre, Huntsville, Ala., will be improved as result of an agreement between Lyric Amuse. Co. and the Madison County board of commissioners, who have agreed to provide up to $12,000 for re-flooring, modernizing of restrooms, plumbing and heating facilities. . . . Construction was resumed on a Negro ozoner at Sanford, Fla., which had been stopped when Harry F. Cushing and John Brumley, Jr., associates in the venture, received threats of bombing. . . . Skyvue Drive-In at Jackson, Miss. celebrated its remodeling and concession opening with free orchids to the women, cigars to the men and popcorn to the kiddies. . . . Liberty Theatre, Homerville, Ga., closed because of poor business.

Space has been added to the High Springs Drive-In, High Springs, Fla., for 90 additional cars to accommodate Negro patrons. . . . John Carter's Buckhead Theatre boasts the first and only authentic CinemaScope screen in suburban Atlanta. . . . Athens Theatre, Deland, Fla., managed by Joseph Fleishell, has a new screen and 3-D equipment. . . . 3-D equipment has been installed in the Pasco, Dade City, Fla., managed by Johnny Jones, also in Ed Beach's Ilam Theatre, Fernandina, Fla., and Angelo Monolo's Pompano Drive-In, Pompano, Fla. . . . Herman Candy, mgr. of the Lyric, Prattsville, Ala., inaugurated a special admission of 30¢ for students over 12.

Floyd's Carib Theatre in Clearwater, Fla. will be equipped with Kroehler full spring cushion back chairs. . . . For the first six months of this year, according to University of Alabama figures, receipts in Alabama theatres reflected a 4.9 percent drop as against same period last year. . . . Don Holcomb installed a new wide-screen in the Palace Theatre, Tampa, Fla., at a cost of $25,000. . . . The old Grand Theatre, Orlando, Fla., recently taken over by B. S. Moss Theatre Corp. of N. Y., has been renamed the Astor and is managed by William J. Carroll.

Frank Krickler is re-paving, renovating restrooms, adding new box offices and a fence at his West Hollywood, Fla. ozoner. . . . Thieves broke into the office of the Star-Lite Drive-In at Wauchula, Fla. and made off with a 200-pound safe containing nearly $1,000. . . . Lowell Gorman is new owner of the Midway Theatre (formerly the Park) at Trion, Ga. . . . William Richardson, pres. of Astor Pictures of Ga., announces their first 3-D picture, "The Robot Monster" ready for theatres. . . . Bob Moscow of the Rialto Theatre, Atlanta, was named theatre chairman of the 1953 Red Feather campaign. . . . Mayor Lawrence Shields, drive-in owner of Columubs, Ga., is a candidate for re-election.

BOSTON

The Beacon Hill Theatre will have the world wide premiere of Orson Welles' "Othello" for its New Year picture, according to owner Benjamin Sack. . . . Kenneth Douglass, pres. of Capitol Theatre Supply has appointed Ernest J. Comi as gen. mgr. Norman Sharp has been added to the repair and service dept. . . . Rifkin Theatres and Philip L. Lowe signed a long-term lease on the Meadow Glen Drive-In, Medford, with owner Joseph Longo. The new owners took over Oct. 10 and brought in Roland Moon from the Quintree drive-in as temporary mgr. . . . Cyrus Harvey Jr. and Bryant Haliday reopened their Copley Theatre on Oct. 11 with "Mr. Potts Goes to Moscow."

Relston, Inc. has taken over distribution for New England of Cretors Popcorn Machines of Chicago. . . . Nate Levin, former city salesman for Allied Artists who was upped to branch mgr. in Detroit, was tendered a farewell luncheon at the Hotel Bradford. Head table guests were Walter Brown, Variety's chief barker; Benn Rosenwald, toastmaster; Herman Rifkin, Ben Abrams, Myer Feltman, Maurice Wolf, E. M. Loew, Harry Goldstein and Ed Morey of AA in N. Y. C. . . . "The Robe" broke all house records at the Keith Memorial Theatre by chalking up nearly $80,000 in its first week. . . . The Felsway Theatre, Medford, reopened its doors Oct. 18 under new operator Raphael Sandlow, who assumed the lease from Nat Hochberg.

A new 1,000 car ozoner will be ready for a late spring opening in Burlington, Mass. at the junction of Routes 3 and 128. A permit has been granted to Bob Waldman, an associate with Al Lourie in the Adams, Dorchester. It will cost around $250,000. . . . Abraham Spitz, 100-year-old exhibitor from Providence, is in St. Joseph's Hospital following a heart attack. . . . Cinerama will be presented at the RKO Keith-Boston sometime around the 1st of Dec. . . . The Nord Process, shown at a special screening at the Allied convention, was enthusiastically received by the delegates. This is the system of 3-D requiring only one film with one projector and only one operator. It was brought here by Ed Lachman, sales coordinator, Roy Clapp, inventor, and Mr. Supac, pres. of Nord Process Co. . . . Kenneth Graham was transferred from S-W's Art Theatre to the Capitol, Springfield, as asst. mgr. . . . Harry J. Fischer was named asst. mgr. at the Paramount, Springfield. . . . Francis Cahalan is the new mgr. of the Capitol Hillsboro, N. H.



Paramount executives and Italian producers Carlo Ponti and Dino DeLaurentiis confer on distribution plans for "Ulysses," starring Kirk Douglas, Silvana Mangano and Anthony Quinn, for which Paramount has acquired U.S. and Canadian distribution rights. L to R: George Weltner, Paramount International; A. W. Schwalberg, Paramount Film Distributing Corp.; DeLaurentiis; Barney Balaban, Paramount Pictures; Ponti; and Russell Holman, Paramount production.

BUFFALO

Local premiere of "The Robe" at Shea's Buffalo Theatre was attended by two company presidents, Spyros P. Souras, head of 20th-Fox, and Agis I. Mihalakis, president of the Glowmeter Corp., creators of the Magniglow Astrolite screen. Skouras predicted the lowering of industry costs and the increase of big productions. Early tabulations show the first CinemaScope release playing to more than 45,000 persons in its first week, which is almost triple normal business. . . . Further industry optimism was voiced this week by George H. McKenna, managing director of Basil's Lafayette Theatre, where Columbia's "From Here to Eternity" is breaking records. McKenna said he thought the "cinematic corner" has been turned. . . . Downtown theatres are co-operating with Army and Air Force recruiting personnel by inviting enlistees and inductees to matiness prior to departure for camp. . . . Charles B. Taylor, associate gen. mgr. of Buffalo Paramount Corp., is this month's chairman of the Community Chest Drive. Sixty area thatres are running trailers. Taylor is being helped by John Chinell, RKO branch manager.

Drive-ins are opening one hour earlier with the passing of daylight savings time. This permits parents with children of school age to see a full program before bed-time. . . . The Paramount featured a stage show of Nat King Cole, Sarah Vaughan and Ralph Matera and his orchestra for one day. All seats were reserved for two performances. . . . The world's largest screen, 120′ x 48′, will be installed shortly in Radio City Music Hall by Glowmeter Corp. of Buffalo, who is also supplying the theatre with a standard flat type screen measuring 70′ x 33′.

CHARLOTTE

The new 450-car Azalea Drive-In at Orangeburg, S. C., opened for business. . . . Harry and Frank Osteen's Fox Drive-In at Seneca, S. C., which will accommodate 400 cars, is being readied for opening. . . . CinemaScope equipment has been installed in the Fox Theatre, Greenville, S. C. . . . So far as the Theatre Owners Assn. of N. & S. Car. is aware, only drive-in theatres have increased prices in the two states. . . . New-Con Drive-In at Conover, N. C. has been purchased by Colonial Theatre, Inc. of Valdese from T. A. Little of Charlotte and will be managed by Don L. Holler, who also manages the Canova Theatre there.

A motion by distributor defendants in the $2,225,000 anti-trust suit filed by Carver Theatres of Rock Hill, S. C. to move the suit from N. Y. to Charlotte was granted by Federal Judge Sylvester Ryan. Plaintiff seeks damages because of alleged unfair clearance practices. All major distributors were named. . . . Some 200 persons left safely when a fire swept the basement of the Center Theatre, Mount Airy, N. C. . . . The Booker-T Drive-In Theatre near Columbia, S. C., located in Aiken County, was granted a charter to operate an ontdoor theatre and concession stand. Maynard H. Tucker is pres. of the company.

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The 18th annual meeting of Alliance Theatres' personnel was held at the Lincoln Hotel in Indianapolis and the gathering of more than 100 was addressed by S. J. Gregory, executive v.p. and general manager. Some $12,000 in cash awards was distributed to participants in the circuit's 16-week drive, the biggest portion of which, amounting to $1,138, was won by Kenneth Boles, mgr. of the drive-in theatre in Kokomo, Ind.

CHICAGO

George Valos sold his interest in the Hinsdale Theatre, Hinsdale, Ill., to Charles Avgeris, former operator of the Westmont, Westmont, Ill. House will be modernized in all departments. . . . Holiday Theatre, Round Lake, Ill., owned by Ted Tokarz and recently closed because of damage from severe windstorm, will be rebuilt. . . . John O'Rourke resigned from managerial staff of Capitol Theatre to join Western Electric Co. . . . Robert Gardner sold his interest in the Angar Co., 2831 N. Clark St., to Gus Anders. Gardner will devote his entire time to the Gardner Theatre Supply Co. at 1225 S. Wabash Ave.

Sept. theatre tax receipts $103,000 compared to $93,900 last year. . . . Abe Platt of B&K heads the amusement div.'s participation in the Chicago Community Fund drive. . . . Abbott Theatre Equip. Co. completed installation of an Astrolite screen and stereophonic sound in the Montclare Theatre. They also have orders for Sam Meyer's Glencoe and Teatro DeLago for RCA stereophonic sound systems. . . . Calo theatre reopened, featuring foreign films. . . . "Beggars Opera" had its midwest premiere at the Ziegfeld Theatre. . . . Reported that B&K invested $200,000 in securing "The Robe" for State Lake Theatre run. . . . Palsy Fund collections for Chicago and downstate now exceed $400,000 and money still coming in.

Loring Sittler rejoined Coston Theatres managerial staff after layoff due to illness. . . . Robert Blakeman named asst. mgr. of the Avalon; Robert Sherman joined managerial staff of Warner's Capitol and Carlos Bierman new on staff of the Ogden Theatre. . . . Ralph Ketterin, former theatre mgr., is author of a series of articles starting in Chicago American, titled "Stardust to Gaslight." Kettering is now on west coast cooperating with Henry Fonda in his theatre venture. . . . "The Hundred Hour Hunt" opened its Chicago run at the Carnegie Theatre on the northside. . . . Film Row grieved to hear of death of Irving Long, pres. of Fourth Ave. Amuse. Co., Terre Haute, Ind., in an auto accident. Long was also associated with Alliance Circuit. . . . Speros Kontos, mgr. of Abbott Theatre Supply, receiving congratulations on birth of Spero Christopher..

Ansell Winston, RKO city mgr. here, has been transferred to Dayton, O. as city mgr. for three RKO theatres in that city. . . . Silver Star citation, awarded posthumously to Lieut. Pierre C. Chrissis, was received by his parents, Mr. & Mrs. D. J. Chrissis, theatre owners. . . . Warner's are requesting extended loop run for "So Big." . . . John Field was named mgr. of S-W's Frolic Theatre. . . Stanley Levine was named co-mgr. of B&K's Southtown Theatre. . . . Mgr. S. Goldfinger of the Loop Theatre reports that two weeks' take of about $40,000 for "Martin Luther" is a record for this 600-seat house. . . . Walnut Theatre, Walnut, Ill., has reopened by local merchants to give folks in the town a film theatre. . . Ben Isenberg and associates reopened the Royal Theatre, Chicago, for the fall season. . . . "Sea of Lost Ships" will premiere at the McVickers Theatre Oct. 22, with Walter Brennan, Wanda Hendrix and John Derek expected for personal appearances.

CINCINNATI

Gene Combs, exhibitor of Hazard, Ky., recently acquired the ozoner at Sheridan, Ohio. . . . Helen Cole, a former filmrow secy., is replacing Margie Baker, booker for Tri-State. Margie is resigning to await the stork. . . . Ernest Turner of the Drift Theatre in Drift, Ky., took over the theatre at Weeksbury, Ky., from owner J. B. Johnson. . . . S&S Amuse. Co. has installed a CinemaScope screen and stereophonic sound in the Keiths Theatre in downtown Cincinnati. . . . The theatre in Millersburg, Ky., formerly owned by the Military Institute in the town, has been purchased by Leonard Howard, who plans to open it Wed. and Sat. only for one showing each night. . . . William Borack of Tri-State Theatre Service reports that the Trail Drive-In at Rand, W. Va., for which they buy and book, has been purchased by Ray Phelan of Clendinin, W. Va. . . . Robert B. Frederick is the new mgr. of the Guild Theatre.

The branches headed by Morris Lefko of RKO have designated Nov. 6-Dec. 3 as "Morris Lefko Drive Period." Local mgr. Stanley Jacques is aiming for a record showing by his group. . . . Jay Goldberg of Realart reports his company has acquired a group of films known as International Pictures, comprising outstanding reissues. . . . Mrs. Ethel Miles of Columbus, O., had five of her theatres equipped to show 3-D films. . . . New booker at Realart is Jules Brown. . . . Edwin Booth, M-G-M branch mgr., is distribntor chairman, and Phil Chakeres of Chakeres Theatres is exhibitor chairman in this area for the Will Rogers Memorial Hospital drive. . . . Sante Macci, owner of the Wayne Theatre, Greenville, O., has a new baby daughter named Toni Lynn. . . . Frank Decker, W. Va. salesman for Allied Artists, is in Raleigh General Hospital in Beckley, W. Va. following a heart attack.

Vance Schwartz has moved his office from Film Row to the Hyde Park Theatre, which

CINCINNATI (cont'd.)

he operates. . . . Joan Shore, daughter of Ruben Shore of S&S Amuse. Co. will be married Oct. 25 to Earl Goldsmith, Jr. at the Cincinnati Club. . . . Realart's 3-D picture, "Hannah Lee," had its first showing in this area at the Victory Theatre, Dayton. . . . Bob LaSance, Fox Booker, became a father for the second time with the birth of a son. . . . "The Sea Around Us," which had a successful engagement at Sugarman and Hofheimer's World Theatre in Columbus, is scheduled to open at the Hyde Park Theatre, Cincinnati, Oct. 21. Tie-ups have been arranged with schools, University of Cincinnati; Zavier College, also four book stores. . . . Harry Sheeran, M-G-M city salesman, received a pair of cuff links and a leather pocket secretary from the M-G-M Club on his 25th anniversary with the company. . . . Arthur Fine, owner of the Empire Theatre, Cincinnati, is convalescing at home after being hospitalized for a heart ailment.

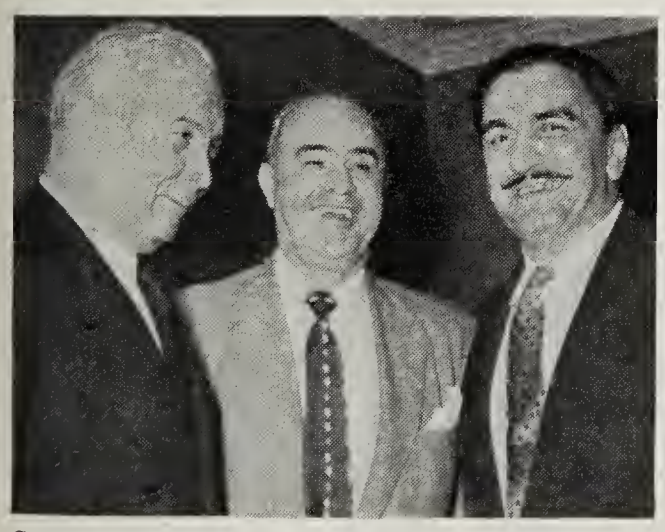
CLEVELAND

"The Robe" and the first public showing of CinemaScope here aroused so much advance interest, the Hippodrome had to give three first-night performances instead of one as previously announced. . . . Ernest Schwartz, president-secretary of Cleveland Motion Picture Exhibitors Assn., reported that moviegoers donated $25,000 to the American-Korean Relief Fund. . . . "From Here to Eternity" was seen by 88,496 in its first three weeks at the Palace, RKO chief Max Mink estimated. . . . Mrs. Wm. G. Sullivan is the new pres. of Motion Picture Council of Greater Cleveland, comprising a group of mothers who attempt to promote better children's movies and special matinees.

DENVER

Jack Clayton will soon open his new 400-seat theatre in Lovington, N.M. The house, as yet unnamed, will use Mexican films mainly. . . . Paul Lyday of the Denver Publicity dept. of Fox Inter-Mountain, has been upped to mgr. of the first-run Tabor, succeeding Ralph Batschelet who quit to become v.p. and gen. mgr. of Television Theatres, Inc., which will operate the Webber and the Centennial Drive-In. . . . Robert Tankersley, salesman for National Theatre Supply, has been transferred to Omaha as asst. branch mgr. . . . Paul Allmeyer, Paramount salesman, resigned to become associated with Robert Patrick in Preferred Pictures, which owns the Realart franchises here and in Kansas City. Allmeyer will also be associated with R. D. Ervin, owner of several Colorado theatres. . . . William Steege, formerly Montana dist. mgr. for Fox-Intermountain, passed away.

Robert Evans, co-mgr. of the State, resigned to become a salesman for Preferred Pictures. Charlotte Stuever, co-mgr. at the State, now has full charge and will also do the buying and booking. . . . Bruce Marshall, Columbia salesman, underwent an eye operation at St. Luke's Hospital. . . . Two local film executives are being honored by sales drives—Al Kolitz, RKO dist. mgr., during a month-long drive in Dec., and C. J. Duer, Allied Artist branch mgr. in a sales drive lasting from Oct. 30 to Jan. 29. . . . Albuquerque Exhibitors, Inc. are installing Stereoscope sound, Anamorphic lenses and other new equipment to be used with CinemaScope. Western Service & Supply sold them the equipment.



Spyros P. Skouras, 20th-Fox prexy; Charles Kosco, Buffalo branch mgr.; and Agis I. Mihalakis, pres. of Glowmeter Corp. of Buffalo, creators of the new Magniglow Astrolite Screen for CinemaScope pictures, (l to r), meet at the premiere of "The Robe" at Shea's Buffalo Theatre.

DES MOINES

A new wide angle screen is to be installed soon at Arlo Thompson's Mills Theatre in Lake Mills. . . . The Drive-In west of Ames was recently robbed of $344.98. The break-in was discovered by Ray Truesdell who manages the theatre for Ames Theatre Corp. . . . Construction of an ozoner at the southeast city limits of Albia has been launched by the McClain Theatre Co., operators of the King Theatre in Albia, with a spring 1954 opening in view. . . . Iowa United Theatres have doubled their children's admissions from 10¢ to 20¢ in theatres all over the state. . . . James Wren, former asst. mgr. of the Paramount in Waterloo, has been named mgr. of the Strand by A. H. Blank, pres. of Tri-States, which operates both houses. . . . Ernie Kammerer, mgr. of the Palace in Vinton, reports that 26 Vinton merchants will sponsor a series of Saturday matinees at the Palace through the fall and ending Dec. 12. . . . Motion pictures are being shown in Garwin again through sponsorship of the Garwin Commercial Club. A Sunday night show will be run weekly at the Savoy Theatre Building, owned by Darrell Evans of Cedar Rapids.

Newspaper employees of the Riceville Recorder were invited to attend "It Happens Every Thursday," recently shown at the Iris Theatre in Riceville, as guests of the management. . . . Scheduled for new wide screens are the Sunset at Sumner, owned by Harry Pace, and the Princess in Eagle Grove, managed by Owen Johnson. . . . Exhibitors across the state are urged to set aside the night of Dec. 7 for the annual Variety Club party, to be held in Des Moines. Full details will be announced soon. . . .David E. Oliphant opened his new 500-seat theatre in Evandsdale, the town's first commercial entertainment enterprise. The front is finished with Permastone facing and the inside foyer decorated with knotty pine. A "cry room" is provided for mothers with young children. . . . Victor Animatograph Co., Davenport, is offering to the trade a new and portable 16mm projector called Victor 1600, which operates 58 minutes on one set of carbons.

DETROIT

Walter Shafer, circuit owner, filed suit against two adjoining communities to restrain operation of a garbage dump, which he claims drives business away from his Wayne Drive-In. . . . Herbert Boshoven is closing the Liberty Theatre, Grand Rapids. . . . Supervisor Milton Herman set a $1.50 reserved seat, $1.25 general admission policy for the six telecasts of the Notre Dame football games scheduled for the Hollywood Theatre. . . . Opening of Fox's "The Robe" at the Fox Theatre attracted 4,000 persons including social and civic leaders to the advanced-priced affair. . . . UA's "The Joe Louis Story" had a celebrity-studded world premiere at Saul Korman's Broadway-Capitol on Oct. 14, which was proclaimed "Joe Louis Day" by Mayor Cobo. Backing the gala opening was a comprehensive publicity and exploitation barrage, for which Joe returned to his home town two weeks in advance to appear personally on a score of radio and TV shows and at other local events.

The Town Drive-In, operated by Community Theatres, received a damaged front when a film delivery truck tried to drive right through the entrance, designed for passenger cars only. . . . Lee Ward, circuit-operator in the Mount Pleasant area, joined Cooperative Theatres. . . . William H. Green of the Music Hall discussed "The First Year of Cinerama" at the first fall meeting of the Greater Detroit Motion Picture Council. . . . Lloyd George Turel, son of supervisor Lloyd S. Turel, is new relief manager of the Van Houst circuit. . . . Hunt and Schorder are closing the H&S Drive-In, Marlette, following the early closing of the Sundown Drive-In by James Olson.



Mamie Van Doren, Universal-International star, on a tour of key cities in behalf of "The All American," is seen here at Keith's Theatre in Cincinnati with (l to r) Mrs. Rube Shor, wife of the owner of Keith's, Carl Ferrazza, mgr., and Gail Gifford, U-I studio representative.

INDIANAPOLIS

The annual state convention of Allied Theatre Owners of Indiana will be held here Oct. 27. . . . Clark Williamson and James Swafford have taken over operation of the Unition Theatre, Liberty, Ind., from Donald French. . . . Chris Winkenhofer of the Gem Theatre, Huntingberg, passed away. Kate Gramelspacker will continue to operate the house. . . . Clyde Nihiser installed a wide screen and 3-D equipment in the Limberlost, Geneva. . . . Abe Kaufman closed his Fountain Theatre at Terre Haute. He leased the building to a Variety store. . . . Harry Hermonsen, operator of the Brook Theatre, Brook, teaches school during the school months. . . . George Landis unveiled the first wide screen in local neighborhoods to show "Shane" at the Uptown. . . . Ralph Fisher of the Maumee, Ft. Wayne, sprained his ankle and is on crutches.

KANSAS CITY

Commonwealth leased the Missouri, Columbia, Mo., with an option to buy. Planned for the house is CinemaScope, air-conditioning and a snack bar. The 1,600-seater is managed by Bob Spencer. . . . Perry Hutson, former Great Bend house manager in Kansas, took over the Lee, Harrisonville, Mo. . . . Bud Nelson now heads the Rialto, Dickinson outlet in St. Joe. . . . Jack Hormer, former St. Joe mgr., was transferred to the Kaw, Topeka, Kans. . . . The remodeled Uptown, Sweet Springs, Mo., reopened.

Bev Miller gave up the lease on his Bev Theatre, Leavensworth, Kans. . . . Glenn Jones, owner-operator of the Gravios Mills Drive-In in the Missouri Ozarks, conducting popularity contest for area girls with winner selected by patron votes. . . . Chet Borg of Mo.-Kan. Drive-In at Fort Scott, Kans., helped local drive for Greek earthquake victims by granting free admission to all who gave blankets. . . . Norton, Norton, Kans., admitted kiddies free after parade in celebration of school's reopening.

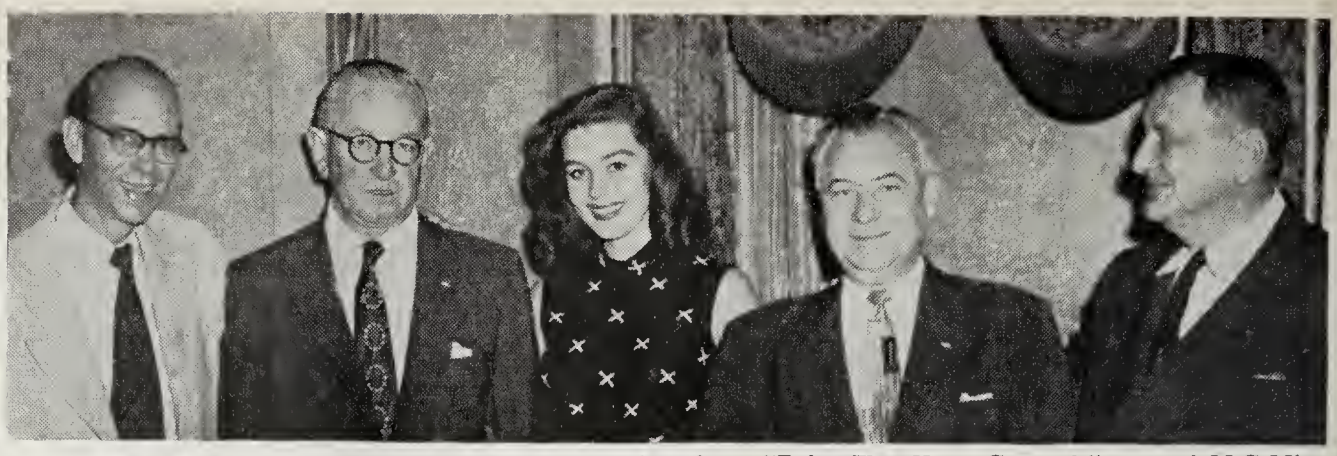
New Ritz, Stafford, Kans., mgr. is John Pierson, one time Salt Lake City and Spokane operator. . . . Fox, Sedalia, discontinued week-day matinees since school reopened. . . . Bert English, mgr. of the Garden Drive-In, Garden City, Kans., was winner of the King of the Moon managerial performance Contest conducted by Commonwealth. Second place went to Wally Kemp, Grand Island, Nebr., and third to Bill Terrill of Goodland, Kans. Jim Krkosska of the Ozark Theatre in Harrison, Ark. was fourth and Stuart Murray of 50 Drive-In at Sedalia was fifth. Murray resigned and was replaced by Tom Wolf.

LOS ANGELES

Jim Toler, who leased the Lyric Monrovia, from Simon Lazarus, turned the house back to the latter, who will operate it. . . . Selig Pitt, former mgr. of the Uclan Theatre in Westwood, has been appointed mgr. of the office of Mike Levinson, distributor of exploitation films. . . . Joe Hartman, for many years a salesman with National Screen, resigned and is succeeded by Fred Weimer, former Republic salesman. . . . Reggie Harper is the new owner of the Victory Theatre, San Diego. . . . Mr. and Mrs. Phil Kassin have completed installation of a wide-vision curved screen at their Valley Theatre, Camarillo. . . . Wes Becker and associates opened the Marana Theatre, Marana, Ariz., with buying and booking assigned to Floyd Bernard of Midway Theatre Ents. . . . Warner Branch mgr. Fred Greenberg is back at his desk, recovered from major surgery.

The Fouce-owned Mayan and Carlifornia theatres, both Spanish, have been completely 3-D eqnipped. . . . Ken Darby, who formerly headed his own booking service here, is back after a three-year stay at Will Rogers Memorial Hospital in Saranac Lake, N.Y. . . . Sam Stiefel, circuit operator, has acquired the Gem Theatre in Garden Grove. . . Spence Wyatt, former film salesman for Metro, has been appointed mgr of the Gilmore Drive-In, operated by Sero Ents. . . . Stan Cohen, U-I booker, middle-aisled it with Jacklyn Stebbins. . . . Harry Hollander, formerly associated with Jim Finkler booking serive, has moved to New York.

Herbert Rosener, who operates the Vagabond Theatre here in addition to houses in No. Calif., has acquired the Beverly Canon Theatre, Beverly Hills, formerly operated by Greg Carter and Buddy Adler. . . . Milt Lefton, operator of the Oriental and Campus theatres, has extinguished the lights in his Vista Theatre. . . . Harry L. Mandell was named v.p. in charge of domestic sales for Filmakers Releasing Org. . . . Samuel Shure, nationally prominent circuit owner and operator, has assumed complete control in the reorganization of National Inkar Heaters Co. of Glendale.



Elaine Stewart, who co-stars with Richard Widmark in "Take The High Ground," one of M-G-M's "Lucky 7" pictures in the "See For Yourself" campaign, visited the Alabama Theatre in Birmingham during showing of her film. She is seen here with (l to r) Norris Hadaway, mgr. of the Alabama; W. R. Griffin, Cullman, Ala. exhibitor; Harry Curl and Paul Engler, Birmingham Theatre owners.

MIAMI

Florida State Theatres getting ready for big kickoff of managers' drive, Oct. 25. . . . Murray Birchansky, formerly of the Art Dept., is now in advertising for Wometco. . . . Howard Barnes of the Variety returned from Mexico with new ideas on presentation. . . . Wometco's 1000 club now has its second member, Keith Hendee. Two years ago, Walton Oakerson won his award. Membership is open to managers who retain 1000 youngsters at kiddie shows. . . . Marty Wucher of the Towne proud of the new installation of CinemaScope equipment. . . . Carib, Miami, and Miracle likewise getting set for "The Robe," opening here Nov. 3. . . . Wometco's Hal Kopplin and Harry Flieshman working up a big South Florida tieup with supermarkets and national advertisers to raise $20,000 for the Variety Club. . . . Florida State's Olympia still going great guns with their 2 for 1 policy of a first rnn picture with a stage show.

MILWAUKEE

Special morning shows for children, paid for in advance, plus many groups making special trips here from small towns to see "Martin Luther" at the Fox-Strand, is the result of a terrific promotion job done by mgr. Estelle Steinbach. . . . Alex Halperin, mid-west zone mgr. for Stanley-Warner theatres, announced that Dave Goldman, former Universal branch mgr. here, is their new buyer and booker. Goldman is taking the place of Tom Cornell, who resigned. . . . Admission price for children was raised from 9¢ to 25¢ at the Atlantic Theatre here, owned by John Freuler. . . . The Fox-Venetian and Jackson theatres have reopened.

James Coston, operator of the Riverside Theatre, filed petition contesting award of "The Robe" for Milwaukee rnn to Fox's Wisconsin Theatre, opening Oct. 22. . . . Harold J. Fitzgerald, pres. of Fox-Wisconsin Amuse. Corp., has been appointed city director of the 1954 March of Dimes Campaign of Milwaukee.

MINNEAPOLIS

James O'Neill sold the Vita, Spearfish, S. D., to Bruce Miller. . . . Stan Landa succeeds Robert Salisbury, Brainerd, Minn., as manager of Home Circuit's Ely, Ely, Minn. . . . Construction of a new house at Carson, N. D., is progressing. . . . George Baker, operator of the Home, New Lisbon, Wis., offered $50 for arrest of vandals carving theatre seats and making off with equipment and fixtures. . . . Charles West, former manager of the State, MACO house at Virginia, Minn., now managing the Time, Hancock, Minn., replacing Jack West.

Residents and nearby farmers of Kranzburg, N. D., formed bucket brigades but faled to stem early morning fire flames at Albert Gilles' Playhouse. . . . Wilbur Addleman, film shipper out of Woonsocket, S. D., bought the Crystal, Lake Crystal, Minn., and reopened the house. . . . Indies and suburban Minneapolis houses seriously considering shuttering for December, according to NCA meet report, where Ben Berger, NCA prexy, offered the proposal. Berger received no concurrence, most exhibitors saying they would act individually.

(*Continued on page 26*)

Watch These Dates!

Oct. 23-24: Washington, D. C. — Variety Clubs International mid-winter meeting.

Oct. 29: Detroit—Allied Theatres of Michigan one-day conference—Hotel Statler.

Oct. 31-Nov. 4: Chicago — TOA-TESMA-TEDA joint trade show—Conrad Hilton Hotel.

Nov. 1-5: Chicago — Theatre Owners of America national convention and trade show — Conrad Hilton Hotel.

Nov. 12: New York—Motion Picture Pioneers dinner.

Nov. 15-17: Jacksonville — Motion Picture Exhibitors of Florida annual convention —Roosevelt Hotel.

Nov. 22-24: Charlotte—Theatre Owners of North and South Carolina convention.

Dec. 6-7: Kansas City — Kansas-Missouri Theatre Association convention — President Hotel.

Dec. 7-8: Oklahoma City—Theatre Owners of Oklahoma annual convention—Biltmore Hotel.

Dec. 14-15: St. Louis—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois annual convention —Sheraton Hotel.

1954

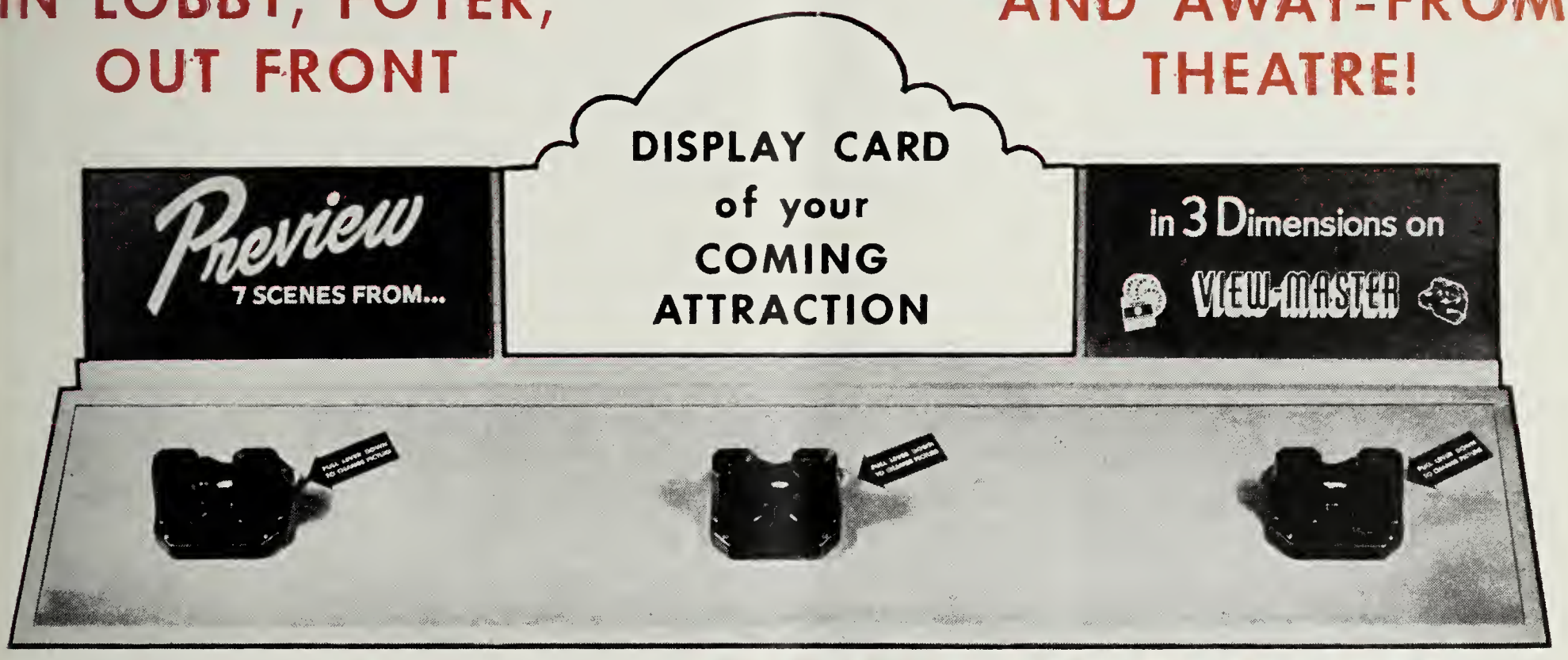
March 22-25: Dallas—Variety Clubs International convention—Adolphus Hotel.

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MINNEAPOLIS (cont'd.)

Upper midwest "Robe" CinemaScope premiere at Radio City termed "tremendous success" by Harry B. French, Minnesota Amusement Co. prexy. The 4,030-seater sold out for premiere. . . . Leland Davis joined the RKO Iowa, Cedar Rapids, Ia., as assistant. . . . New wide screen installed at the RKO Pan. . . . New policy of the Arion, a nabe, of nixing screen ads and commercials received mention in "Time" mag.

NEW HAVEN

Jules Livingston was honored by the Conn. film indnstry at an informal gathering upon his promotion from mgr. of the Republic Exchange to the St. Louis branch. . . . Raymond M. Joyce, former owner of the Eno Memorial Theatre, Simsbury, has bought the Moody School of Commerce in New Britain. . . . A check for $1,322, proceeds from a recent boxing show, has been presented by Variety Club of Conn. to the New Haven Register-Family Service Fresh Air Fund. . . . Nick Lanett, former mgr. of S-W's Commodore Hull Theatre, Derby, has been made asst. mgr. of the circuit's downtown Sherman Theatre, New Haven. . . . S-W installed a panoramic screen, advertised as the largest in southern New Eng., at the Palace, Norwich.

This district welcomed Harold Saltz, former sales mgr. in Philadelphia, to the U-I managership, succeeding Carl Reardon, promoted to Cleveland. . . . Run of "From Here to Eternity" at E. M. Loew's Theatre in downtown Hartford was a record breaker, with film holding for six weeks. . . . Herman M. Levy, TOA general counsel, MPTO of Conn. exec. secy, and incumbent of New Haven County Bar Association, was renominated for latter post.

NEW ORLEANS

Suit seeking to bar the Saenger Theatre, a unit of Paramount-Gulf, from showing "The Robe" and asking $385,000 damages was dismissed by Judge J. Skelly Wright following announcement that the parties had reached an agreement. In return for dismissal 20th Century-Fox Dist. Corp. agreed to alter its system of bidding in each area in which Joy Theatres, plaintiff, operate a theatre so that the circuit can see whether the winning theatre has made a higher bid. Change, scheduled to start Nov. 1, is an experimental one to be tested for a year. Bids will not be revealed till after negotiations have been completed, and it is understood that the agreement will be terminated if the system is judged illegal.

The executive board of Colosseum of Motion Picture Salesmen of America voted to withhold ratification of pending contract agreement with the film distributing companies. Group is awaiting certain instructions, according to its attorney, David Benzor, Milwaukee. . . . Industryites attended funeral services of W. W. Page, Roberline, La., owner of the Page, who died suddenly. . . . Clarence Thomassie, operator of the Gay, Harvey, La., reported $1,500 damages and closing of his theatre for five days when vandals slashed his seats, ripped his screen and wreaked havoc with the concession stand. Several juveniles are suspected by the police.

Ranch D-I, Pensacola, Fla., reopened after repairs. Screen had blown down during recent hurricane. . . . The Rio, Golden Meadows, La., reopened. . . . Closed permanently was the Lion, Scooba, Miss. . . . The East Forrest D-I, Petal, Miss., opened with a capacity for 350 cars. J. E. Adams is giving four changes weekly. . . . Ocean City D-I, Ocean City, Fla., reopened. . . . Don Theatre, Hattiesburg, Miss., reopened by H. M. Thomas. It is affiliated with Theatre Service. . . . Also reopened was the Rex Theatre, Hammond, La. . . . Closed is the Elizabeth, Elizabeth, La. . . . Ritz, Natzhes, Miss., was forced to comply with a temporary injunction banning UA's "The Moon is Blue" but planned to fight against the order.

To ballyhoo engagement of RKO's "Louisiana Territory" at the Loew's State, contest was held to select a queen of the Louisiana Territory selected from entrants from six cities. . . . Construction has been started by Nilen, Inc., Mobile, Ala. on the first and largest combination drive-and-walk-in theatre to be built in Metairie, Ala. Car capacity will be 1,200 and seating capacity in the auditorium 700. Theatre will have twin screens and be equipped for 2-D, 3-D, CinemaScope and stereophonic sound.

NEW YORK

The annual general meeting of all Shea Circuit managers will be held in Pittsburgh Oct. 27-28, according to Gerald Shea, pres. The two-day session will be attended by the circuit's 22 managers from N.Y., N.H., Mass., Pa. and Ohio; Frank King, field rep.; and from N.Y.: Tom Shea, Richard Harper, Ray Smith and William Barry.

C. Robert Fine, pres. and gen. mgr. of Fine Sound, Inc., announced the opening of new recording studios and sound engineering laboratories at 711 Fifth Ave. . . . David Victor Picker, son of Loew exec. Eugene Picker, was engaged to Caryl Schlossman last week. . . . Grace (Rosenfield) Weiss, for many years publicity and eastern representative for Hal Roach, has opened her own showroom as eastern distribution agent for Niagara Pulsator Corp. at 15 W. 57th St. . . . Mary McCaffery, talent asst. with RKO since 1934, passed away following a brief illness.

Peter Boudoures, who produced "The Barefoot Battalion," filmed in Salonika, Greece, with Greek dialogue and English subtitles, is in N. Y. to set up releasing arrangements on the feature. . . . The world's largest motion picture screen, 120′ x 40′ will shortly be installed in Radio City Music Hall. It was made by the Glowmeter Corp. of Buffalo, who is also supplying the theatre with a standard flat type screen measuring 70′ x 33′.



Joe Lewis (second from left) and Coley Wallace, ranking heavyweight contender who portrays Louis in "The Joe Louis Story," talk to fight reporters before a special preview of the United Artists release in the New York home office, as producer Stirling Silliphant (far left) looks on.



On hand to greet RKO prexy James R. Grainger on his arrival at Ciampino Airport, Rome, were (l to r): Alfred Crown, foreign mgr.; Leo Magagnini, publicity mgr. for Italy; Grainger; Joe Bellfort, gen. mgr. of Europe and Near East; Vittorio Mattea, gen. mgr. of Italy, and Tommaso Baffari, sales mgr. of Italy.

PHILADELPHIA

"This Is Cinerama" made its debut here on Oct. 5 at the Boyd Theatre before a capacity first-night audience including many notables and civic leaders. Stanley-Warner execs. in attendance included S. H. Fabian, pres.; Sam Rosen, Nathaniel Lapkin, Harry Kalmine. Bill Brooker, former Paramount press agent here, is handling the publicity. . . . The Aldine Theatre, 19th & Chestnut, and the adjoining property have been sold for commercial use. . . . The motion picture version of the Marciano-LaStarza bout has drawn so strongly at the Palace Theatre that the film has been booked into seven more S-W theatres—the Broadway, Circle, Midway, Roxy, Oxford and Mayfair in Phila., and the State in Chester. . . . Philadelphia's biggest hit, "Moulin Rouge" at the Trans-Lux, ran into its 32nd week. "The Moon Is Blue" is scheduled to open there Oct. 28.

"The Big Break," which had its first local showing as part of a double feature at the State last week, was produced and directed by a 29-year-old former Philadelphian, Joseph Strick, on a small budget. . . . Welcome home to Don Warner, the special ace of the Ellis chain, who is back at the Benner Theatre. . . . The Levittown String Band put on a benefit show at the Morrissville Drive-In, Oct. 13-15, for the purchase of costumes for the

PHILADELPHIA (cont'd.)

band. . . . Three new appointments to the Parking Authority were announced by Mayor Clark, one of whom is Melvin J. Fox, theatre owner. . . . Al Davis, the Fried Theatres exec., is recovering from a kidney ailment. . . . The Mastbaum Theatre is dickering with Betty Hutton for a week's run in a personal appearance.

James and Reco Castrignano, who run the Midway Drive-In near Wilkes-Barre, filed suit in U. S. District Court seeking clearance of 21 days after Wilkes-Barre theatres. . . . Ralph Garman, with Paramount here for 35 years, has been named city salesman. . . . Sam Varbalow, who owns the Savar Theatre in Camden, is dickering with S-W to buy the Stanley there. . . Ralph Cohn, former local theatre mgr., joined Screen Guild as a salesman. . . . Wm. Goldman, a trustee of Hahnemann Medical College and chairman of Hahnemann Hospital, was made an honorary member of the International College of Surgeons, the first layman so honored by the organization.

PORTLAND-SEATTLE

The Portland area's second channel, KOIN-TV headed by Ted R. Gamble, is scheduled to start programming on Oct. 15. . . . A third TV station for the southern Washington area will go on the air at Vancouver, Wash. Jan. 15. . . . Marvin Fox, Portland city mgr. for Hamrick Theas., made a host of new friends when he opened the Roxy Theatre with free admissions to witness the World Series games via television screen. . . . Edward H. Metzger of Moscow, Idaho, well known theatre owner, has purchased the Washington Hotel, Pullman for $165,000. . . . Robert Cooley, formerly of the Paramount, Portland, has become asst. mgr. of the Fox Theatre in Spokane, Wash., under mgr. Jack Hamaker of Evergreen Theas. . . . Joseph J. Rosenfield of Spokane has been elected a delegate to the national convention of Theatre Owners of America. . . . James McNab, business agent, Motion Picture Operators, Seattle, in hospital for observation.

Phil Blake from U-I's Frisco office has taken over as office mgr. for the company here, replacing Charles Rosemeyer. . . . Frank Breall and Martin Foster of Century News theatre, Portland, together with Harry Glickman, public relations man, have organized "All-Star Attractions" to bring live shows to Portland. . . . "Marry Me Again" had its world premiere at the Orpheum, Seattle. . . . The Pix, Cheney, Wash., reopened under



L. D. Netter, Jr., (left), Altec sales chief, and Marty Wolf, assistant general sales manager, point up the title, "Scope" of the company's fifth annual sales drive.



Frank Sinatra, in Philadelphia for the opening of "From Here to Eternity," the Columbia film in which he emerged as a dramatic actor, receives congratulations from Mort Levine, mgr. of the Stanley Theatre; Harry Weiner, Columbia's div. mgr.; and Lester Wurtele, the company's Philadelphia branch mgr.

operation of E. W. Landry. The downtown Embassy, Seattle, under ownership of Joe Danz, celebrated its 27th anniversary. . . . . William Steege, 75, well known theatre owner-operator of the Rocky Mountain region, died after a two week illness.

ST. LOUIS

The TV version of the Marciano-LaStarza heavyweight fight played to a capacity audience of 3,500 at Loew's State Theatre with a total gross of $9,498 plus the theatre's share of the concession business. A last minute demand by the St. Louis city collector for five percent of the gross was based on the supposition that the show was a "boxing exhibition." Management, charging $3 a ticket, had to pay five percent to the city, 20 percent to the Federal govt., and two percent to the state. Theatre used its regular 2-D screen for the event rather than its larger 3 D screen. . . . Elvin H. Wick, 60, of Staunton, Ill., died of a heart attack in Staunton Memorial Hospital. Wick had managed the Labor Temple Theatre for 30 years. . . . Commonwealth Amusement Co. has added the Missouri Theatre, Columbia, Mo., to its chain. Theatre seats 1,500.

MPTO is in the midst of a fund-raising drive with all its bulletins reminding readers to pay their dues. . . . Many local exhibitors see the recent move of the St. Louis Browns to Baltimore as one less source of competition and expect theatre business to show a substantial improvement. . . . Louis Oderizzi, owner of the Sunset Drive-In, leased the New Grand Theatre, Mount Olive, Ill., dark for some time. Oderizzi plans to open the 536 seat house after he closes his ozoner about Oct. 15. . . . The Better Films Council of Greater St. Louis is resuming its Youth Cinema Club programs for children under 16. Shows are presented each Saturday and consist of selected features, travelogues, westerns and cartoons. Clubs will be conducted this season at the Shady Oak, Clayton, Mo.; Osage, Kirkwood, Mo.: Manchester, Maplewood; Wellston, Wellston; and the Tower, Rio, Shaw and Lafayette, all in St. Louis.

Complete remodeling job has been given the American Theatre, formerly the Shubert, which replaces the old American Theatre as a show-case for traveling stage plays. . . . Scheduled Sept. 22 trial of Hugh Graham's suit against Local 143 on behalf of LaCosa Theatre, St. Ann's, St. Louis County, has been continued until Nov. 10. Suit seeks to restrain the Moving Pictures Operators Union from picketing his house to enforce their demands that he employ two union projectionists. The continuance was caused by the recent national meeting of the American Federation of Labor in St. Louis. . . . The Vita Theatre, 350-seater, owned and operated by William Zimmerman, has purchased a 32-foot wall-to-wall Astrolite screen manufactured by the Radiant Manufacturing Co. Theatre's front came in for remodeling along with the installation. . . . Work has begun on an "indoor-outdoor" 708-seat air-conditioned drive-in costing $250,000 for the Fred Wehrenberg Theatre Circuit. Ozoner will cover 26 acres of ground with two giant screens, permitting the showing of two different bills. Indoor seating area will face only the larger of the two screens. Central building will be two stories and basement. Theatre and projection booths for both screens will be on the second floor. Space is to be provided for 1,010 cars with 942 facing the larger screen and 518 the smaller. Other parking area will be provided for those who go inside. Both screens will permit the showing of 3-D product, and the screen towers are to be built of pressure-treated timbers and marine plywood as a precaution against bad weather.

SAN FRANCISCO

Golden State Theatres is expanding into the theatre equipment business with the subsidiary division under the supervision of Edward Sutro. . . . Harry Rice returned to manage the Embassy after several months leave of absence. . . . M. Alger opened his new Circle JM Drive-In at Lakeview, Oregon. . . . Julian Harvey has taken over management, including booking and buying, of the Crown, Vallejo, and the Village, Sacramento. . . . The San Jose Drive-In, San Jose, was closed by the Gannon Bros. . . . Irving H. Levin, divisional manager of San Francisco Theatres, Inc., now sells pocket-type books at the Balboa Theatre. . . . Robert Carr has resigned from the trailer dept. of National Screen Service to assist district manager Howard Schulz of the Irving Ackerman Circuit. . . . Newly expanded Film Booking Agency of Northern California now has Mrs. Doris Hamilton as secretary. . . . The row was saddened by the death of Carl Ronald, 16, son of Lydia McGrath of United-California Theatres. . . . Another death in the industry is the passing of Edward A. Boonns, 65, past manager of the Encan Theatre, Concord. . . . End of the 78-day strike holding up trains and Key buses which cross the Oakland-San Francisco bridge means business should pick up at S.F. houses, especially art and foreign-picture theatres.

Hal R. Makelim Into Distribution; Plans Three Pix

Hollywood now has a new distribution company, Atlas Pictures Co., headed by Hal R. Makelim, who strongly believes there is room for another indie distribution outfit in the film capitol.

"We will push each picture we distribute with extensive showmanship," Makelim stated. "Reissues aren't the answer when there are producers in Hollywood willing to make good pictures."

"In instances where producers are contemplating making a picture, we will even assist them," Makelim said.

Makelim explained that he can feed independent distributors with good, new product. If this product is sold with drive, Makelim said further, the distributor can make a handsome living.

"The time is always now," Makelim stated in his RKO-Pathe Studio offices in Culver City.

Choosy About Product

He stressed the fact that Atlas is choosy about product. He wants a picture which his salesmen can go out and push. He strongly believes that an independent distributor can do as good, or better, with a big picture as the majors.

Makelim is backing up his words with action. First release under the Atlas banner is "Man of Conflict." He has set "Blue Mesa," a big-budgeted western, as his next production, for December shooting.

Makelim pointed out that an independent distributor can make a living on two pictures a year if they are sold properly. He plans to make three films a year for Atlas or three in 15 months. He said that he will not only make pictures, but he will see that they are merchandised properly. He cited that a re-dedication to showmanship is a step in the right direction.

First Vistarama Feature Placed In Cutting Room

"The Fabulous Land," a Carl Dudley production in Vistarama, lensed in Eastman color, has wound up shooting in Florida and Louisiana. Film, which will be given major distribution, goes into editing now, with Dudley to select eight reels from more than 100,000 feet of film shot thus far. The Dudley camera crews have covered the U. S. from Seattle to Maine and San Diego to Key West. Picture will be ready for release the end of the year.

Title Changes

M-G-M: "**Her Twelve Men**" is the new title for "Miss Baker's Dozen." (Stars Greer Garson; Robert Z. Leonard directed).

Panoramic: "**A Matter of Life and Death**" is the new title for "7 Rue Pigalle." (Hugo Fregonese directs).

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Academy Award-winning Director Michael Curtiz and producer Irving Asher will bring "The Covered Wagon," the all-time western classic, to the screen as one of Paramount's big films for 1954. Paramount's new production of "The Covered Wagon," to be filmed in Technicolor and for wide screen, will go before the cameras early next year. . . . Over at M-G-M, Eleanor Parker was named for the role of the modern war widow in "One More Time," which Armand Deutsch will produce and George Cukor direct. Jose Ferrer, Academy Award winner, has been signed by M-G-M to star in "Deep In My Heart," the musical story of Composer Sigmund Romberg. Charles Walters will direct and Roger Edens will produce.

* * *

Cecil B. DeMille signed Yul Brynner, New York stage star, for a role in his forthcoming "The Ten Commandments." The actor, who plays the Siamese King in the Broadway hit, "The King and I," will portray Rameses the Great, the powerful monarch of Egypt, in the Biblical and historic DeMille production, scheduled to go before the cameras late in 1954.

* * *

Warner Brothers received from the Department of Defense priority on the filming of the life story of the late General George S. Patton. The studio immediately is assigning writers to work on the screen play, moving to get the story before the cameras as soon as possible. The picture, as yet untitled, will be filmed in both WarnerScope and WarnerColor. Patton, Third Army commander during World War II, was world famed for both his tank tactics and the two pearl-handled guns he habitually wore. He was killed in a jeep accident following the war.

* * *

Virginia Van Upp disclosed that "The Big Whisper," which she wrote and will produce for Republic, will be filmed entirely in Berlin and in Munich so that no studio overhead can be charged to it. In addition, it was revealed that Miss Van Upp, who received $50,000 for the original screen play, will also share in an equal participation of the profits, in accordance with a new policy adopted by Herbert J. Yates, Republic president, of financing independent productions.

* * *

Veola Vonn was signed for the feminine lead in Allied Artists' "Paris Bombshells," which stars Leo Gorcey and Huntz Hall. William Beaudine directs and Ben Schwalb produces. . . . Fred F. Sears has been assigned to direct "The Miami Story," an underworld yarn slated by Producer Sam Katzman to go before the cameras Nov. 10 at Columbia. . . . Lisa Gaye, Debra Paget's sister, was handed her first starring role opposite Audie Murphy in Universal-International's "Drums Across The River," which will be made in Technicolor. Nathan Juran is directing the film for Producer Melville Tucker.

Milton Sperling disclosed he is angling for Gregory Peck to play the starring role in "The Hoodlum," and for Humphrey Bogart to star in "Dream Street," two of his upcoming United States Pictures productions for Warner Brothers release. The role offered Peck is an about-face characterization for the star, being that of a 1953 Scar-Face. The Bogart role is that of a Broadway character in "Dream Street," based on the Robert Sylvester novel. Sperling has scheduled both pictures for production early next year.

* * *

Universal-International signed Robert Arthur as a producer. However, by agreement between U-I and Columbia, he will return to the latter studio in March to handle the production reins on "The Long Gray Line," which John Ford will direct. . . . Vassilios Krontiras, technical manager of the National Greek radio stations in Athens, will be associated with Peter Boudoures in the production of "Oedipus Rex," which will be filmed on the Greek coast late this year. Boudoures makes his debut as a producer with "The Barefoot Battalion," which he made in Salonika, Greece, with Maria Costi.

* * *

Jack L. Warner signed David Butler to a new long term contract with Warner Brothers. . . . Otto Camphion and Son, industrial film producers in Sydney, Australia, have been appointed official Australian representatives for Vistarama, according to word received from Carl Dudley, president of the Vistarama Corp. and Dudley Pictures. . . . "The End of the Line," an original story by Houston Branch, was purchased by U-I and assigned to Howard Christie to produce. Set on an island off the coast of Africa, it is a modern story of interntional intrigue with huge uranium deposits as the prize.

* * *

Marlon Brando has been signed to star in "Mr. Roberts," Warner Brothers picturization of the stage hit. . . . Patricia Medina has been signed by Sam Katzman at Columbia for two Technicolor films in 1954. . . . Nicole Maurey, the French star who played opposite Bing Crosby in "Little Boy Lost," has been signed by Paramount for a starring role with Charlton Heston in "Legend of the Inca," which will be lensed in Technicolor. Wendell Corey and Yma Sumac also top the cast. . . . Alfred Zimbalist, head of Three Dimension Pictures, Inc., and Alton (Steve) Brody, sales chief for General Film Laboratories, signed a five picture deal. All the 3-D films produced by the Zimbalist group in the next 12 months will be specially processed at General Films. The first picture on the schedule will be "Cat Women On The Moon," now in production.

* * *

Producer Harold Hecht completed negotiations with 20th Century-Fox and borrows Jean Peters to co-star with Burt Lancaster

(*Continued on next page*)

See Creative Work On Movie ContinuingUntilTheatreDebut

By Richard Bernstein

"We're opposed to type casting of anybody creative," said Melvin Frank and Norman Panama during an interview at Paramount. "By 'typing' people in many cases you do not take full advantage of their talents. This goes for actors, actresses, directors and producers."

Panama and Frank collaborate as writers-producers-directors. They have been doing this for 20 years. With Danny Kaye, they have entered the field of independent production with "Knock On Wood," a Dena Production; company being named after Kaye's six-year-old daughter. "Knock On Wood" is a Paramount release.

The team, which does comedy and drama with ease, pointed out, "it stimulates us to go from one type of subject matter to another."

Work As Team

Panama and Frank do not duplicate each other's efforts. On the "Knock On Wood" set Panama gave orders to the actors and technicians. They have a perfect teaming of creative thought and opinion.

They believe in a pre-production rehearsal, and at this time further refinements of action and staging are worked out. So when Panama called for camera and action on the film, the scenes that were shot were the combined product of the two partners' thinking and work as producers-directors and writers.

The team also stated that they were sad because of the scarcity of comedians. As they put it, "since there are so few comedians, treat their pictures well."

Frank interjected with, "a comedian has to be a good actor to be a good comedian. Danny Kaye is tops. Whatever we have in the script was enhanced 30 percent by his performance of it."

Another atitude of the twosome is this: "We think that creativity also goes into selling the picture. We follow a film through. We meet the exhibitors, go on the road and even suggest advertising and promotion layouts."

Advocate Exploitation

"We believe in all sorts of exploitation, which gives people an appetite for the film," Panama and Frank explained. Frank added, "in the new Hollywood to come, creation of a picture will end only when the picture is playing at theatres."

"Knock On Wood," Frank stated, "started with an idea that Norman and I had five years ago. In every phase of the film's production, we have been active." "An indie like we has to be a small major, and a creative unit," Panama put in.

The twosome pointed out that this creative unit should be composed of writer-producer-director-star-composer. "Knock On Wood" has five musical numbers, a ballet by Michael Kidd of "Can Can" and "Guys and Dolls" fame. It deals with Danny Kaye, a ventriloquist, who has certain problems with his dummy.

It is laid in Europe and Kaye gets involved in international espionage. As Frank and Panama cited, it is an authentic film being that a photographic crew went to Europe and did camera work in London, Zurich and Paris.

Panama and Frank explained, "we wanted to put Danny Kaye in the funniest film we could. We hope we've done it." The team plans another film with Kaye. It will be a romantic comedy. A combination fairy tale-swashbuckler.

From the subjects that they studied you'd never suspect that the twosome would become screen writers, directors and producers. Panama studied political science and Frank majored in printing at the University of Chicago where their friendship was born in 1933.

Out of college, they started writing for Milton Berle. Their success was immediate and Bobe Hope hired them to script his radio stanzas. In succeeding years, they created laughs for Phil Baker, Rudy Vallee, John Barrymore and Ed "Archie" Gardner.

In 1941, they sold their first original story to Hollywood. Paramount bought it for Bob Hope and Madeleine Carroll. It was called "My Favorite Blonde."

They wrote many of Hope's top hits, including "The Road To Utopia," "Monsieur Beaucaire" and "The Princess and the Pirate." Besides comedy, the team is responsible for such hits as "Return of October" and "Above and Beyond."

Panama, Frank To Sell "Wood"

Hollywood.—Norman Panama and Melvin Frank will participate actively in distribution and exploitation plans for "Knock On Wood." They will fly to New York for conferences with Paramount home office executives immediately after the first "sneak" of the Dena Production this month.

They also plan a tour of all key-cities to publicize the picture and work directly with exhibitors in promotion planning; will be available for any tasks Paramount may do to augment the exploitation campaign.



On the set of Paramount's "Knock on Wood," Danny Kaye starrer, are writers-producers-directors Melvin Frank, left, and Norman Panama.

HOLLYWOOD

(Continued from preceding page)

in "Bronco Apache," under the direction of Robert Aldrich. "Bronco Apache" is the novel by Paul I. Wellman and is a UA release to be filmed in Technicolor.

* * *

Alex Gottlieb purchased an original screen story from Herbert Clyde Lewis, "The Bride Wore Pajamas," and plans to go into production in December. Gottlieb has concluded negotiations for the outright sale to RKO-Radio of his "Susan Slept Here," to star Debbie Reynolds and Dan Dailey under the direction of Frank Tashlin. . . . Christian Petanjek, Yugoslavian film production chief, has offered a package deal to Director Hugo Fregonese. Petanjek, who recently saw "Pampa Barbara" and "When Words Fail," which Fregonese directed in Argentina in 1947 but which are just now showing in Yugoslavia, offered to deposit the director's salary as well as that of any stellar names he can bring, in a New York bank.

* * *

World-wide theatre and television rights to the Biblical film, "Moses," which Fred M. Packard produced in association with the J. Arthur Rank organization, have been purchased by Tom Rose, California cattle and oil man, for a reported $1,250,000. . . . Robert L. Lippert set a new agreement in London with James Carreras of Exclusive Films, calling for eight Anglo-American co-productions during the coming year. First of these, "Blackout," (formerly "Murder by Proxy") is now shooting with Dane Clark starred.

* * *

Wyott Ordung will direct "The Sea Demon," his first megging assignment, which will be made under the Palo Alto Productions banner. The actor-writer will also play the "heavy lead" in the film as co-star with Anne Kimbell and Stuart Wade. . . . Sabre Productions, headed by Victor Orsatti and Joe Newman, announced that they have acquired the rights to Mark Twain's "Roughing It," and will film the picture in wide screen and color next year. Newman will direct the film and produce it after he completes similar chores on "This Island Earth," the first Sabre Production slated to go before the cameras. Third film on the Sabre slate is "Teheran."

Hollywood Production

ALLIED ARTISTS

Shooting

THE GHOST OF O'LEARY
(Technicolor)
Cast: Yvonne De Carlo, Barry Fitzgerald, David Niven.
Producer ..... Mario Zampi
Director ..... Mario Zampi

PARIS BOMBSHELLS
Cast: Leo Gorcey, Huntz Hall, Veola Vonn, Bernard Gorcey, Bowery Boys.
Producer ..... Ben Schwalb
Director ..... William Beaudine

OFF THE RECORD
(Lindsley Parsons Production)
Cast: Barry Sullivan, Dorothy Malone.
Producer ..... Lindsley Parsons
Director ..... Harold Shuster

Cutting

MEXICAN QUEST
(Lindsley Parsons Prod.)
Cast: George Brent, Karen Sharpe, Hillary Brooke, Morris Ankrum, Marjorie Lord, Douglas Kennedy.
Producer .....Lindsley Parsons
Director .....Frank McDonald

FIGHTER ATTACK
(Color)
Cast: Sterling Hayden. J. Carrol Naish, Dave Willock, John Fontaine, Anthony Caruso, Joy Page.
Producer .....William Calihan
Director .....Lesley Selander

DEPUTY MARSHAL
Cast: Wayne Morris, Virginia Grey, Mayron Healey, John Kellogg, Rick Vallin.
Producer .....Vincent M. Fennelly
Director .....Thomas Carr

DRAGONFLY SQUADRON
(3-D)
Cast: John Hodiak, Barbara Britton, Bruce Bennett, Gerald Mohr, Chuck Connors, John Lupton, Pamela Duncan, Jess Barker.
Producer .....John Champion
Director .....Lesley Selander

BOMBA AND THE GOLDEN IDOL
Cast: Johnny Sheffield, Anne Kimbell.
Producer .....Ford Beebe
Director ..... Ford Beebe

ARROW IN THE DUST
(Technicolor)
Cast: Sterling Hayden
Producer .....Hayes Goetz
Director .....Lesley Selander

COLUMBIA

Shooting

MASSACRE AT MOCCASIN PASS
(Technicolor)
Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

SARACEN BLADE
(Technicolor)
Cast: Ricardo Montalban, Betta St. John.
Producer ..... Sam Katzman
Director ..... William Castle

THE BLACK KNIGHT
(Technicolor)
(Warwick Productions)
(Shooting in Madrid)
Cast Alan Ladd.
Porducers .....Irving Allen and A. R. Broccoli
Director .....Tay Garnett

THE MAD MAGICIAN
(Edward Small Prod. for Columbia Release)
Cast: Vincent Price, Mary Murphy, John Emery, Eva Gabor, Donald Randolph, Lenita Lane.
Producer .....Bryan Foy
Director .....John Brahm

Cutting

THE NEBRASKAN
(3-D, Technicolor)
Cast: Jed Carey, Roberta Haynes, Richard Webb, Wallace Ford, Lee Van Cleef.
Producer .....Wallace MacDonald
Director .....Fred F. Sears

PARIS MODEL
(American Pictures)
Cast: Marilyn Maxwell, Paulette Goddard, Eva Gabor, Barbara Lawrence, Tom Conway, Cecil Kellaway, Florence Bates, Leif Erickson, Robert Hutton, Mike Romanoff, El Brendel, Laurette Luez, Aram Katcher.
Producer .....Albert Zugsmith
Director .....Alfred E. Green

EL ALAMEIN
Cast: Scott Brady.
Producer ..... Wallace MacDonald
Director ..... Fred F. Sears

BATTLE OF ROGUE RIVER
(Technicolor)
(Esskay Pictures Co.)
Cast: George Montgomery.
Producer .....Sam Katzman
Director .....William Castle

THE CAINE MUTINY
(The Kramer Co.)
(Technicolor)
Cast: Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn, Tom Tully, Arthur Franz, Jerry Paris, Lee Marvin.
Producer .....Stanley Kramer
Director .....Edward Dmytryk

INDEPENDENT

Shooting

DUEL IN THE JUNGLE
(Moulin Productions, Technicolor, Wide-Screen, Shooting in Johannesburg, So. Africa.)
Cast: Dana Andrews, Jeanne Crain, David Farrar.
Producers .....Marcel Hellman and Tony Owen
Director .....George Marshall..

RIVER BEAT
(Abtcon Pictures, Shooting in London, England)
Cast: Phyllis Kirk, John Bentley, Robert Ayres, Leonard White.
Executive
Producer .....Herman Cohen
Producer .....Victor Hanbury
Director .....Guy Green

CONGO KILLER
(Wide Screen)
(Trinity Productions, Shooting at Keywest Studios)
Cast: Myron Healey Karin Booth, Ross Elliot, Ralph Dumke.
Producer ..... Jerry Thomas
Director ..... Seymour Friedman

CAT WOMEN ON THE MOON
(Sepiatone)
(3-D Pictures, Inc.)
Cast: Marie Windsor, Sonny Tufts, Susan Morrow, Victor Jory, Douglas Fowley, Bill Phipps.
Producers .... Al Zimbalist-Jack Rabin
Director ..... Arthur Hilton

Cutting

CAPTAIN SCARFACE
(Lincoln Pictures for Astor Release)
Cast: Barton MacLane, Leif Erickson, Virginia Grey, Rudolph Anders.
Producers .....Hal Roach, Jr. and Carroll Case
Director .....Paul Guilfoyle

JUNGLE FURY
Cast: Glenn Ford, Ann Sheridan, Zachary Scott, Jack Elam, Rodolfo Acosta.
Producer ..... Benedict Bogeaus
Director ..... Jacques Tourneur

RUN FOR THE MONEY
(Gateward Pictures; Cinecolor)
Cast: Jimmy Boyd, Bill Williams, Jean Porter, George Cleveland.
Producers .... Edward Alperson, Jr., and Wesley Barry
Director ..... Wesley Barry

MAGOG
(Ivan Tors Production)
(Eastman Color)
Cast: Richard Egan, Constance Dowling, Hervert Marshall.
Producer .....Ivan Tors
Director .....Hervert L. Strock

CAPTAIN JOHN SMITH AND POCAHONTAS
(Pathecolor)
(Wisberg-Pollexfen Prod.)
Cast: Tony Dexter, Robert Shayne, Eric Colmar.
Producer .....Aubrey Wisberg and Jack Pollexfen
Director .....Lew Landers

TOP BANANA
Cast: Phil Silvers and Broadway cast.
Exec. producers.....Joe Justman, Gene Towne, Ben Peskay
Producer .....Albert Zugsmith
Director .....Alfred Green

EXHIBITOR PRODUCED PICTURES
Lippert PICTURES, Inc.
RACTICAL PROFITABL ROGRESSIV

Cutting

CAIRO
(Eros Films for Lippert Release; Shooting in Italy)
Cast: George Raft, Maria Canale.
Producer .....Bernie Luber
Director .....Ray Enright

ARS GRATIA ARTIS
METRO-GOLDWYN-MAYER

Shooting

THE TRUE AND THE BRAVE
(Shooting in Holland)
Cast: Clark Gable, Lana Turner, Victure Mature.
Director ..... Gottfried Reinhardt

PANTHER SQUADRON
(Ansco Color)
Cast: Van Johnson, Dewey Martin, Walter Pidgeon, Frank Lovejoy, Keenan Wynn, Louis Calhern.
Producer ..... Henry Berman
Director ..... Andrew Marton

Cutting

MISS BAKER'S DOZEN
(Ansco Color)
Cast: Greer Garson, Robert Ryan, Barry Sullivan, Richard Haydn, James Arness, Rex Thompson, Tim Considine, David Stollery.
Producer .....John Houseman
Director .....Robert Z. Leonard

ROSE MARIE
(Technicolor; CinemaScope)
Cast: Ann Blyth, Howard Keel, Fernando Lamas, Marjorie Main, Bert Lahr, Joan Taylor.
Producer .....Arthur Hornblow, Jr.
Director .....Melvin LeRoy

THE LONG, LONG TRAILER
(Technicolor)
Cast: Lucille Ball, Desi Arnaz, Marjorie Main.
Producer .....Pandro S. Berman
Director .....Vincente Minnelli

TENNESSEE CHAMP
(Technicolor, Wide-Screen)
Cast: Shelley Winters, Dewey Martin, Keenan Wynn,, Earl Holliman, Hope Miller, Dave O'Brien.
Producer .....Sol Baer Fielding
Director .....Fred M. Wilcox

EXECUTIVE SUITE
Cast: William Holden, June Allyson, Barbara Stanwyck, Frederic March, Walter Pidgeon, Shelley Winters Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch.
Producer .....John Houseman
Director .....Robert Wise

RHAPSODY
(Technicolor)
Cast: Elizabeth Taylor, Vittorio Gassman, John Ericson, Louis Calhern, Jacqueline Duval.
Producer .....Lawrence Weingarten
Director .....Charles Vidor

THE FLAME AND THE FLESH
(Technicolor)
(Shooting in Naples, Italy)
Cast: Lana Turner, Pier Angeli, Carlos Thompson, Bonar Colleano, Peter Illing.
Producer .....Joseph Pasternak
Director .....Richard Brooks

Paramount Pictures

Shooting

WHITE CHRISTMAS
(Wide Screen, Technicolor)
Cast: Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen, Dean Jagger, Mary Wickes, Percy Helton.
Producer ..... Robert Emmett Dolan
Director ..... Michael Curtiz

SABRINA FAIR
(Wide Screen)
Cast: Humphrey Bogart, Audrey Hepburn, William Holden, Walter Hampden, John Williams, Martha Hyer.
Producer-Director ..... Billy Wilder

ABOUT MRS. LESLIE
Cast: Shirley Booth, Robert Ryan.
Producer ..... Hal Wallis
Director ..... Daniel Mann

Cutting

"CASANOVA'S BIG NIGHT"
(Technicolor; Wide-Screen)
Cast: Bob Hope, Joan Fontaine, Audrey Dalton, Basil Rathbone, Arnold Moss, Vincent Price, John Carradine.
Producer .....Paul Jones
Director .....Norman Z. McLeod

KNOCK ON WOOD
(Frank-Panama Production)
(Technicolor) (Wide Screen)
Cast: Danny Kaye, Mai Zetterling, Torin Thatcher, David Burns, Leon Askin, Abner Biberman.
Producers .....Panama and Frank
Directors .....Panama and Frank

THE ODESSEY OF ULYSSES
(3-D) (Eastman Color)
(Lux Films) (Shooting in Rome)
(For Paramount release)
Cast: Kirk Douglas, Silvana Mangano, Anthony Quinn.
Producer .....Dino DiLaurentis

THE NAKED JUNGLE
(Technicolor, Wide-Screen)
Cast: Charles Heston, Eleanor Parker, Abraham Sofaer, William Conrad, Norma Calderon.
Producer .....George Pal
Director .....Byron Haskin

ALASKA SEAS
(Wide-Screen)
Cast: Robert Ryan, Jan Sterling, Brian Keith, Gene Barry, Richard Shannon.
Producer .....Mel Epstein
Director .....Jerry Hopper

LOST TREASURE OF THE AMAZON
(3-D, Wide Screen, Technicolor)
Cast: Fernando Lamas, Rhonda Fleming, Brian Keith.
Producer ..... William H. Pine and William C. Thomas
Director ..... Edward Ludwig

Hollywood Production

RKO RADIO PICTURES

Cutting

SON OF SINBAD
(3-D, Technicolor)
Cast: Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price, Mari Blanchard, Edwina Hazard.
Producer ..... Robert Sparks
Director ..... Ted Tezlaff

CARNIVAL
(Color)
(King Brothers Production; Shooting Munich)
Cast: Anne Baxter, Steve Cochran, Lyle Bettger, J. C. Flippen, Helene Stanley, George Nader, Sol Solomon.
Producer .....King Brothers
Director .....Kurt Neumann

THE FRENCH LINE
(Edmund Grainger Prod.)
(Technicolor)
Cast: Jane Russell, Gilbert Roland, Arthur Hunnicutt, Mary McCarty. Joyce Mackenzie, Craig Stevens, Steve Flagg, Laura Elliott.
Producer .....Edmund Grainger
Director .....Lloyd Bacon

RANGERS OF THE NORTH
(Technicolor) (3-D)
Cast: Victor Mature, Piper Laurie, William Bendix, Vincent Price, Betta St. John, Dennis Weaver, Walter Reed, Marlo Dwyer, Steve Darrell, Harry Cheshire.
Producer .....Irwin Allen
Director .....Louis King

Republic

Shooting

THE FORTUNE HUNTER
Cast: John Derek.
Associate producer .....William J. O'Sullivan
Director .....William Witney

Cutting

GERALDINE
Cast: John Carroll, Mata Powers
Associate Producer.....Sidney Picker
Director .....R. G. Springsteen

SHADOW OF TOMBSTONE
Cast: Rex Allen.
Producer .....Rudy Ralston
Director .....William Witney

FLIGHT NURSE
Cast: John Leslie, Forrest Tucker, Tod Andrews, Jeff Donnell.
Associate
Producer-director .....Allan Dwan

LAUGHING ANN
(Technicolor)
(Wilcox-Neagle Production)
Cast: Wendell Corey, Forrest Tucker, Margaret Lockwood.
Producer-Director ....Herbert Wilcox

JUBILEE TRAIL
(Trucolor)
Cast: Vera Ralston, Forrest Tucker, Joan Leslie, Pat O'Brien, Ray Middleton, Buddy Baer, John Russell, Jim Davis, Barton MacLane, Nina Varela, Martin Garralaga.
Associate Producer .....Joseph Kane
Director .....Joseph Kane

HELL'S HALF ACRE
(Shooting in Honululu)
Cast: Wendell Corey, Evelyn Keyes, Marie Windsor, Elsa Lanchester, Nancy Gates, Jesse White, Keye Luke, Leonard Strong, Philip Ahn.
Associate
Producer-Director ....John H. Auer

20th CENTURY FOX

Cutting

WE BELIEVE IN LOVE
(Shooting in Rome)
(CinemaScope) (Technicolor)
Cast: Clifton Webb, Jean Peters, Maggie McNamara, Dorothy McGuire, Louis Jourdan.
Producer .....Sol C. Siegel
Director .....Jean Negulesco

NIGHT PEOPLE
(CinemaScope) (Technicolor)
Cast: Gregory Peck, Rita Gam, Broderick Crawford, Walter Abel, Buddy Ebsen, Casey Adams, Anita Bjork.
Producer .....Nunnally Johnson
Director .....Nunnally Johnson

THREE YOUNG TEXANS
(Technicolor) (Panoramic Productions)
(For 20th Century-Fox Release)
(Shooting at RKO-Pathe)
Cast: Keefe Braselle, Mitzi Gaynor, Jeff Hunter.
Producer .....Leonard Goldstein
Director .....Henry Levin

MAN IN THE ATTIC
(Technicolor) (Panoramic Productions)
(For 20th Century-Fox Release)
(Shooting at RKO-Pathe)
Cast: Constance Smith.
Producer .....Robert Jacks
Director ....Hugo Fregonese

PRINCE VALIANT
(Technicolor; CinemaScope)
Cast: Robert Wagner, Janet Leigh, Debra Paget, James Mason.
Producer .....Robert L. Jacks
Director .....Henry Hathaway

RIVER OF NO RETURN
(Technicolor; CinemaScope)
Cast: Marilyn Monroe, Robert Mitchum, Rory Calhoun, Tommy Rettig.
Producer .....Stanley Rubin
Director .....Otto Preminger

GATLING GUN
(Technicolor)
(Panoramic Prod. for 20th Century-Fox Release)
Cast: Van Johnson, Joanne Dru, Richard Boone, Craig Hill, Melvin Stone.
Producer .....Leonard Goldstein
Director .....Rudy Mate

GORILLA AT LARGE
(3-D, Eastman Color)
(Panoramic Prod. for 20th Century-Fox Release)
Cast: Anne Bancroft, Cameron Mitchell, Charlotte Austin, Raymond Burr.
Producer .....Robert Jacks
Director .....Harmon Jones

DEMETRIUS AND THE GLADIATORS
(CinemaScope, Technicolor)
Cast: Victor Mature, Susan Hayward, Michael Rennie, Anne Bancroft, Jay Robinson, Barry Jones, William Marshall.
Producer ..... Frank Ross
Director ..... Delmar Daves

HOW TO MARRY A MILLIONAIRE
(Technicolor) (CinemaScope)
Cast: Betty Grable, Marilyn Monroe, William Powell, Lauren Bacall, Rory Calhoun, David Wayne, Cameron Mitchell.
Producer .....Nunnally Johnson
Director .....Jean Negulesco

KING OF THE KHYBER RIFLES
CinemaScope) (Technicolor)
Cast: Tyrone Power, Terry Moore, Michael Rennie, Guy Rolfe, John Justin, Aram Katcher.
Producer .....Frank P. Rosenberg
Director .....Henry King

HELL AND HIGH WATER
(Technicolor; CinemaScope)
Cast: Richard Widmark, Bella Darvi, Victor Francen.
Producer .....Raymond A. Klune
Director .....Samuel Fuller

UNITED ARTISTS

Shooting

AMERICANO
(Moulin Prod.) (Shooting in Brazil)
Cast: Glenn Ford, Arthur Kennedy, Caesar Romero, Sara Montiel.
Producer .....Robert Stillman
Director .....Budd Boetticher

CAPTAIN KIDD AND THE SLAVE GIRL
(Edward Small Productions)
(Wide Screen, Color)
Cast: Tony Dexter, Eva Gabor, James Seay, Alan Hale, Lyle Talbot, Noel Cravat, Richard Karlan.
Producer ..... Aubrey Wisberg
Jack Pollexfen
Director ..... Lew Landers

Cutting

RIDERS TO THE STARS
(Eastman Color) (Ivan Tors Prod.)
Cast: William Lundigan, Richard Carlson, Martha Hyer, Herbert Marshall.
Producer .....Ivan Tors
Director .....Richard Carlson

BEACHHEAD
(Pathecolor)
(Aubrey Schenck Prod.; Shooting in Hawaii)
Cast: Tony Curtis, Frank Lovejoy, Mary Murphy, Skip Homeier, Eduard Franz, Alan Wells, John Doucette.
Producers .....Aubrey Schenck and Howard Koch
Director .....Stuart Heisler

WICKED WOMAN
Cast: Beverly Michaels, Richard Egan, Evelyn Scott, Robert Osterloh.
Producer .....Clarence Greene
Director .....Russell Rouse

CAMEL CORPS
(Edward Small Prod.)
(Natural Vision 3-D, Eastman Color, Wide Screen)
(Shooting at Kanab, Utah)
Cast: Rod Cameron.
Producer .....Edward Small
Director .....Ray Nazarro

RING AROUND SATURN
(Regiscope Process, 3-D, Wide Screen)
Producers ..... William and Edward Nassour
Director ..... Edward Nassour

Universal International

Cutting

SASKATCHEWAN
(Shooting in Canada)
(Technicolor)
Cast: Alan Ladd, Shelley Winters, Robert Douglas, J. Carrol Naish, Richard Long, Hugh O'Brian, Antonio Moreno, George Lewis, Jay Silverheels.
Producer .....Aaron Rosenberg
Director .....Raoul Walsh

JOHNNY DARK
Cast: Tony Curtis, Piper Laurie.
Producer .....William Alland
Director .....George Sherman

THE FAR COUNTRY
(Technicolor)
(Shooting in Canada)
Cast: James Stewart, Ruth Roman, Corinne Calvert, Walter Brennan.
Producer .....Aaron Rosenberg
Director .....Anthony Mann

FORT LARAMIE
(Technicolor)
Cast: John Payne, Mari Blanchard, Dan Duryea, Joyce MacKenzie, Barton MacLane.
Producer ..... Ted Richmond
Director .....Jesse Hibbs

RIDE CLEAR OF DIABLO
(Technicolor)
Cast: Audie Murphy, Dan Duryea, Susan Cabot, Abbe Lane.
Producer .....John W. Rogers
Director .....Jesse Hibbs

THE GLENN MILLER STORY
(Technicolor)
Cast: James Stewart, June Allyson, George Tobias, Henry Morgan, Louis Armstrong, Gene Krupa, Ben Pollack, Barton MacLane.
Producer .....Aaron Rosenberg
Director .....Anthony Mann

THE GLASS WEB
(3-D)
Cast: Edward G. Robinson, John Forsythe, Barbara Rush, Kathleen Hughes.
Producer .....Albert J. Cohen
Director .....Jack Arnold

SON OF COCHISE
(Technicolor)
Cast: Rock Hudson, Barbara Rush.
Producer .....Ross Hunter

BORDER RIVER
(Technicolor)
Cast: Joel McCrea, Yvonne DeCarlo, Pedro Armendariz, Howard Petrie, Erika Nordin, Ivan Triesault, Alfonso Bedoya.
Producer .....Albert J. Cohen
Director .....George Sherman

MA AND PA KETTLE HIT THE ROAD HOME
Cast: Marjorie Main, Percy Kilbride, Alice Kelley, Alan Mowbray, Emery Parnell, Brett Halsey.
Producer .....Richard Wilson
Director .....Charles Lamont

YANKEE PASHA
(Technicolor)
Cast: Jeff Chandler, Rhonda Fleming, Mamie Van Doren, Lee J. Cobb, Benny Rubin, Tudor Owen, Arthur Space, Harry Lauter and the Miss Universe Girls.
Producer .....Howard Christie
Director .....Joseph Pevney

WARNER BROS.

Shooting

THEM
(3-D) (All Media) (WarnerColor)
Cast: Edmund Gwenn, James Whitmore, James Arness, Joan Weldon.
Producer ..... David Weisbart
Director ..... Gordon Douglas

A STAR IS BORN
(Technicolor)
Cast: Judy Garland, James Mason, Jack Carson, Charles Bickford.
Producer ..... Sid Luft
Director ..... George Cukor

THE PHANTOM APE
(WarnerColor, 3-D, All-Media)
Cast: Claude Dauphin, Karl Malden, Steve Forrest.
Producer .....Henry Blanke
Director .....Roy Del Ruth

REAR GUARD
(3-D) (All-Media) (WarnerColor)
Cast: Guy Madison, Joan Weldon, James Whitmore, Harvey Lembeck, Carl Benton Reid, Howard Petrie.
Producer..... David Weisbart
Director .....David Butler

DIAL M FOR MURDER
(3-D) (All-Media) (WarnerColor)
Cast: Ray Milland, Grace Kelly, Robert Cummings, John Williams, Anthony Dawson.
Director .....Alfred Hitchcock

Cutting

THE BOUNTY HUNTER
(3-D, All-Media, WarnerColor)
Cast: Randolph Scott, Dolores Dorn, Marie Windsor.
Director .....Andre De Toth

HONDO
(3-D, WarnerColor, All-Media)
(Wayne-Fellows Prods.)
Cast: John Wayne, Geraldine Page, Ward Bond, Michael Pate, Rudolfo Acosta, Paul Fix, Lee Aaker.
Producer .....Robert Fellows
Director .....John Farrow

A Landmark

in

Screen History...

20th Century-Fox's

First Picture

in

CINEMASCOPE

"THE ROBE"

Color by TECHNICOLOR

TECHNICOLOR

IS THE REGISTERED TRADE-MARK OF

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

EWS

TOA STARTS CONVENTION, GOLDENSON KEY SPEAKER

TAX REPEAL PLEDGES MOUNT FOR COMPO

HIGH COURT CONSIDERS "LA RONDE" CASE

YEAR LONG SALES DRIVE SPARKS UA ANNIVERSARY

WB ADOPTS CINEMASCOPE

U-I SETS 34 PROJECTS FOR 1954 FILMING

EVIEWS

pages, 10, 14, 16, 18

XPLOITATION

pages 19, 20

32, No. 8 October 31, 1953

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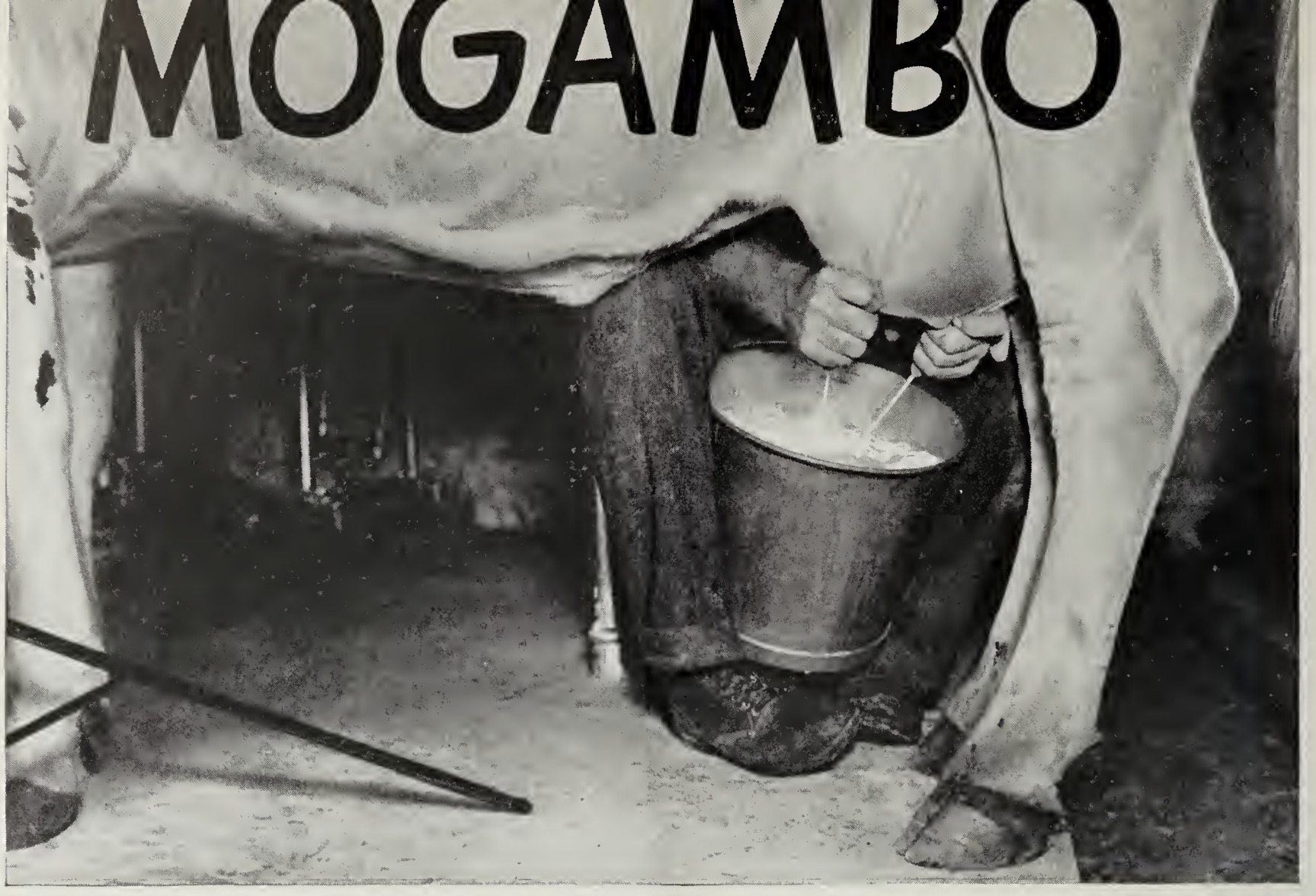
WHO'S NEXT

MOST momentous news during the past fortnight was the announcement by Warner Brothers of its intention to abandon Warner-Scope and to adopt CinemaScope as the medium of presentation for their important pictures.

Warner Brothers have spent a great deal of money and effort in research and have arrived at the conclusion that CinemaScope presentation will do most to enhance their future product.

This move by Warner Brothers is good news to exhibitors all over the country who look forward to standardization of projection processes so they can proceed with the purchase of new equipment in intelligent fashion.

(See Page 3)



MILK IT!

No wonder "Mogambo" is topping M-G-M's previous African adventure Champ "King Solomon's Mines" and beats even famed big grosser "Show Boat." Showmen are putting great campaigns behind a great picture. When *you* play "Mogambo" remember that EXTRA EFFORT means EXTRA DOLLARS! There's a wealth of circus-y, natural showmanship in this phenomenal attraction. Get every last dime!

EXHIBITORS GIVE IT TOP PROMOTION!

JUNGLE BACKGROUND FOR "MOGAMBO" magnetizes crowds and makes busy box-offices! Fronts, lobbies and floats sell big African adventure and wild animal thrills. Great demand by exhibitors for M-G-M's special line of display accessories. That 8-foot Lobby Standee sells tickets.

BATTLE OF THE SEXES (Gable-Gardner-Kelly) in ads, publicity, and promotion gets results. Use the Ava Gardner leopard-skin pose!

AVA'S OUTDOOR JUNGLE SHOWER-BATH widely used by newspapers, results in smash spreads. This still is combined with photos of other movie bath scenes from other hit pictures, very popular with editors.

BIGGEST DEMAND BY STORES AND DEALERS for stills for local level merchandising — Dodge Trucks, Pepsi-Cola, B. O. A. C., and other travel outfits, Head Scarfs, Slave Anklets, Cameras, etc.

MERCHANTS CASHING IN on M-G-M's National Tie-ups— Lustre-Creme, Coro Jewelry, Madcap Millinery, Alfred Shirts, Jan Irwill Sweaters, Chocolate Candy.

DISC JOCKEYS AND THEATRES use Jungle Platter before and during engagements. Made on location—beat of drums, chants of natives, etc. Also available is an M-G-M Records Art Mooney recording, "Mogambo."

THEATRE ATTENDANCE MULTIPLIES with other M-G-M Special Accessories; 6 Trailers including Teasers, Jungle Background Paper, Fan Photos, Postcards, TV Slide or "Telop," Jumbo Heralds, 8 x 10 Color Prints, etc.

KIDS GIVE "MOGAMBO" a rousing reception when their imaginations are excited by "Mogambo Masks" and "Name 'Mogambo' Jungle Animals" in promotion and store merchandising.

M-G-M REVITALIZES P. A. TOURS with unprecedented American safari of mighty White Hunter, Frank ("Bunny") Allen guide during production of picture. Literally a sensation in 25 Key cities!

AND THE DRUM BEATING GOES ON! Above are just a few ideas. Consult Press Book for many more!

— ★ —

THE COMING INDUSTRY EVENT! M-G-M's FIRST CINEMASCOPE PRODUCTION "KNIGHTS OF THE ROUND TABLE" (Technicolor)

Vol. 32 No. 8

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

In this step forward, Warner Brothers are entitled to industry praise for yielding from an earlier stand which sensitivity but not good business sense might have dictated.

CinemaScope adherents now include 20th-Fox, Metro-Goldwyn-Mayer, Warner Brothers, Universal, Columbia, United Artists, Allied Artists, Walt Disney and other independents.

A development involving Paramount, one of the few major studio holdouts, occurred when text of a letter written to Y. Frank Freeman, production vice-president of that company, by Charles P. Skouras, who heads National Theatres, was revealed this week.

The Skouras letter contained an indirect plea for Freeman to launch CinemaScope production at Paramount to help achieve industry solidarity behind the new medium and thus win back the audience lost in the past five years to television. It is Skouras' considered judgment that CinemaScope "will do just this." In support of his stand, he announced an investment of $5,000,000 in CinemaScope equipment for his theatres.

Who's next?

The 3-D Drag!

The story you are about to read is true—except that names and places have been deleted to protect the theatre owner who will sign an affidavit that this information is entirely correct.

It seems that he persuaded a film company releasing a 3-D thriller to permit him to play the picture flat enjoying his regular run with other circuits playing the film in extra-dimension.

He reports that when patrons came to his box office and inquired if the picture was in 3-D, his answer was negative adding that the patron did not need glasses. Every patron bought a ticket and seemed happy about it all.

The circuits had featured 3-D in their ads. It got to the point where the theatre man put a barker outside to inform all passersby that here was an opportunity to see a 3-D picture in its flat version. Business was sensational!

Instead of a business dragnet, 3-D has become a drag. Dum-dee-dum-dum.

Target Date!

December 1 has been set as the target date for the Tax Committee Chairmen in each state to obtain pledges of support from Congressmen and Senators in the industry's renewed tax repeal compaign. The present Washington situation makes it imperative that the industry push ahead immediately with its Congressional contacts so that it will know where it stands with the lawmakers.

COMPO urges that exhibitor delegations meet with their Federal legislators at meetings, as well as by individual contact. Also it is of extreme importance that COMPO be informed of such actions, so that it can coordinate the information. Admittedly, the Washington picture for tax relief is blacker than it was, but this is no time for the industry to despair. COMPO thinks that relief can be won, and we think so too. One month of hard work lies ahead. Let's go to it!

Encouragement

In the last issue of the INDEPENDENT, we wrote an editorial decrying the product shortage.

As if to take us to task for so doing, the last three product announcments by major film companies have been most imposing from the standpoint of quality and quantity.

Metro-Goldwyn-Mayer has pledged itself to release a basic minimum of 40 features during the coming year; United Artists has scheduled not less than four pictures monthly during its 35th Anniversary; and Universal-International is expanding its facilities at the studios to handle an increased production load with 34 pictures slated for release in the next fiscal year.

Announcements such as these will relieve the apprehension of theatre owners and encourage exhibition to view the future with greater confidence and optimism.

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TOA Starts Convention; Goldenson Key Speaker

CHICAGO.—The annual convention and trade show of Theatre Owners of America, which Alfred Starr, president, has predicted as "the greatest in the history of the industry," is waiting for the official kick-off gun to resound as exhibitors began converging this week on the Conrad Hilton Hotel for the Nov. 1-5 meet. Theatremen will view displays on forthcoming product from the major studios, attend a forum on new processes plus a series of concession operations meetings, and discuss problems vital to the industry.

Figuring on the agenda is arbitration, but trade sources see little chance of any TOA action that would revive the spark of renewed talks on that all-industry subject. Should TOA be as enthusiastic about the arbitration this year as in the past, interest could not result in action without National Allied support—a factor that seemed ruled out at the latter organization's recent convention.

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, will be the convention keynote speaker at the opening business session of the convention.

Companies Plan Surprises

News of the product exhibit came this week from David Wallerstein, convention chairman, who said that displays from all leading studios will be situated in the foyers of the hotel. Columbia has announced plans to plug "The Caine Mutiny" and "Miss Sadie Thompson," with most of the other companies planning surprises.

Expected to grab a full share of the spotlight at the conclave is the proposed TESMA-TOA new process forum, for which experts from all phases of the industry have promised to appear. Set for Nov. 4, Don E. Hyndman. of Eastman Kodak will moderate and Bob O'Donnell of the Interstate Circuit will serve as keynote speaker.

Listed for the panel are such names as J. Robert Hoff, TESMA prexy; Ray Colvin, TEDA executive director; Walter Green, National Theatre Supply head; R. Kriebel, Polaroid general sales manager; E. O. Wilschke, representing Altec, and many other equipment leaders.

New media processes will be represented by Herbert Barnett, on behalf of Cinerama; Edward Lachman, Nord 3-D; Earl Sponable, CinemaScope, and M. L. Gunzberg, Natural Vision.

Concession Forum Set

Also figuring importantly on the agenda are the meetings and conferences of the concessions committee, which plans a comprehensive report on the current situation for the exhibitors. The committee, headed by Abe Z. Bloom, will meet the afternoon of the opening day, followed the next day by a concession forum.

Bloom will serve as moderator for the latter, and on the panel will be Lester Rosskam of the Quaker City Chocolate and Confectionary Co., representing the candy industry, and Harry Bressler, president of Bressler Ice Cream Co., on behalf of that product. Other experts will speak for popcorn and soft drinks, Bloom stated.

Election of officers will be another function of the conclave, and R. R. Livingstone of Lincoln, Neb., has been named chairman of the nominating committee. Others serving with him are John Rowley, Dallas; Nat Williams, Thomasville, Ga.; Albert Pickus, Stanford, Conn.; A. Julian Brylawski, Wash.; Roy Cooper, San Francisco; George Kerasotes, Springfield, Ill., and Jay Solomon, Chattanooga.

The committee is scheduled to meet Sunday, with elections held at the open board of directors meeting on Monday.

On the lighter side, it has been announced that George Jessel will serve as master of ceremonies at the annual banquet slated to wind up the activities Nov. 5. Jessel will broadcast his weekly ABC radio show from the banquet hall with Paul Whiteman and his orchestra.

Principal speaker at the concluding dinner will be Gen. James A. Van Fleet, who will address TESMA and TEDA delegates as well as those of TOA.

List "Courtesy" Screening

A screening of "Courtesy Is Contagious" has been set for a luncheon meeting the afternoon of Nov. 3. The 15-minute short, prepared by the Filmack Corp. in co-operation with TOA, demonstrates the importance of courtesy on the part of theatre employees to patrons. Details of how exhibitors can acquire the film will be disclosed.

Although the entire industry appears unusually interested in the convention, one group, COMPO, is especially eager to see what comes out of the TOA meetings before it appoints press relations and research committees of its own. COMPO is waiting to see whether TOA will continue membership in the all-industry organization, and whether it will re-appoint Sam Pinanski as its representative on the COMPO triumvirate.

As for its own committees, 10 reports have been prepared for the exhibitors by TOA unit men. Subjects are: organization and membership, building and safety codes, theatre TV, public relations, research, film re-

(*Continued on page* 11)

High Court Takes "La Ronde" Case

The Supreme Court agreed this week to review the "La Ronde" censorship case. The outcome of this decision will probably be a clearer legal definition of when a film can be banned as immoral. The highest court only two weeks earlier had agreed to hear arguments in the "M" case, which will test Ohio's pre-exhibition censorship statutes.

"La Ronde" will be the second censorship case involving the New York State Board of Regents to be considered by the Supreme Court. It was censored on the grounds of immorality, with the distributor firm, Commercial Pictures, denying the charge. The lower courts again decided in favor of New York State, with the Supreme Court now agreeing to have the final say after the formal arguments some months from now.

Tax Repeal Pledges Mount For COMPO

Prospects of meeting the Dec. 1 deadline set by COMPO for state chairmen to secure pledges of support for repeal of the 20 percent Federal admission tax from members of Congress were seen this week as good by COMPO headquarters, which reports a healthy response to its plea. Requests for urgency were contained in a letter sent out by Col. H. A. Cole and Pat McGee, co-chairmen of the tax campaign committee.

The COMPO tax leaders had set the Dec. 1 date so that they could know where they stood so far as Congressional support for their activity was concerned. Although admitting at the time of the letter that the Washington situation looked worse than it had before, Cole and McGee voiced their confidence of success at that time.

With a full measure of pledges already having come into the COMPO office, the organization is urging its field men continue their good work to make sure that the deadline is met.

Advises Against Tie-Ins

Meanwhile, Sen. A. S. Mike Monroney, (D., Okla.), advised the film industry that it should not tie in with any other groups if it hopes to achieve its goal of tax relief. He spoke before 80 Oklahoma exhibitors at a luncheon sponsored by Theatre Owners of Oklahoma.

Advocating that the industry "go it singly," Monroney warned that it would be in definitely serious trouble if it got in on a "package with the manufacturers excise tax," claiming that that "would wreck our economy."

Reports from a confidential three-day meeting held in Pebble Beach, Calif., of the Business Advisory Council of the Department of Commerce claim that Sec. Humphrey told that group the Administration can make no promise of any tax reductions in the coming year except for corporation excess profits and individual income taxes.

Year Long Sales Effort Sparks UA's 35th Anni With 48 Releases Planned

Plans are currently being formulated to commemorate the 35th anniversary of United Artists with a year-long, world-wide celebration, Arthur B. Krim, president, has revealed.

In the 12-month period, UA will release not less than four pictures a month, Max E. Youngstein, vice-president, reported. This means a minimum program of 48 films, which promises to be the largest single source of product in the industry. Youngstein explained that his company was aware of the product shortage, but "during the anniversary year, there'll be no dearth of releases" as far as UA is concerned, he added.

The company's entire force, domestic and foreign, will concentrate on a 35th anniversary sales drive honoring Krim, according to William J. Heineman and Arnold M. Picker, vice-presidents in charge of domestic and foreign distribution, respectively.

A U.S.-Canadian drive will run from Nov. 15 through May 15, and a parallel international sales drive will get under way Dec. 1.

U-I Sets 34 Pix For '54 Filming

Universal-International will produce 34 major motion pictures, including 22 in Technicolor, during the fiscal year beginning Nov. 1, it was announced this week by Edward Muhl, vice-president in charge of production. Program, calling for many big-name stars, "fully exploits" the various new techniques, the production chief added.

The schedule was called one of the "most ambitious" in the company's recent history, and is said to call for the highest budget expended by U-I in the past few years. Milton R. Rackmil, president, said that it reflects "the company's confidence in its own future and in the over-all prospects for the film industry."

Announcement followed a series of high-level executive conferences attended by Rackmil, N. J. Blumberg, board chairman; Alfred E. Daff, executive vice-president; David A. Lipton, vice-president; Charles J. Feldman, general sales manager; James Pratt, executive manager; Morris Davis, business manager; Muhl and others.

Construction Program Begun

To accommodate the increased production, U-I announced that it has begun a $350,000 construction program which will improve facilities at the studio. Also, it is claimed that all departments, from producers on down, are being strengthened to handle smoothly the increased load.

Another activity in which U-I will engage in the hope of strengthening its force is a talent development program, said to call for an expenditure of $1,000,000 annually. It is this program which is allegedly responsible for all the stars now under term contract by the studio.

Pictures to be made during the coming season include "Foxfire," Technicolor version of Anya Seton's novel starring June Allyson and Jeff Chandler; "Men of Iron," Technicolor historical tale; "Dawn at Socorro," Technicolor; "Sign of the Pagan," film about Attila the Hun in Technicolor, and "The Galileans," Technicolor, based on Frank G. Slaughter's Biblical novel.

Also set for shooting are "Bengal Rifles," Technicolor version of Hall Hunter's novel;

(*Continued on page* 30)

Warners Adopts CinemaScope For Numerous New Pictures

Following close upon overwhelming box office and critical success, CinemaScope has made still another major conquest with the announcement by Warner Brothers that it has decided to adopt 20th Century-Fox's anamorphic system. Six films are thus far listed on the Warner CinemaScope agenda, headed by "A Star Is Born," the Judy Garland starrer.

A late development had Charles P. Skouras, president of National Theatres, send a letter to Y. Frank Freeman, Paramount production head, asking that company to join the CinemaScope roster. The circuit official cited the "phenomenal" response to "The Robe," and warned that "the entire industry should strike while the iron is hot."

Skouras called on Paramount, one of the few major studios without CinemaScope commitments, to help lure "the average person away from his television set" and back to the theatres. He assured Freeman that he had "no personal axe to grind," but that he felt it his responsibility to the industry to ask Paramount's help.

Screens Sent Abroad

Meanwhile, it was learned that 20th-Fox has been receiving so many requests for CinemaScope equipment from foreign theatremen that it had to ship out seven screens by air to meet the urgent demands. Four of the screens went to houses in New Zealand, two to Australia, and one to England for early November openings.

The Warner move, hailed by Spyros P. Skouras, 20th-Fox president, was made "in an effort to clarify and standardize for the exhibitors and the public a single process," explained Albert Warner, company vice-president. Earlier in the year, the studio had been advocating its own anamorphic system, WarnerScope, now abandoned.

Negotiations were concluded between Warner officials and Al Lichtman, director of distribution at 20th-Fox. Action was taken quickly after the signing of the papers with "Star" already in production in the new medium and "Helen of Troy" slated to start Dec. 1, according to Jack L. Warner, WB production head.

Following the Warner announcement, 20th-Fox stock rose 2¼ points in two days. Some of this gain was attributed to reports that exploratory drilling had revealed evidences of oil on the studio's Westwood lot, but main push is seen to have come from the Warner move. Warner stock itself rose one eighth of a point.

Other films on the Warner schedule for CinemaScope treatment include "Rear Guard," starring Guy Madison; "Mr. Roberts," the famous stage play; "The Talisman," based on Sir Walter Scott's novel, and "Battle Cry," a current best seller.

Albert Warner, WB vice-prexy, explained that his company is happy to pool its "technical and engineering 'know-how' with 20th Century-Fox in an even greater development of the CinemaScope system." He added the belief that the industry "can best be served by leading producers collaborating and cooperating in technological advances."

Predicts "Greater Things"

Skouras said he was sure that the trade would applaud Warner Brothers for its move. While acknowledging that the latter company has spent a great deal of money in research, he said he thought that the two studios working together "can accomplish greater things than ever before."

The Warner action was done "with the best interests of the motion picture industry at heart," the 20th-Fox head added. It puts the studio "in the front line of film progress" along with M-G-M, Walt Disney, United Artists, Universal-International and Allied Artists, all of whom have announced plans to release CinemaSope productions.

A "very substantial" number of films in the anamorphic medium was promised by Skouras through the combined production efforts of these companies. 20th-Fox already has 10 features completed in the new medium.

Earlier, the Warner studio disclosed a product line-up, films of which will be "marketed to give each . . . the medium best suited," according to Ben Kalmenson, distribution vice-prexy. Besides pictures already listed, other forthcoming films include:

On Warner Schedule

"Giant," produced and directed by George Stevens in association with Henry Ginsberg.

"The High and the Mighty," directed by William A. Wellman, starring John Wayne.

"Dial M for Murder," WarnerColor, directed by Alfred Hitchcock, starring Ray Milland.

"Anastasia," from the current London stage play and soon-to-be-seen Broadway legitimate production.

"East of Eden," produced and directed by Elia Kazan from John Steinbeck's best-seller.

The life story of Gen. George S. Patton.

"Triple Jet Ace," based on the exploits of Capt. Joseph McConnell, America's only triple jet ace.

"The Eddie Cantor Story," Technicolor, produced by Sidney Skolsky, starring Keefe Brasselle.

"Gown of Glory," produced by Henry Blanke from the Agnes Sligh Turnbull best-seller.

"Black Ivory," from the Polan Banks novel about Jean Lafitte, pirate.

"Land of the Pharohs," produced and directed by Howard Hawks, with screen play by William Faulkner, from his novel.

"Hondo." 3-D, WarnerColor, a Wayne-Fellows production, starring John Wayne.

"Daniel and the Woman of Babylon," about the Biblical hero.

(*Continued on page* 18)

Football Theatre Telecast Clicks

Response to the theatre telecast of the Notre Dame-Georgia Tech football game, second in a series, showed a major box office improvement over the game of previous week, with two houses reporting complete sell-outs and a third playing to 95 percent capacity. The games are being telecast by Box Office Television.

Both the Marbro Theatre, Chicago, a 4,000-seat house, and the Prospect, Flushing, L. I., a 2,200 seater, filled every seat in the house. The 2,100 Marine Theatre, Brooklyn, reported 95 percent capacity. Both the Prospect and Marine were less than one-third filled for the first telecast.

The Grand Theatre, Albany, doubled its ticket sales over the initial week by filling 1,100 of its 1,500 seats. Second week figures for the Crown, Chicago, were exactly the same as those of Albany's Grand. The latter house, which had a two-week deal for the grid games, decided to renew the agreement.

Another renewal came from Walter Reade Theatres for the St. James, Asbury Park. Two new theatres joining the set-up are the Stanley in Baltimore and in Philadelphia, both Stanley Warner houses.

Meanwhile, BOT reports more than 100 applications from theatres for the installation of TV equipment. Regional networks are being set up by the company so that programs can continue on a regular basis, it was stated.

Loew's Foreign Conclave

An "M-G-M European Panoramic Convention" to be held in Brussels and Antwerp, Belgium Nov. 22-25, has been called by Arthur M. Loew, head of Loew's International Corp. Loew, accompanied by Samuel N. Burger, international sales manager, will meet with Dave Lewis, regional director of Continental Europe, and all of M-G-M's territorial, sales and publicity European chiefs, a Loew's report stated.

FINANCIAL REPORTS

Columbia Notes Rise

Net profit after taxes for the 52 weeks ended June 27 at Columbia Pictures rose to $942,000 or 99 cents per share of common stock, as compared with $803,000, or 78 cents per share, for the similar 1953 period. Estimated profit before taxes was $2,149,000 in 1953, $2,246,000 last year, the company reported. Figures are subject to final check by certified public accountants.

Columbia meanwhile informed the Securities and Exchange Commission that it has reduced its outstanding debt from $11,000,000 to $9,000,000 by two payments of $1,000,000 each during the month of October.

General Precision Gains

Consolidated net sales and earnings of General Precision Equipment Corp. for the first eight months of 1953 exceeded the figures for the entire 1952 calendar year, the company has reported. Income for the period ended Aug. 31, 1953, amounted to $2,032,013 or $3.07 per share of common stock, while earnings for all of 1952 equaled $1,255,278 or $1.88 per share.

The first eight months of 1953 showed a consolidated net sales figure for the corporation and its subsidiaries of $55,614,915, while sales for the year ended Dec. 31, 1952 totaled $54,326,849. Consolidated backlog of orders totaled $107,962,000 as of Aug. 31, 1953, compared with $106,900,000 at the end of 1952.

AB-PT Theatres Successful

Theatre earnings of American Broadcasting-Paramount Theatres, Inc., rose in 1953, while the broadcast division operated at a loss, Leonard H. Goldenson, president, has informed stockholders in a financial report. Successful engagements of "The Robe" were seen as partly responsible for high theatre grosses with the radio-TV loss attributed to "the normal seasonal slack."

Estimated consolidated earnings for the third quarter of 1953 were announced as $1,099,000, while the same quarter of 1952 enjoyed profits of $1,927,000, Goldenson reported. The first nine months of 1953 showed an estimated net of $7,559,000 compared with $5,435,000 for 1952.

The third quarter of 1953 equalled per share earnings of 22 cents on common stock, with $1.82 for the first nine months. Last year, third quarter earnings were equivalent to 58 cents, with $1.65 declared for the nine month period.

Disclose Monogram Salaries

HOLLYWOOD.—Officers of Monogram Pictures were paid $419,923 in the year ended June 27, according to a proxy statement advising stockholders of a Nov. 12 meeting at the home office. Highest amount went to Steve Broidy, president, who received $92,538. W. Ray Johnson, board chairman, was paid $35,441 during the year.

George D. Burrows, executive vice-president, received $25,555. Other salaries paid to vice-presidents were as follows: Harold J. Mirisch, $48,580; G. Ralph Branton, $48,580; Norton V. Ritchey, $37,490, and Edward Morey, $37,490.

September Dividends Up

Publicly declared film industry dividends for September showed an upswing over the same month last year, while the total for the first nine months of the year saw 1953 more than $4,000 behind last year. Industry firms paid $3,036,000 this September, compared with $2,369,000 one year ago. For the nine month period, $14,257,000 was declared in 1953, compared with $18,511,000 last year.

Increase in the September total was seen due to the fact that 20th Century-Fox paid $692,000 at this time, while the 1952 payment was made in October. Loew's, United Artists and Roxy declared virtually the same dividends both years, with Paramount Pictures practically unchanged. Both Universal Pictures and Consolidated Amusement paid less this year than in 1952.

Republic Profits Steady

Net profit, before taxes of $875,000, of $1,698,155 was reported for the 39 weeks ended July 25 by Republic Pictures and subsidiaries as against a net for the similar 1952 period, before $870,000 taxes, of $1,677,447.

Dumont Earnings Jump

Profits of Allen B. Dumont Laboratories, Inc., for the 40 weeks ended Oct. 3 rose to $935,000, or 36 cents per common share, as compared with $359,000, or 11 cents per share, in the same period last year. Sales for the period amounted to $65,896,000 this year, an increase from last year's $52,128,000.

CHARLES E. LEWIS

Funeral services were held over the weekend for Charles E. "Chick" Lewis, publisher of "Showmen's Trade Review" and vice-president of the Will Rogers Memorial Hospital, Saranac Lake. Lewis died Oct. 22 of a heart attack at his home. He was 57 years old.

Lewis entered the film industry in 1909, gained studio experience and switched to exhibition in 1915. His entrance to the trade journal field was in 1928, when Lewis joined the staff of "Motion Picture News." Five years later he founded "Showmen's."

At the time of his death, the publisher was working on details for the Theatre Owners of Americe conclave, for which he was serving as convention and trade show director.

HENDERSON M. RICHEY

Henderson M. Richey, Loew's-M-G-M director of exhibitor relations and sales promotion manager, was set to rest this week following his sudden death by a heart attack Oct. 26 at the Loew's home office. Richey was 59 years old.

Beginning his career in the industry as general manager of Allied Theatres of Michigan, Richey subsequently joined the Co-Operative Theatres of that state and came to New York in 1938 to assume the post of director of exhibitor relations for RKO-Radio Pictures. The following year he joined M-G-M in a similar capacity, remaining with that company until his death.

Fox Releases 45 Shorts Thru '54

A roster of 45 short subjects, including its first in CinemaScope, will be put in release through 1954 by 20th Century-Fox, according to Lem Jones, short subjects sales manager. Two weekly issues of Movietone News will also be released during the period, he revealed this week.

The CinemaScope short, "The Coronation Parade," is a seven-minute treatment of the recent British ceremony, filmed in Technicolor. Scheduled for immediate release, Jones claimed it "uniquely suited" to accompany such CinemaScope features as "How To Marry A Millionaire."

Included also in the line-up are 20 new Technicolor Terrytoons and 10 re-issues of the most popular ones of recent years. These feature Mighty Mouse, Little Roquefort, the Terry Bears, Heckle & Jeckle and Dinky. Six Movietone sport shorts and six Movietone "See It Happen" films are also scheduled for release as well as two Lew Lehr re-issues.

Fifty One, Two-Reelers Slated For Distribution By Universal In 1953-54

Universal Pictures will release 50 short subjects during 1953-54 with color predominating and tailored to meet the changing mechanical patterns, it was announced this week by Irving Sochin, short subjects sales manager. Slate will consist of 15 two-reelers and 35 one-reelers, six of the one-reelers being re-issues of Walter Lantz Technicolor "Cartunes."

Program also will include 104 newsreels, designed for wide-screen showings in various aspect ratios; 13 two-reelers in the "Musical Featurettes" series; two two-reel color specials; eight "Variety Views" one-reelers; 13 one-reel Lantz Technicolor "Cartunes" including six new "Woody Woodpecker" items, and many of the one-real "Color Parade" shorts.

Wilhite, Tune Take Top Positions In Tenn. TOA

NASHVILLE.—Board of directors of the Tennessee Theatre Owners Association has elected the following officers: Stacey Wilhite, Cookeville, president; M. C. Tune, Shelbyville, vice-president; Charles Simpson, Chattanooga, treasurer; and George Gaughan, Memphis, executive secretary.

Directors elected include R. B. Gooch, Selmer; M. E. Rice, Brownsville; Ed Sapinsley, Memphis; J. A. West, Memphis; W. F. Ruffin, Jr., Covington; R. D. Page, Mt. Pleasant; Kermit Stengel, Nashville; Walter Morris, Knoxville; Robert B. Wilby, Atlanta, Ga.; Jay Solomon, Chattanooga; Earle Hendren, Erwin; Cowan Oldham, McMinnville, and Alfred Starr, Nashville.

Schaefer Sues Gunzberg

HOLLYWOOD.—George J. Schaefer, industry executive, filed a $3,500,000 breach of contract suit in Federal Court this week against Milton L. Gunzberg and members of his family. Schaefer asks to be made half owner of all Gunzberg holdings, claiming that the latter did not fulfill his part of a 3-D partnership formed April 20, 1951.

EXHI-BITS

Loew's Date Set

A tentative date of Nov. 23 has been set for taking depositions of Loew's officials in the suit filed in Federal District Court attempting to dissolve holdings of Loew's and United Artists Theatres in eight houses. Loew's is seeking to end joint ownership of the State, Louisville, Century, Parkway and Valencia, Baltimore; Broad and Ohio, Columbia, and Penn and Ritz, Pittsburgh.

Judge Dismisses Charges

HOLLYWOOD.—Federal Judge James Carter dismissed anti-trust charges against Paramount Picture Corp., Paramount Film Distributing Corp., and RKO Pictures, when he ruled that two separate suits brought by Los Angeles exhibitors were barred by a three-year statute of limitations. Plaintiffs were the Los Feliz Theatre and Lennox Theatre.

Ozoner Files Suit

PHILADELPHIA. — An anti-trust suit of $300,000 has been filed in Federal District Court by the Roosevelt Drive-In Theatre, Levittown, Pa., which claims it is not in competition with Trenton or Philadelphia. Plaintiff claims the 28-day availability of the ozoner is part of an alleged conspiracy entered into by defendants Warners, RKO Pictures, Paramount, 20th-Fox, Columbia, Universal, Loew's, United Artists, Stanley Warner and RKO Theatres.

Censor Threatens Telecasts

COLUMBUS, O.—Dr. Clyde Hissong, head of the Ohio Censor Board, has declared he would seek advice from the Attorney General if anyone tried to show films banned in the state on closed-circuit theatre telecasts originating from another state. Robert Wile, secretary of Independent Theatre Owners of Ohio, denied that his group was planning such an action.

Allow Sunday Showings

ATHENS, TENN. — The City Council has voted four to one in favor of allowing Sunday film performances at hours other than those when church services are taking place. Decision followed a four-week trial period, which climaxed a determined fight put on by local exhibitors to gain permission for Sunday showings.

Xmas Salute Launched For Rogers Hospital

The industry's annual Christmas Salute for the Will Rogers Memorial Hospital, Saranac Lake, gathered shape this week as exhibitor committees throughout the nation set in motion a mammoth campaign geared to raise $250,000 by Jan. 15.

Moe Silver, Stanley Warner executive and national exhibitor chairman for the Salute, stated that exchange area chairmen "will appeal to every man and woman employed in our industry for signatures and contributions, seeking a minimum of one hour's pay from every individual."

UA May Sell More Foreign Pictures; To Release New Lopert Acquisitions



Arthur B. Krim (seated at desk), United Artists president, and Ilya E. Lopert (at Krim's left), head of Lopert Films Distributing Corp., making joint announcement to the trade press of an agreement giving UA distribution rights to at least five Lopert releases.

United Artists will distribute five British and French-language pictures, release rights to which are held by Ilya E. Lopert, head of Lopert Films Distributing Corp., plus all future productions Lopert plans to film or acquire.

Pact with Lopert may signify the expansion of UA into the field of foreign film distribution, according to Arthur B. Krim, UA president, who disclosed the arrangement with Lopert at a conference with the trade press last week.

Pictures are "Gilbert and Sullivan," "The Captain's Paradise," "The Man Between," "Fan Fan the Tulip" and "Night Beauties." All will be in release by early 1954, it was stated.

Lopert intends to film the Broadway dramatic play of last season, "The Time of the Cuckoo," in Venice next April with a top director and a pair of American stars, he said. Following "Cuckoo," Lopert will produce "Beauty and the Beast" as a comedy with music in England, he added. Both pictures will be in color.

Krim pointed out that Lopert's productions, to be made in partnership with Robert W. Dowling, City Investment Corp. executive, will receive UA co-financing, and will continue for a few years at the rate of two pictures annually, with some to be filmed in the U.S.

In order to gain more time for production, Lopert stated that he will dispose of his three U. S. theatres. He plans also to supervise the launching of the five already completed films given to UA for distribution.

George Jessel Foresees Fewer But Bigger Films

Fewer films and theatres, with a concentration on big budget pictures, was forecast by George Jessel, veteran showman, at a luncheon with the trade press last week. To supplement these major productions, he called for worthy documentary-type films such as his forthcoming United Artists release, "Yesterday and Today," a survey of the film industry.

The ex-vaudevillian stated his belief that the film industry is fast approaching the state of the legitimate theatre, in which each show is either a big hit or complete failure. Two films which he thinks could be big hits are "Rip Van Winkle" with Jimmy Durante and Helen Traubel and "The Jessel Story," starring Eddie Fisher. He hopes to be able to make them some time next year.

Court Sets "M" Hearings

Supreme Court hearings in the "M" case, involving Ohio's pre-censorship statutes, have been tentatively set for the week of Nov. 30, Supreme Court sources indicate. At the same time, the high court is scheduled to hear the Baltimore Crest case. Latter tests whether an out-lying house must be awarded first-run if it wins in competitive bidding with downtown theatres.

Midwest Film Purchasing Plan Nearing Work Stage

A proposed national film buying organization, with main support coming unofficially from National Allied toppers, may begin operations in the mid-west early next year, with an eastern unit planned to follow, according to reports circulated this week in the trade.

Plan was placed before the Allied board at the recent Boston meeting, and has as its main spark plugs Jack Kirsch, Illinois Allied prexy, and James Sharkey, Co-Operative Theatres of Michigan buyer.

According to the basic idea for the organization, schedule first calls for formation of a western unit, then an eastern branch, with an eventual merger anticipated.

Carolina Meet Highlight

CHARLOTTE. — A session dedicated to the explanation of new processes, called a "What-We-Do-Day" will take place Nov. 24, final day of the annual convention of Theatre Owners Association of North and South Carolina to be held at the Hotel Charlotte. Robert O'Donnell, head of Interstate Theatres, has been invited to keynote the convention.

VCI Conclave Data Set

Annual Variety Clubs convention, slated for Dallas' Adolphus Hotel, March 22-25, has its program already set, according to representative John Rowley, general chairman of the VCI convention committee. Events will include an opening party, business sessions on the site of the Dallas Club's charity, a series of evening events, climaxed by elections, and the tending of the annual Humanitarian Award Banquet.

presents

PATRICE MUNSEL

in MELBA

Color by Technicolor

with Robert Morley

Screenplay by Harry Kurnitz · A Horizon Pictures Production · Directed by Lewis Milestone

GARY COOPER in

RETURN TO PARADISE

Color by Technicolor

Directed by Mark Robson · Produced by Theron Warth · Screenplay by Charles Kaufman · Based upon the book by James A. Michener · Director of Photography, Winton C. Hoch, A.S.C. · Music composed and conducted by Dimitri Tiomkin
An Aspen Picture

TODAY

WILLIAM HOLDEN
DAVID NIVEN
MAGGIE McNAMARA
in

THE MOON IS BLUE

Produced and Directed by Otto Preminger
Written for the screen by F. Hugh Herbert
A Preminger-Herbert Production

VICTOR SAVILLE
presents

MICKEY SPILLANE'S

I, THE JURY

in 3-Dimension

introducing

BIFF ELLIOT as Mike Hammer

with Preston Foster · Peggie Castle

Written for the screen and Directed by Harry Essex · A Victor Saville Production

SABRE JET

in Color

by Color Corp. of Americ

starring

Robert Stack · Coleen Gray
Richard Arlen · Julie Bishop
Leon Ames

Produced by Carl Krueger · Directed by King · Screenplay by Dale Eunson and Kat Albert · Story by Carl Krueger · Music Com and Conducted by Herschel Burke Gilb

GUN BELT

Color by Technicolor

starring

George Montgomery
Tab Hunter

Directed by Ray Nazarro · Screenplay by Richard Schayer and Jack DeWitt · Story by Arthur Orloff
A Global Productions Presentation

THE JOE LOUIS STORY

with

Paul Stewart · Hilda Simms · James Edwards
John Marley · Dotts Johnson

and introducing

Coley Wallace as Joe Louis

A Walter P. Chrysler, Jr. Presentation · Produced by Stirling Silliphant · Directed by Robert Gordon
Original Screenplay by Robert Sylvester

EDWARD SMALL presents

JOHN PAYNE · EVELYN KE

in 99 RIVER STREET

with

Brad Dexter · Frank Faylen · Peggie Cas

Directed by Phil Karlson · Screenplay Robert Smith · Story by George Zucker

YVONNE DeCARLO
CARLOS THOMPSON
in

FORT ALGIERS

Produced by Joseph N. Ermolieff · Directed by Lesley Selander · Screenplay by Theodore St. John · Associate Producer Edward L. Alperson, Jr.

SOL LESSER presents

EDWARD G. ROBINSON
PAULETTE GODDARD
in

VICE SQUAD

with K. T. Stevens · Porter Hall
Produced by Jules V. Levy and Arthur Gardner · Directed by Arnold Laven
Screenplay by Lawrence Roman

AUBREY SCHENCK
presents

WAR PAINT

in Pathe Color

starring

Robert Stack · Joan Taylor
Charles McGraw

A K-B Production · Produced by Howard W Screenplay by Richard Alan Simmons and Berkeley · Directed by Lesley Selande

THE BIG ONES

..AND TOMORROW

ACT OF LOVE

Anatole Litvak's production starring **Kirk Douglas.** Screen play by Irwin Shaw, from Alfred Hayes' best-seller "Girl on the Via Flaminia".

ALEXANDER THE GREAT

Academy Award winner **Robert Rossen's** production Spectacle on an impressive scale.

BEAT THE DEVIL

John Huston's production starring **Humphrey Bogart Jennifer Jones, Gina Lollobrigida.**

BRONCO APACHE

Burt Lancaster's first for U.A. An adaptation of Paul Wellman's best-selling western, in color by Technicolor

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Errol Flynn stars in a swashbuckling adventure story Filmed in spectacular Pathecolor.

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Joseph L. Mankiewicz' eagerly awaited production — his first for U.A. A romantic drama with an all-star cast.

THE GOLDEN WARRIORS

Elia Kazan directs this **S. P. Eagle** production of Budd Schulberg's original screenplay.

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Gregory Peck stars in an adaptation of Mark Twain's immortal story, in color by Technicolor.

THE PURPLE PLAIN

Another **Gregory Peck** starrer, in color by Technicolor based on E. H. Bates' best-seller.

THE STORY OF WILLIAM TELL

Errol Flynn stars in this all-time favorite legend. U.A.'s first CinemaScope release, filmed in Pathecolor.

COME THRU **UA**

Staff Reviews

"Kiss Me Kate"

(M-G-M) 2-D or 3-D Technicolor 109 Min.

Cast: Kathryn Grayson, Howard Keel, Ann Miller, Keenan Wynn, Bobby Van, Tommy Rall, James Whitmore, Kurt Kasznar, Bob Fosse, Ron Randell, Willard Parker, Dave O'Brien, Claud Allister, Ann Codee, Carol Haney, Jeanne Coyne.

Credits: Produced by Jack Cummings; Directed by George Sidney; Screen play by Dorothy Kingsley; Based upon the play by Samuel and Bella Spewack; Music and lyrics by Cole Porter; Photographed in Ansco Color, print by Technicolor.

Terrific box office returns should greet this colorful adaptation of Cole Porter's hit Broadway musical comedy. Tops in entertainment because of superior songs, humorous script and engaging performances, "Kiss Me Kate" shapes up as M-G-M's big musical of the season. It should do well in either 3-D or 2-D—the verve and bounce which spell good musical comedy will satisfy any audience. Star presence will be another favorable sales factor. Kathryn Grayson, Howard Keel and Ann Miller all have pleasing voices and an understanding of what makes a picture of this type click. They connect like troupers in their roles.

Picture, like the play, has as its plot a story-within-a-story. The main narrative line concerns a hot and cold romance between a couple of show people once married but now divorced. In a parallel story—Shakespeare's "Taming of the Shrew"—the same couple go through similar situations a la The Bard, but with music added. Singing and dancing assignments are capably handled by all concerned, with comic and love ballads helping greatly to vary the pace. When seen at the M-G-M home office, "Kiss Me Kate" was projected for half the running time in 3-D, half in 2-D. The stereoscopic portion added a certain amount of depth to the musical numbers; often characters appeared to toss objects into the audience. But exhibitors can take their choice — either with depth or regular version, they'll have a winner in "Kiss Me Kate."

STORY: Howard Keel manages to convince Kathryn Grayson, his ex-wife, to co-star opposite him in a musical version of Shakespeare's "Taming of the Shrew." Kathryn shows mixed emotions towards Keel, and when she thinks his attentions are being directed towards Ann Miller, also in the show, she plans to quit. Keel, by a ruse, prevents her from bolting from the opening night's second act. But by the finale, Kathryn has Willard Parker, a young millionaire, take her away. Keel's fears that Kathryn's stand in will not appear on cue are dissipated when Kathryn herself returns. She has obviously learned from her renewed association with Keel where her true love resides.

●

"Calamity Jane"

(Warner Bros.) Technicolor 101 Min.

Cast: Doris Day, Howard Keel, Allyn McLerie, Philip Carey, Dick Wesson, Paul Harvey, Chubby Johnson, Gale Robbins.

Credits: Produced by William Jacobs; Directed by David Butler; Written by James O'Hanlon; Songs by Sammy Fain and Paul Francis Webster.

A musical comedy that bounds across the screen with robust performances, rousing songs and vivid Technicolor has been fashioned from the life and times of that fire-spitting personality of the Old West, "Calamity Jane." The film is sure-as-shooting box office; the guarantees can be found in the names of Doris Day, who plays the title role, and Howard Keel, her feudin' lover, "Wild Bill Hickock." Both Miss Day and Keel warble the songs in highly appealing styles, and are joined on many an occasion by Allyn McLerie. The three principals, along with Philip Carey, figure in a four-sided romance that follows along a conventional pattern to satisfactory conclusion for all concerned.

In this musical it is the performance of Miss Day which keys the production. She cavorts through each scene, giving the action all she has, imparting sensational verve to the songs, and stepping adroitly through her dance routines. Her characterization of "Calamity Jane" is pitched to comedy, and this, rather than melodrama, is the tone of the picture. Produced by the late William Jacobs, with tasteful settings and a well-chosen supporting cast, "Calamity Jane" explodes with a quantity of spirit, mirth and song of a calibre much in demand by audiences these days.

STORY: To save Paul Harvey, a dance hall owner of the Old West, from bankruptcy, Doris Day, "Calamity Jane," journeys to Chicago to bring a great lady of show business to Harvey's emporium. But Doris, a tom-boy not hep to big city ways, brings back Allyn McLerie, the great lady's maid, instead. Allyn's ruse succeeds and she captures the fancy of both Howard Keel and Philip Carey, the men in Doris' life. But on stage, Allyn falters and tearfully reveals her true identity. Doris, liking the girl, induces the audience to let Allyn continue. Latter clicks in her own song-and-dance style, then moves in with Doris to stave off the wolves. Soon Doris grows jealous of Allyn's attractions and makes a scene when Allyn and Carey, whom Doris loves, clinch. Keel, who has been feuding with Doris, prevents her from making a bigger fool of herself. Then Keel and Doris discover love for each other. But Allyn has left town, feeling guilty about Carey, and Doris rides to bring her back. A double wedding follows.

●

"Gilbert And Sullivan"

(Lopert-United Artists) Technicolor 105 Min.

Cast: Robert Morley, Maurice Evans, Eileen Herlie, Peter Finch, Martyn Green, Dinah Sheridan, Isabel Dean, Wilfrid Hyde White, Muriel Aked, Michael Ripper, Lloyd Lamble, Richard Warner, Perlita Neilson, Charlotte Mitchell.

Credits: Produced by Frank Launder and Sidney Gilliat; Directed by Gilliat; Screen play by Gilliat and Leslie Baily.

There is in America today a considerable number of people who are devoted in their musical likings to the works of W. S. Gilbert and Arthur Sullivan, that fabulous pair of operetta tunesmiths who turned out hit after hit on the British musical stage during the late 19th Century. This section of the music-loving public, of which there are many who are not regular movie-goers, will cotton highly to the Technicolor production bearing their idols' names and leave the theatre greatly impressed. There are numerous others in the general audience, plus those from the rank and file of art house patrons, who will find "Gilbert and Sullivan" a tuneful and colorful delight. The musical numbers are rendered in superlative fashion by the D'Oyly Carte Opera Co. and include high spots from the following operettas: "Trial by Jury," "The Mikado," "Iolanthe," "The Gondoliers," "H.M.S. Pinafore," "Pirates of Penzance," "Yeoman of the Guard" and "Ruddigore." Settings for these selections are presented most tastefully; the color is also fine.

Heading the list of impressive performers are Robert Morley and Maurice Evans, as Gilbert and Sullivan, respectively. This pair adds a measure of sorely needed spirit to the story portions of the film. For the plot, serving little else than a series of bridges with which to connect the musical numbers, is inane. It falls short of the mark in the departments of drama, comedy and movement in making the careers of these colorful stage creators absorbing. This is noted only by the way of mention since "Gilbert and Sullivan" contains enough music and song to prove a great joy for millions.

STORY: Maurice Evans, Arthur Sullivan, is lured away from writing serious music by the bait of high grosses from composing tunes for musical operettas to the lyrics of Robert Morley, W. S. Gilbert, under the management of Peter Finch, D'Oyly Carte. In doing so, Evans loses his Dinah Sheridan, his fiancee, but achieves great success with Morley. Finch builds a new theatre for their shows and Evans is knighted by Queen Victoria for his music. Evans then wants to return to serious music, precipitating a quarrel with Morley. The team disbands, but Finch reunites them. Later, they quarrel and disband again. When peace between the pair is made, Evans dies from ill health. Morley is knighted.

●

"Here Come The Girls"

(Paramount) Technicolor 78 Min.

Cast: Bob Hope, Tony Martin, Arlene Dahl, Rosemary Clooney, Millard Mitchell, William Demarest, Fred Clark, Robert Strauss, Zamah Cunningham, Frank Orth, Alfred T. Williams, Maceo Edward Anderson, Prince C. Spencer, Rufus L. McDonald.

Credits: Produced by Paul Jones; Directed by Claude Binyon; Screen play by Edmund Hartmann and Hal Kanter; Story by Hartmann; Songs by Jay Livingston and Ray Evans.

A comely concoction of comedy, music and pretty girls is offered up in breezy fashion in this Bob Hope starrer. Results should be gratifying at all situations. Hope, in "Here Come the Girls," plays an aging chorus boy used as a patsy to trap a killer. Plot, given a general spoofing, affords the comic plenty of opportunities to pull off some solid gags as well as sing and dance to a few pleasing musical numbers. Latter are well staged, with judicious use of Technicolor and pretty girls adding to the effects. In the musical department, Hope is complemented by both Tony Martin and Rosemary Clooney. Both also sing solos. Arlene Dahl, the film's other star, serves as straight girl for many of Hope's routines.

STORY: Tony Martin, co-star with Arlene Dahl, his sweetheart, in a musical comedy, is slated for doom by Robert Strauss, a jealous killer. To save Martin, Fred Clark, show's owner, dupes Bob Hope, chorus boy, into subbing for the star. Hope unwittingly believes himself great and thinks Arlene is in love with him. As such, he narrowly escapes Strauss' knife on two occasions. Tipped off by Rosemary Clooney of Clark's plan, Hope vainly tries to quit. He stays as patsy only after Clark gives him a run-of-the-play star's contract. During a performance, Strauss makes another attempt to kill Hope and, in a chase on stage, Strauss is killed. Hope, a star despite himself, clinches with Rosemary. But Clark uses every ruse to keep him from performing further.

●

"Gun Fury"

(Columbia) 3-D Technicolor 81 Min.

Cast: Rock Hudson, Donna Reed, Phil Carey, Roberta Haynes, Leo Gordon, Lee Marvin, Neville Brand, Ray Thomas, Robert Herron, Phil Rawlins, Forrest Lewis, John Cason, Don Carlos, Pat Hogan, Mel Wellers, Post Park.

Credits: Produced by Lewis J. Rachmil; Directed by Raoul Walsh; Screen play by Irving Wallace and Roy Huggins; Story, "Ten Against Caesar," by Kathleen B., George and Robert A. Granger.

Columbia has brought the excellent western novel, "Ten Against Caesar," to the screen in this top-notch western, which will garner high box office returns. It was lensed in wide-screen, 3-D and flat and this reviewer saw the 3-D version, in which the three dimension was an asset

(*Continued on page* 14)

TOA Convention Set To Kick Off

(*Continued from page* 4)

viewing, drive-ins, COMPO, state and local legislation, and theatre equipment.

The final program lists meetings of the concessions committee in the afternoon of the first day and of the executive committee, headed by Walter Reade, Jr., that evening. The second afternoon will see the theatre concession forum in the afternoon, followed by an open board meeting conducted by Charles P. Skouras, chairman.

The third morning will be devoted to an industry discussion session, led by John Balaban, honorary convention chairman, and Wallerstein. Roy Cooper will speak at the following lunch, and Alfred Starr will conduct a discussion session that afternoon.

Mitchell Wolfson and S. H. Fabian will conduct sessions the fourth morning, Nat Williams will speak at lunch that day, and E. D. Martin will lead the afternoon session. Arthur Lockwood, Tom Edwards and Joseph Rosenfield are expected to conduct the last day's sessions.

Brandt Dinner Campaign Nets $75,000 For JDA

The film industry collected approximately $75,000 for the Joint Defense Appeal in a drive climaxed this week with a dinner honoring Harry Brandt, president of Brandt Theatres, in the Grand Ballroom of the Hotel Waldorf-Astoria. More than 1,000 industryites attended the affair, which was jointly sponsored by JDA and Cinema Lodge of B'nai B'rith.

Funds raised will help JDA finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith, according to William J. German, general chairman, and Max E. Youngstein, dinner chairman.

"Eternity" Grosses Tops

HOLLYWOOD. — Harry Cohn, president of Columbia Pictures, cited "From Here to Eternity" as "the biggest grossing picture our company has ever released." Statement, contained in a letter to stockholders, also noted "great optimism" in the industry, caused partly by audience interest in "fine entertainment."

Bigger Pictures, Single Features?

Exhibitors rooted in the double-bill policy "will have to think seriously about adopting the single feature program," Oscar A. Morgan, Paramount short subjects and newsreel sales manager has declared. Morgan spoke on the occasion of his company's celebration of Oscar Morgan Week, annual sales tribute which ran this year from Oct. 25-31.

In place of the so-called "borderline" picture, or programmer, Morgan forecast a renaissance in the short subjects and newsreel field. Pictures such as "The Robe" and "Shane" don't need other features, but when supported by a newsreel and "intelligently selected short subjects," provide entertainment "at its best," he asserted.

NEW APPOINTMENTS

LEON GOLDBERG, former financial vice-president and treasurer of Universal-International, was elected vice-president in charge of finance at United Artists. The post is a newly created one in the UA executive structure.

GEORGE E. LAWRENCE of Rochester was appointed deputy director of the Scientific, Motion Picture and Photographic Products Division of the Business and Defense Services Administration, Department of Commerce. Lawrence is on loan for six months from his post as assistant to the vice-president in charge of scientific instrument sales of the Bausch and Lomb Optical Co.

D. S. MCCLEAN, Altec field representative, was named acting branch manager of the company's eastern division as a temporary replacement for G. M. Pinckney, who is recovering from an illness. Altec engineers assigned to the field include NICK MARKANICH, new field representative under L. J. Patton, eastern division manager, and W. N. SHEARER, working in North Carolina under M. G. Thomas, southern division manager.

NICK TRONOLONE, formerly of Pathe Laboratories, was awarded a contract by Louis de Rochemont Associates, to serve as technical consultant on the company's operations in Djakarta, Indonesia, and Rangoon, Burma. Tronolone, who now operates his own company, will advise on laboratory equipment, construction and film printing. LAURITZ JESSEN will supervise on-the-spot construction of a new laboratory.

SEYMOUR BORDE and LLOYD W. KRAUSE were named to the positions of branch managers for RKO Radio's Los Angeles and Cincinnati offices respectively, replacing Harry Cohen and Stanley Jacques, resigned. HAROLD COPELAND replaced Borde as sales manager in Chicago, a post occupied by the latter since 1946. Krause had been a salesman for the organization.

ERNEST L. SCANLON, recently resigned treasurer of Cinerama Productions Corp., will begin his work as special consultant to the corporation in early November. At that time Scanlon will leave for Los Angeles, his new headquarters.

BILL MERRITT and VERNE W. BEHNKE were appointed account executives in the film syndication division, eastern branch, of Motion Pictures for Television, Inc. They will work under HERB JAFFE, former MCA executive now serving as eastern sales manager for the group. New east-central division sales manager is FRANCIS O'DRISCOLL, who will work from the Detroit office.

MAURIE GRESHAM, west coast TV pioneer, was named western sales manager, with headquarters in Beverly Hills. Gresham's central division vis-a-vis will be JOHN W. MCGUIRE, former senior account executive for the ABC-TV network, who will work from his Chicago office.

In other appointments at the same organization, MICHAEL O'SHEA was given charge of handling publicity for the film syndication division. GUY CUNNINGHAM, radio-television promotion executive, was appointed director of advertising and promotion, and LEWIS F. BLUMBERG was named administrative assistant.

SOL KONECOFF was made head of the UA print department, replacing Robert Hilton, resigned. Konecoff had been assistant to the head of the department since April, 1951.

NORTON & CONDON, INC., public relations firm, was retained by Santana-Romulus Productions to handle special publicity on John Huston's "Beat the Devil," a United Artists release. Film stars Humphrey Bogart, Jennifer Jones and Gina Lollobrigida.

Mull New Anti-Trust Bill Cutting Damages Awards

A major change in anti-trust suit decisions may be effected by a bill now being studied by the House Judiciary Committee that would permit judges to award less than treble damages when they felt awards should be smaller. Measure, introduced by committee chairman Rep. Chauncey W. Reed (R., Ill.), has been approved by the Justice Department.

Proponents of the bill claim that many plaintiffs lose cases because judges feel the mandatory treble damages too steep a fine for the loser to pay. With smaller amounts permissible, it is believed that many decisions that would have gone ordinarily in favor of the defendant will now go to the plaintiff.

Speed "Knights" Release

M-G-M's first CinemaScope feature, "Knights of the Round Table," will be speeded for a Christmas release, stated Dore Schary, vice-president and studio head. The executive said that he and Nicholas M. Schenck, president, were planning a selling promotion utilizing "the company's fullest resources" for the production. "Rose Marie," the company's second CinemaScope film, will be rushed for release shortly after Jan. 1.

Ampex Stereo Sound Unit Demonstrated For Trade

A multi-directional stereophonic sound system, manufactured by the Ampex Corp., Redwood City, Calif., and distributed by Circuit Construction Co., a Skouras Theatres subsidiary, was demonstrated for the trade press at the Rivoli Theatre last week. Cost of the equipment ranges from $4,500 to $10,000, according to the size of the house, Mel Sprinkle, Ampex director of theatre operations, revealed.

It was estimated that a house the size of the Rivoli, using three screen speakers and four additional speakers, would require a system costing approximately $9,000.



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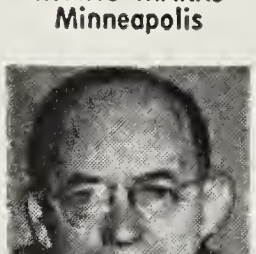
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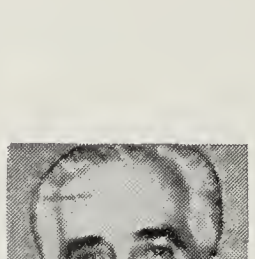
Vice-President and General Sales Manager



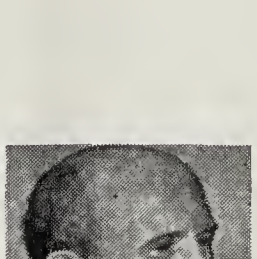
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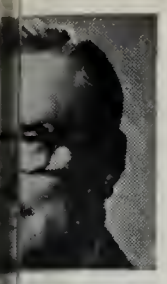
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RAY TRAMPE
OLIVER TRAMPE
Milwaukee

Staff Reviews

(*Continued from page* 10)

giving the film depth in important scenes and also a great deal of scope in its outdoor sequences. Technicolor in the film can be looked upon as being another star, it is that impressive and adds that much to the film. A tale of a man who carries on his war with the world in general after the Civil War has stopped, the picture's story has a great deal of freshness in its plot and in its telling.

STORY: Rock Hudson, a Yankee, who has had enough of fighting in the Civil War, comes to get his fiancee, Donna Reed, who is arriving by stage. With Donna is a bitter Southerner, Phil Carey, who is a notorious outlaw. Carey with his men hold up the stage and after shooting Hudson, ride off with Donna. When Leo Gordon protests the abduction of Donna, Carey leaves him tied to a stake to die. Hudson happens along sometime later and frees Gordon. Together they go after Carey and his men. They are joined by Pat Hogan, an Indian who is trying to avenge a misdeed that Carey had done to his sister. Carey tricks Gordon to come over to his camp in exchange for Donna's return to Hudson. Gordon complies and is killed. Hudson has had enough and in a battle, Carey is killed and Hudson and Donna head for California.

●

"Martin Luther"

(deRochemont Associates) 103 Min.

Cast: Niall MacGinnis, Alastair Hunter, Guy Verney, John Ruddock, David Horne, Phillip Lefevre, Annette Carell.

Credits: A Louis deRochemont Associates presentation; A Lutheran Church Production; Produced by Lothar Wolff; Directed by Irving Pichel; Screen play by Allan Sloane and Wolff.

As a religious motion picture, "Martin Luther" looms far above others of its type. It is a romantically unadorned depiction of this Augustinian monk's split with the Catholic Church in 16th Century Germany. Events are related in dramatic form, replete with period sets and costumes, and carry a message obviously dove-tailed for absorption by special audience groups. The story's historical value, achieved by selective use of old documents, plus the manner in which Luther's ideas are expounded, will also bear interest and relevance for many in the general audience. Project was filmed in Western Germany, where the brooding atmosphere of the actual events of the story has been successfully recreated. There are no stars in this picture, and several narrators serve to bridge the many gaps covering the years depicted.

STORY: Niall MacGinnis, Martin Luther, becomes a monk in 16th Century Germany, seeking peace of mind. His quest leads him to Biblical study, from which he evolves theories contradictory to those taught by the Catholic Church. He is opposed and forced into exile. But in later years, followers adopt his reforms and Luther's minions find recognition within Germany.

●

"Appointment In Honduras"

(RKO) Technicolor 79 Min.

Cast: Glenn Ford, Ann Sheridan, Zachary Scott, Rodolfo Acosta, Jack Elam, Ric Roman, Rico Alaniz, Paul Zaramba, Stanley Andrews.

Credits: An Alpine Production; Produced by Benedict Bogeaus; Directed by Jacques Tourneur; Screen play by Karen De Wolfe.

Above the average in scenic content and story momentum, "Appointment in Honduras," a tale of adventure set in the jungles of Central America, shapes up as fairly absorbing diversion that will neatly fit the action house requirements. Marquee value can be gleaned from the names of Glenn Ford and Ann Sheridan, and there are enough encounters with wild jungle creatures to serve as an exploitation springboard. Picture, rendered in prints by Technicolor, concerns an attempt by Ford, a gunrunner, at smuggling money past the lines of an Honduras dictator's army to finance a counter-revolution. Situations seethe with intrigue and the double-cross; also give Miss Sheridan some opportunities for provocative display in the physical sense.

STORY: Glenn Ford wants to smuggle money to Honduras patriots to purchase arms for a counter-revolution against a dictatorship. He is forced to take along bandits led by Rodolfo Acosta and Ann Sheridan and Zachary Scott, an American couple, as hostages. While trekking through the jungle, Scott, seeing that Ford is attracting Ann, plans his death with the bandits. Latter see Scott, very wealthy, as worth a big ransom if he is delivered to safety, and themselves dependent on Ford's jungle know-how. Ford, stricken with malaria, is robbed by Acosta, who later kills Scott by accident. Then Ford slays Acosta, hands the money to the patriots, and promises reunion with Ann after the revolution.

●

"Miss Robin Crusoe"

(20th-Fox) Eastman Color 75 Min.

Cast: Amanda Blake, George Nader, Rosalind Hayes.

Credits: Produced and directed by Eugene Frenke; Screen play by Harold Nebanzal and Richard Priondo.

Exploitable jungle sequences, photographed in Eastman color, provide the chief interest in "Miss Robin Crusoe," a switch on the Defoe classic in which both Crusoe and Friday are played by females. Film should find its best market among the younger set, who won't object too strongly to the dull scripting and poor cutting which mar many of the climaxes. The adventures of beautiful Amanda Blake, sea captain's daughter shipwrecked on a savage isle, form the crux of the picture. She has several fairly exciting adventures with cannibals and nature as well as a routine love affair with George Nader, another shipwreck victim.

STORY: Amanda Blake, British sea captain's daughter, gets stranded on a savage isle when her father's ship sinks. Alone, she makes friends with the animals and builds a tree house. One day, hearing screams, she saves Rosalind Hayes, a native girl about to be killed by others of the savage tribe. Rosalind becomes her sole companion till George Nader is washed ashore in another shipwreck. At first Amanda will have nothing to do with him, but finally they fall in love. Nader goes out for help in a make-shift boat and returns to rescue both Amanda and Rosalind.

●

"Sea Of Lost Ships"

(Republic) 85 Min.

Cast: John Derek, Wanda Hendrix, Walter Brennan, Richard Jaeckel, Tom Tully, Barton MacLane, Erin O'Brien-Moore, Ben Cooper, Darryl Hickman, Roy Roberts, Tom Powers, Richard Hale, James Brown, Douglas Kennedy, Steve Brodie, John Hudson.

Credits: Associate producer, Joseph Kane; Directed by Kane; Screen play by Steve Fisher; Story by Norman Reilly Raine.

"Sea of Lost Ships," which deals with the U.S. Coast Guard's ice patrols, is a socko entry in the action market. A well written adventure yarn, the film has some fine Coast Guard footage edited into the picture. The film is a fast moving affair abbetted by good performances from John Derek, Wanda Hendrix and Walter Brennan. A story of two buddies who split up over a girl but are both in the Coast Guard for the same reason, love of the service, the picture is devoid of cliches and has a fresh twist in the right place throughout its unspooling. There's entertainment the whole trip here and the picture's title should help lure those customers in too. One song, "Just One Kiss," by Victor Young and Ned Washington, fits neatly into the proceedings.

STORY: John Derek and Richard Jaeckel have both been raised by Walter Brennan after Derek's father, Barton MacLane's death in the line of duty. They both go to the Coast Guard Academy where Derek falls for Jaeckel's girl, Wanda Hendrix. Jaeckel and Derek have a fight over Wanda with Derek ending up drunk in an auto accident as an aftermath and getting thrown out of the Academy. Derek enlists in the Coast Guard as a seaman and works his way up through the ranks serving on the same ship as Brennan. They are joined by Jaeckel and resume teamwork. In the face of danger while helping rescue a passenger ship, Derek and Jaeckel come together. After all three are decorated, Jaeckel agrees to be best man at Derek and Wanda's wedding.

●

"The Fake"

(United Artists) 80 Min.

Cast: Dennis O'Keefe, Coleen Gray, Hugh Williams, Guy Middleton, John Laurie, Eliot Makeham, Gerald Case, Seymour Green, Stanley van Beers.

Credits: Produced by Steven Pallos; Directed by Godfrey Grayson; Screen play by Patrick Kirwan; Story by James Daplyn.

"The Fake," detective puzzler about stolen paintings, provides suitable program material with a tale that involves both intrigue and violence in a British art museum. Filmed in the actual locale, the authentic atmosphere and quick-paced script help maintain interest fairly well throughout. The situations aren't novel, but a competent cast, headed by Dennis O'Keefe and Coleen Gray, make them seem credible. Some psychology is thrown in at the last minute, making the villain a crazed art collector.

STORY: Dennis O'Keefe comes to England to guard paintings put on exhibition at the Tate Museum. While there, he meets employee Coleen Gray and art collector Hugh Williams. A picture is stolen and replaced by a copy painted by Coleen's father. O'Keefe seeks out the old man, only to find him murdered. In the meantime, Williams, the villain, has invited Coleen to his place, where he intends to murder her. O'Keefe learns the truth and saves Coleen. Williams is arrested, and O'Keefe clinches with Coleen.

●

"Paris Model"

(Columbia) 81 Min.

Cast: Marilyn Maxwell, Paulette Goddard, Eva Gabor, Barbara Lawrence, Cecil Kellaway, Leif Erickson, Tom Conway, Prince Michael Romanoff, Florence Bates, El Brendel, Laurette Luez, Robert Bice, Aram Katcher, Gloria Christian, Byron Foulger, Bibs Borman and the Paris Models.

Credits: An American Pictures Corp. Production; Produced by Albert Zugsmith; Directed by Alfred E. Green; Story and screen play by Robert Smith.

This is filler fare and nothing more. Here we have an amazingly strong star line-up, who have nothing to work with except their own personalities, and it is these magnetic personalities which give "Paris Model" what life it has. There is almost no plot for each sequence, none of which has an interesting or for that matter, a clever climax. The picture is divided into four sequences, each of which deals with a Paris Model dress or a copy of it. Battling their script all the way, Marilyn Maxwell, Paulette Goddard, Eva Gabor, Barbara Lawrence all look beautiful, exude charm and poise and show that they have talents far superior to this vehicle. "Paris Model" tries to be daring in

(*Continued on page* 16)

ONE OF THE BEST DETECTIVE STORIES EVER WRITTEN

Agatha Christie



HERBERT J. YATES

presents

TRENT'S LAST CASE

starring

MICHAEL WILDING · MARGARET LOCKWOOD · ORSON WELLES with JOHN McCALLUM · MILES MALLESON

Screen play by PAMELA BOWER • Based on a story by E. C. BENTLEY

Produced and Directed by HERBERT WILCOX · A REPUBLIC PRODUCTION

Staff Reviews

(*Continued from page* 14)

spots but these efforts fall flat. There is no doubt, that there are exploitation angles in this feature, what with the array of pulchritude.

STORY: Eva Gabor buys a new model dress, ''Nude at Midnight'' in the dress salon of Mme. Wanda Otoni in Paris. She charges it to Aram Katcher and then goes out on a date with Rajah Tom Conway. Conway at a gambling casino with Eva sees the dress's original model, Laurette Luez, and leaves Eva to go with Laurette. Eva decides she will return the dress in the morning despite the fact that Katcher wants to pay for it. Second sequence finds Francis Zucco, who has copied the dress while it was being modeled in France turning over her sketches to the Sparkman Dress Company, who immediately turns out copies. One of these is purchased by Paulette Goddard who is trying to steal her boss, Leif Erickson, away from his wife, Gloria Christian. She all but succeeds when Gloria shows up in the same dress and lugs Erickson off. The next sequence finds Marilyn Maxwell, the wife of Robert Bice, wearing a Nude at Midnight and trying to wangle the presidency of the Sullivan Bed Company for her husband from Cecil Kellaway, an aged wolf, who is retiring. Marilyn fails when it turns out that Kellaway's wife rules the roost and she names Byron Foulger, the bookkeeper, to the president's chair. The finale finds Barbara Lawrence, who is wearing a Nude at Midnight, going to Romanoff's with her boy friend, Robert Hutton, with an eye toward getting him to propose marriage. Hutton is aloof and derides marriage until Rajah Conway sends a card over to Barbara's table. Hutton proposes and Barbara tells the rajah that she is engaged. Hutton and Barbara exit happily.

"Jack Slade"

(Allied Artists) 90 Min.

Cast: Mark Stevens, Dorothy Malone, Barton MacLane, John Litel, Paul Langton, Harry Shannon, John Harmon, Jim Bannon, Sammy Ogg, Ron Hargrave, Lee Van Cleef, David May.

Credits: Produced by Lindsley Parsons; Directed by Harold Shuster; Screen play by Warren Douglas.

''Jack Slade'' is a gutty melodrama filled wih love and death and action. It is a story of the West as it probably was when Mark Twain said, ''There was magic in that name, Slade! An outlaw among outlaws and yet their relentless scourge, Slade was at once the most bloody, the most dangerous and most valuable citizen that inhabitated the savage fastnesses of the mountains.'' This production is a top credit for Lindsley Parsons, Director Harold Shuster and Scripter Warren Douglas. Mark Stevens in the title role plays it with an intensity and a vitality, that give the picture an innate power that is compelling. As the young lady who falls in love with him at sight and marries him, Dorothy Malone is fine. There may be some who will say that the film is too brutal, but this can be answered with the fact, that the West was a rugged land where men died with their boots on. The word of mouth on this one should be a factor, which along with exploitation, will help the picture do good business.

STORY: As a 13-year-old, Mark Stevens kills a man and is taken West by his father, who is in turn killed by hold-up men. Stevens learns to live by the gun and he turns his unique talents to rid the stage routes of outlaws. He meets Dorothy Malone, who loves him, but his demanding job gradually makes its mark on him and he turns to drinking heavily. Steven's drinking takes more and more of a grip on him. Despite the fact that he has done a lot for his company and the townspeople, they decide that he is a menace to the community after he runs down a little girl while riding drunk on horseback. His boss, Paul Langton fires him. Stevens drinks even more, but he is met in the bar by an old enemy, Barton MacLane, and Dorothy arrives just in time to see Stevens cut down MacLane. Stevens meets his end in a dramatic gun fight with Langton, who has come to bring him back to town.

"The Bigamist"

(Filmakers) 79 Min.

Cast: Joan Fontaine, Ida Lupino, Edmund Gwenn, Edmond O'Brien, Jane Darwell, Kenneth Tobey, John Maxwell, Peggy Maley.

Credits: A Filmakers Production; Produced by Collier Young; Directed by Ida Lupino; Screen play by Young; Original story by Larry Marcus and Lou Schor.

''The Bigamist'' is a tight drama with a novel theme, which should do okay in the general market. Dealing with the subject of bigamy, untouched until now in the realm of the motion picture, film is a neat package, that is loaded with exploitation possibilities and is also charged with marquee power with good names topping the cast. Dealing with the double life of a man who has two wives, the picture will appeal strongly to women who like romantic dramas. Screen play is so deft that the film will also be intriguing to the male audience. The picture is done in exceptionally good taste.

STORY: Edmond O'Brien is a successful businessman who lives in San Francisco and is married to career woman Joan Fontaine. He and Joan, childless, go to an adoption agency to apply for a child and Edmund Gwenn sets out to investigate their suitability as parents. As O'Brien travels between San Francisco and Los Angeles, Gwenn goes to Los Angeles to find out more about O'Brien after he finds only praise for the man in San Francisco. However in Los Angeles, he finds that O'Brien has a second wife, Ida Lupino, and a child. O'Brien sits Gwenn down and tells him of how weary with loneliness he met Ida and how they became more and more enmeshed in a web of human emotions and circumstance. When he learns that Ida is going to bear his child, he marries her planning to tell Joan and get a divorce when the time is right. The time never seems right, but after Gwenn leaves, O'Brien gives himself up to the police. In court on a bigamy charge, O'Brien awaits sentence and the question is posed and left to the audience's imagination just what will happen after he has served whatever sentence is decreed.

"Murder On Monday"

(Mayer-Kingsley) 85 Min.

Cast: Ralph Richardson, Margaret Leighton, Jack Hawkins, Campbell Singer, Michael Shepley, Margaret Withers, Frederick Piper.

Credits: A London Film; Produced by Maurice Cowan; Directed by Ralph Richardson; Screen play by Anatole de Grunwald; Based on a play by R. C. Sherriff.

This psychological murder mystery, imported from Britain, may prove too talky for the general audience, but should do well in art houses. Film's purposely slow pacing and underplaying will be best received in latter-type theatres, where runs will be bolstered by the marquee value of Ralph Richardson as director-star. Script, based on an English play due soon on Broadway, casts Richardson as a man who thinks he has committed a murder during a period of amnesia. Suspense is generated by the building of the case against him till the surprise climax.

STORY: Bank clerk Ralph Richardson believes that he has killed a man during a period of amnesia. His doctor, Jack Hawkins, thinks it improbable, but no one can be quite sure. Inspector Campbell Singer begins an investigation, and things start to look black for Richardson. It is proved that he hated the dead man and needed the stolen money. Even his wife, Margaret Leighton, seems about to despair when a female bar-owner suddenly appears to reveal that the suspect had spent the 24 hours in a state of shell-shock at her bar. The real murderer is found, and Richardson's mind is once again at ease.

"Man Of Conflict"

(Atlas) 71 Min.

Cast: Edward Arnold, John Agar, Susan Morrow, Fay Roope, Herbert Heyes, Dorothy Patrick.

Credits: Produced and directed by Hal R. Makelim; Original screen play by Hal Richards.

''Man of Conflict'' is a father and son drama, the first film to be sent out under the Atlas banner. Its subject matter, at times, is very moving in dealing with human relations; however, as it stands the picture should do about average in the general market. Boasting a good cast, the picture is a bit too lacking in action and at times, too talky. Production mounting is okay and Hal R. Makelim's direction brings out some good performances. There are plenty of exploitation angles to help sell the film.

STORY: Edward Arnold, a ruthless tycoon, welcomes his son, John Agar, who has just graduated from college, into his industrial empire. Agar tells Arnold that he wants to learn the business from the ground up and becomes an apprentice machinist at one of his father's plants. While working he learns that his father is looked upon as a tyrant and there is no morale in his plants. He also learns to admire his tutor, a machinist, Fay Roope. Agar joins the workers in forming a union and enrages his father. When his true identity is learned by Roope, he is given the cold shoulder. When Agar has an accident, through his own carelessness working with Roope, Arnold takes drastic measures and fires Roope and his daughter, Susan Morrow, is fired by her boss through Arnold's finagling. Agar meets Susan and falls for her and through his efforts he gets Roope's job back, straightens Arnold out so that he gives his employees a fair deal and ends up with Susan.

"Prisoners Of The Casbah"

(Columbia) Technicolor 79 Min.

Cast: Gloria Grahame, Cesar Romero, Turhan Bey, Nestor Paiva, Paul E. Newlan, Lucille Barkley, Philip Van Zandt, Frank Richards, John Parrish, Wade Crosby.

Credits: Produced by Sam Katzman; Directed by Richard Bare; Screen play by DeVallon Scott; Based on a story by William Raynor.

''Prisoners of the Casbah'' is another costumer about the Near East and is loaded with deeds of chivalry, chicanery and the ingredients that have made program films of this type popular. There is no doubt that this film, dressed in excellent Technicolor, peopled with lovely young ladies in equally lovely costumes and telling a story which is a bit familiar in spots but still interesting, will do good business. Turhan Bey is back playing his dashing hero with ease and with great finesse. Cesar Romero is a polished and deceitful heavy. Gloria Grahame never looked lovelier and she handles her role well.

STORY: Emir Nelson Leigh is anxious to have his daughter, Gloria Grahame, marry. He selects Turhan Bey as a suitable husband, but Bey doesn't care for Gloria. She has him dragged by a wild horse. However, when she sees him dragged she relents. She really wants to marry Cesar Romero, her father's Grand Vizer. Plot-

(*Continued on page* 18)

NOW!

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CONTACT your RKO Exchange *today!*





Walt Disney's PETER PAN

COLOR BY TECHNICOLOR

With BOBBY DRISCOLL as the Voice of Peter Pan

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Staff Reviews

(Continued from page 16)

ting against Leigh, Romero has his camp attacked and Leigh is killed. Gloria is saved from Romero's men. Bey takes her to the Casbah to hide. They are hauled before the Court of Thieves and Bey is forced to marry Gloria and also agrees to take the thieves into the palace treasury so they can loot it. Their raid is successful. Nestor Paiva, king of the thieves, runs to Romero and tells Romero that he will help him trap Bey. The trap is detected by Bey and Paiva is thrown out of the Casbah and Bey made king of the thieves. Romero, who wants to marry Gloria, receives word that Bey will divorce her for a million dinars if Romero will come to the Casbah. Bey divorces Gloria and one of Romero's soldiers is about to kill Bey, when the Casbah erupts and Bey's men battle it out with Romero's men. Romero is killed, the villains are taken care of and Bey ends up with Gloria, who really loves him.

Foreign Films

"The Overcoat"

(Times Film) ITALIAN 96 Min.

Cast: Renato Rascel, Yvonne Sanson, Giulio Stival, Antonella Lualdi, Ettore Mattia, Giulio Cali.

Credits: A Faro Film; Produced by Enzo Corelli; Directed by Alberto Lattuada; Screen play by Lattuada, Corelli, Giorgio Prosperi, Cesare Zavattini, Giordano Corsi, Luigi Malerba and Leonardo Sinisgalli; Titles by Clare Gatalano and Herman G. Weinberg.

This Italian film version of "The Overcoat," Gogol's famous story, should be a good bet for art houses where the subtleties of this stinging satire on political bureaucracy will be most appreciated. In transplanting the setting from 19th century Russia to present-day Italy, film has made the original story even more meaningful and appealing to modern movie-goers. A new star, Renato Rascel, should garner word-of-mouth for his overwhelming tragic-comical performance. Production values and English titles are adequate throughout.

STORY: Greatest ambition of Renato Rascel, underpaid City Hall clerk, is to save enough money to buy a new overcoat. Things look hopeless till Ettore Mattia, the mayor's assistant, pays him to keep quiet about embezzlement of city funds. Rascel buys his new coat, but when it is stolen no one will help him recover it. He catches a fever and dies. After death he returns to the town to show Giulio Stival, the mayor, some of the abuses at City Hall. Stival agrees to correct his errors.

Frisch Heads 1954 Drive Of NC's Amusement Unit

Emanuel Frisch, treasurer of Randforce Circuit, has accepted the chairmanship of the NCCJ amusement division 1954 campaign committee, according to J. Robert Rubin, permanent executive chairman. Frisch will try to collect the minimum goal of $250,000 set by outgoing chairman Sol Schwartz, who raised $117,825 in his term of office last year.

Serving with the new chairman will be Max E. Youngstein, United Artists vice-president who will have charge of publicity; Schwartz; Harry Brandt, president of Brandt Theatres, and Eugene Picker, Loew's booker. Group will concentrate on its annual Brotherhood Week drive, which nets most of the funds.

Leading Industry Figures Slated For 11 Lectures Before AMPA Classes

Initial list of lecturers at the 1953-54 Showmanship School of the Associated Motion Picture Advertisers includes 11 top industry executives, according to Lige Brien, AMPA prexy, and Maurice Bergman, school chairman. Speakers will be Alfred E. Daff, executive vice-prexy of U-I; S. H. Fabian, Stanley Warner-Fabian theatre head; Robert Gillham, vice-prexy of Cunningham and Walsh Ad Agency, and John Joseph, advertising-publicity director of Cinerama.

Others slated to talk are Oscar A. Morgan, Paramount short subects sales manager; Charles M. Reagan, M-G-M general sales manager; Jonas Rosenfield, Jr., IFE director of public relations; Wilbur Snaper, Allied prexy; Max E. Youngstein, UA vice-prexy, and Bergman.

Fee for the course, scheduled to be given in weekly sessions at the Hotel Astor, is $15 for all 12 sessions, Bergman stated.

Bans On "Moon" Fought In Jersey, Md. Courts

Date set for the Jersey City magistrate's hearing on municipal action against the Stanley Theatre for its run of United Artists' "The Moon Is Blue," banned locally, is Nov. 6. Court charges Stanley Manager Bernard J. Manfredonia with violating an ordinance prohibiting the exhibition of obscene films. UA is planning an appeal on the ban.

"Moon" figured in another censor development this week in Baltimore when the Maryland Board of Censors included the UA release in an omnibus hearing before Baltimore City Court Judge Herman Moser. Picture is banned by the Board in that state.

Warners Adopts C'Scope

(Continued from page 5)

"Them!" science-fiction, produced by David Weisbart.

"His Majesty O'Keefe," Technicolor, produced by Harold Hecht, starring Burt Lancaster.

"Lucky Me," musical, produced by Henry Blanke, starring Doris Day.

"The Boy From Oklahoma," WarnerColor, produced by David Weisbart, starring Will Rogers, Jr.

"The Bounty Hunter," 3-D, WarnerColor, produced by Sam Bischoff, starring Randolph Scott.

"Three Sailors and a Girl," Technicolor, musical, produced by Sammy Cahn, starring Jane Powell and Gordon MacRae.

"Murders in the Rue Morgue," 3-D, WarnerColor, produced by Henry Blanke.

"Thunder Over the Plains," WarnerColor, produced by David Weisbart, starring Randolph Scott.

"Calamity Jane," Technicolor, musical, produced by William Jacobs, starring Doris Day and Howard Keel.

Distri-Bits

$500,000 "Act" Budget

A starting budget for advertising, publicity and exploitation of $500,000 has been set by United Artists for "Act of Love," Kirk Douglas starrer made in France. Figure, which is said to match the amount UA put in for "Moulin Rouge," was explained by Francis M. Winikus, ad-pub-exploi director, as being tailored "to the size the picture demands." Activities will be patterned on "Moulin" and "The African Queen" campaigns, it was stated.

Order "Love" Prints

IFE Releasing Corp. has ordered 225 prints of "The Greatest Love," Ingrid Bergman's first new film in four years, in preparation for an intensive regional saturation distribution beginning December. Regions to be covered are the north east, the far west, the middle west, the south west, and the south east and central states. Florida will have a separate "in-season" saturation distribution.

CinemaScope Concert Prologue

A five-minute concert, played by the 20th Century-Fox Symphony Orchestra under the direction of Alfred Newman, will precede showings of "How to Marry a Millionaire," company's second CinemaScope release. Prologue leads directly into the Technicolor comedy, the company notes. Newman leads the orchestra in a rendition of his own "Street Scene."

New "Lucky 7" Deadlines

New deadlines announced for M-G-M's "Lucky 7" Showmanship Contests by Howard Dietz, vice-prexy in charge of advertising, publicity and exploitation include the following: "All the Brothers Were Valiant," mailing date of Nov. 6; "Kiss Me Kate," Nov. 18; "Escape from Fort Bravo," Nov. 27, and "Easy to Love," Dec. 18.

Repeal Local Tax

YOUNGSTOWN, O.—The three percent local amusement tax, in effect for six years, has been repealed by the City Council. Theatre owners, who paid in $51,790 last year, made the request for the removal of the tax, which they claimed could drive them out of business.

FILMS TELEVISED OCT. 17 to OCT. 30

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Champagne For Caesar	Celeste Holm	UA 2-7-50
Daredevils of the Clouds	Robert Livingston	Rep. 7-22-48
Heaven Only Knows	Robert Cummings	UA 7-28-47
Madam Gambles	Gerry Marsh	
The Madonna's Secret	Ann Rutherford	Rep. 2-18-46
Pass Key To Danger	Adela Mara	Rep. 3-1-46
Quicksand	Mickey Rooney	UA 2-27-50
Slippy McGee	Don Barry	Rep. 1-21-48
Some Call It Murder	Joan Woodbury	
Somewhere In England	Harry Korris	
Train To Alcatraz	Don Barry	Rep. 7-14-48
Trouble At Melody Mesa	Brad King	
The Years Between	Valerie Hobson	UA 3-10-47
Young Widow	Jane Russell	UA 2-26-46

#34

"Houdini" Boosted



Paramount's "Houdini" inspired this exploitation stunt in which the Circle Theatre, Indianapolis, offered $50 to anyone who could escape from a straight jacket. Here John Stearns, assistant manager, "talks it up" as a Hoosier youth attempts the feat pulled by Tony Curtis in the film.

Newspaper Truck Signs Ballyhoo "All American"

A tie-up with the American News Co. resulted in a promotional stunt publicizing the engagement of U-I's "The All American," football film, when the feature played the RKO Boston Theatre, Boston. For the same film, the picture company has available a special 124-page promotional kit to help exhibitors with playdates.

Included in the kit, which has gone out to more than 1,000 key accounts in addition to the regular press book, are stories, special promotional material and illustrations. The practice of preparing kits was inaugurated by the company more than two years ago to supplement the regular press book service.

In the Boston stunt, the news company trucks carried signs advising people to read the football reviews, then to see the film.

"South Sea" Aided



Recreation of a situation in Warner Bros.' "South Sea Woman" called for a model attired in a sarong similar to the one worn by Virginia Mayo, and real life Marines. All rode trailer plugging the run at the Paramount Theatre, Des Moines.

Essay Contests Aid "Rose" Runs

A three-way arrangement among a florist company, department store and theatre resulted in a huge flower give-away stunt on behalf of Walt Disney's live action film released by RKO, "The Sword and the Rose." Elsewhere, the film was the subject of an essay contest on "why I want to visit the land of 'The Sword and the Rose'" and another on unusual birthday experiences.

Executives of the United Florists of Western New York provided 1,000 roses which were individually packaged in cellophane with a small card mentioning the name of the picture, theatre and playdate when the film opened at the Century Theatre, Buffalo.

The flowers were distributed in a local department store by girls in costumes with bannered flower wagons. The store took large display ads in both morning and evening papers, in which a scene from the film was used along with the proper credits.

Shops Carried Posters

A huge Tudor Rose bouquet with proper credit lines was put on display in one of the Main St. windows while other florist shops in the city carried posters on behalf of the playdate.

Both Los Angeles and San Francisco newspapers sponsored an essay contest based on "why I want to visit the land of 'The Sword and the Rose.'" The Los Angeles "Examiner" held the competition on behalf of engagements at the Paramount and Downtown Theatre, while a paper in the northern city did so for a run at the St. Francis Theatre. The "Examiner" agreed to fly the winner and companion to England for a week, all expenses paid.

When the film opened at the Rivoli Theatre, N. Y., manager Montague Salmon offered numerous valuable prizes for brief descriptions of unusual experiences that occurred on or just before or after each of the contestant's birthdays. Also, Salmon placed on exhibit in the theatre's mezzanine 12 "Birthday Pictures of the Month."

Boost Four UA Releases

United Artists has set a series of national tie-ups with the Norelco Shaver Co. on behalf of four releases: "Act of Love," "The Story of William Tell," "Sabre Jet" and "Gun Belt." These films will be plugged by 254 large newspaper ads in key cities and two half-page displays in "Life." Ads, which will carry star photos and prominent credits, will be staggered over a period of several months to back up local openings.

Postals Push Para Starlet

Part of Paramount's promotion to put Pat Crowley on top as a star involves mailing of a series of six attractive portrait post cards to theatremen, newspaper and radio-TV film critics, magazine editors and others. Each card is illustrated with a different eye-opening pose by the screen newcomer, carry excerpts of enthusiastic comments by critics regarding Miss Crowley's talent and charm.

"Bandwagon" Plugged



A "Name the Dance" contest, conducted via a tie-in with the local Fred Astaire Studio, was held in the lobby of the Palace Theatre, Dallas, to plug engagement of M-G-M's "The Bandwagon."

UN Anni Mailing Gimmick Hypos RKO Short's Runs

Exhibitors booking RKO Pathe's special "Tower of Destiny" short, timed to coincide with United Nations Day on Oct. 24, are provided with a novel way of selling the film and noting the celebration by sending mailing announcements to New York to have them franked at the U.N. Building. Mail posted from this building does not carry U.S. postage stamps, but, instead, is marked "United Nations, N. Y."

RKO Pictures will handle the operation if an exhibitor sends addressed cards or envelopes together with a check to cover cost of stamps and $2.00 cab fare. The rates are two cents for postal cards.

"Stranger" Ballyhooed



The western theme of Columbia's "The Stranger Wore A Gun" provided the keynote for this street bally used to plug the film's run at the Orpheum Theatre, San Francisco.

Pre-Arranged Promotions

Preceding and coinciding with the November release of "How To Marry a Millionaire," a total of 29 national and fan magazine covers have been scheduled featuring Marilyn Monroe, Betty Grable, and Lauren Bacall, stars of the 20th Century-Fox film. The covers, overwhelming majority of which are in color, are bringing the second CinemaScope production to the attention of millions, with publications also scheduling follow-up covers and a host of feature stories in the massive publicity drive.

* * *

The seven publishers who currently have editions of Boccaccio's "Decameron" on the market are tying in with the RKO Pictures release of "Decameron Nights," slated for November. Publishers include: Pocket Books, Garden City Books, Everyman's Library, Liveright Publishing Co., World Publishing Co., Modern Library and Stravon Publishing Co.

* * *

Plans whereby the tea industry will tie-up with Paramount Pictures in the promotion of "Elephant Walk," filmed to a large extent in Ceylon, calls for the spotlighting of the picture in national advertising by tea importers, distributors and retailers. The greater part of the tea interests' advertising-promotion budgets will be dedicated to the tie-up, which will include radio and television spot announcements as well as newspaper and magazine advertising.

* * *

A National tie-up in behalf of United Artists' release of "99 River Street" has been set with the Celebrity Travel Kit Company. A series of ads featuring Evelyn Keyes, who co-stars with John Payne in the production, will appear in "Harper's Bazaar," "Mademoiselle," "Holiday" and "Vogue" magazines as a result. The displays, which will run from December, 1953, through March, 1954, will include prominent credits for the UA release.

* * *

RKO has prepared a special Marie Wilson "Laugh" kit as a promotional device for "Marry Me Again." The kit, which is being distributed to newspapers through RKO field men and leading theatre chains, consists of a series of stories and pictures all in Miss Wilson's humorous style.

Baby Bears Boost "Botany"

San Diego. — Activities ballying world premiere of Paramount's "Botany Bay" at the Fox Theatre centered around a birthday party given at the city's zoo for three Koala bears. The animals had been imported from Australia to appear in the sea film, after which they were given to the local zoo.

Merchants co-operated by devoting 20 window displays featuring water color sketches of film set treatments. Fifty placards plugging the event were sniped at the zoo.

Steamship Firm Promises Assist To 'French Line;' Music, Gem Tie-Ups Set

Tie-ups with steamship, jewelry and music companies have been reported by RKO Radio for promotion on "The French Line." Company has disclosed a promise of co-operation from the French Line steamships in the exploiting of the film, including use of firm's leading ship, the Liberte.

Also, a special series of winter costume jewelry, inspired by the picture, is coming from Coro Jewelry, Inc. Pieces, designed in French motifs, will be distributed nationally on cards publicizing film's title. A full color page in "Harper's Bazaar" is backing up the campaign.

Mills Music, Inc., has prepared a complete folio of the film's 120 minute score, claimed to be one of the longest ever written. Booklet contains nine songs which are being scheduled for recording by top singing stars.

Multi-Pronged Ad Drive Planned To Bally "Baby"

Universal-International will employ an extensive advertising campaign to launch "Walking My Baby Back Home," Christmas-New Years release, with color ads in 14 national magazines and Sundays newspaper supplements, having a combined circulation of 43,000,000. These ads will be augmented by trade paper and point-of-sale newspaper, radio and TV advertising.

In addition to U-I's own campaign, the picture will be plugged through a large number of tie-up ads led off by a full page color Lux ad featuring Janet Leigh, film's star, which will appear in seven national magazines, one national and eight regional Sunday newspaper supplements.

Auto Show Helps Industry

Los Angeles.—The automotive and motion picture industries will be working together when six major studios provide the sets, stars, guest and entertainment for an American Road pageant here the first week in November, according to Henry B. Daniels, western regional sales manager for Lincoln-Mercury division of Ford Motor Co. Studios, Columbia, M-G-M, Republic, 20th Century-Fox, Universal-International and Warner Bros., will present a two-hour show.

Paper "Holiday" Marquee

Harrisburg.—An unique but inexpensive front, made of transparent paper and formed to fit over the marquee, was created for the run of Paramount's "Roman Holiday" at the Senate Theatre. B. J. Bispeck, manager, had the attraction and stars lettered in oil paints, with a night light shining through the paper, bringing out the legend brilliantly. Bispeck claims this is an inexpensive but effective means of dressing up the marquee.

Truckers Plug "Eternity"

Philadelphia truckers have hit upon the title of Columbia's "From Here to Eternity" as a safety warning for motorists. A notice credits Everett Callow of the Stanley Warner circuit for having given them the idea of placing the following slogan on the rear of their vehicles: "Pass left; do not pass right—From Here—to Eternity."

"WORLDS" EXPLOITED



"Spacemen" plugging run of Paramount's "War of the Worlds" at the Palms Theatre, Detroit, are members of a local science-fiction club. Manager Obie O'Bryan invited group to meet in theatre lobby.

"Robe" Album Campaign Launched By Disc Firm

Timed to early engagements of 20th Century-Fox's "The Robe"—and backed by a strong promotional campaign—Decca Records has released a special record album containing music from the film. Being made available on all record speeds, "The Robe" album will be merchandised by Decca and thousands of record dealers, with extensive newspaper advertising, store promotions, theatre co-ops, and other exploitation activities planned.

Newspaper ad mats, album covers for use in store decorations, streamers and a host of promotional and display material are being forwarded to department and music stores by Decca; while disc jockeys and TV and radio program directors are also being alerted through special letters about the film album.

Highwayman's Garb Gag Aids "Opera"

Detroit.—A local drama student donned the old English highwayman's garb of Captain MacHeath, hero of Warner Bros.' release, "The Beggar's Opera," to extend personal screening invitations to civic and other leaders to drum up interest in the film's run at the Krim Theatre.

Replete with ancient pistols donated by the local Historical Society, he aroused excitement when he strode the downtown area announcing playdate. Stunt broke with feature and picture story in local newspapers and was plugged on television stations. Special lobby booth was used additionally to sell souvenir program brochures.

SCALING NEW HEIGHTS IN OUTDOOR ADVENTURE!

GUN FURY



IN 3D

COLUMBIA



ROCK HUDSON

. . . in the biggest role of his career!



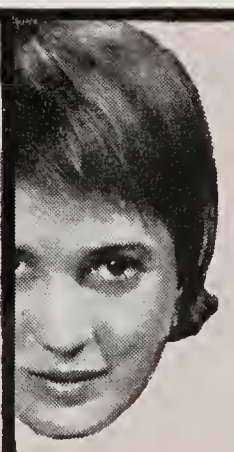
DONNA REED

. . . that "From Here To Eternity" girl!



PHIL CAREY

. . . The new thrill-man the screen's been looking for!



ROBERTA HAYNES

. . . Gary Cooper's "Paradise" girl in a new role!

COLUMBIA PICTURES presents

GUN FURY

starring

ROCK HUDSON · DONNA REED · PHIL CAREY · ROBERTA HAYNES

Screen Play by IRVING WALLACE and ROY HUGGINS
Based upon the novel, "Ten Against Caesar" by K. R. G. Granger
Produced by LEWIS J. RACHMIL • Directed by RAOUL WALSH

COLOR BY Technicolor

REGIONEWS

ALBANY

Variety Club units in the Nov. "Big Brother" campaign to finance summer vacations for needy boys at Camp Thatcher are being directed by Saul J. Ullman, upstate gen. mgr. for Fabian Theas. Goal is $50,000 with a kickoff dinner planned for the Ten Eyck Hotel in Nov. . . . John Brogin is new lessee of the Crane, Schenectady, formerly conducted by Alec Weiss. Mrs. Brogin assits in operating the neighborhood house. . . . The first Box Office TV football presentation, Notre Dame vs. Pittsburgh, at Fabian's Grand, managed by Paul Wallen, drew only a third of the house at 85¢ for adults and 50¢ for children.

Chas. A. Smakwitz, Stanley-Warner zone mgr., was in charge of arrangements for the photographic contest at the annual N. Y. State Associated Press Assn. meeting in N. Y. C. . . . John Wilhelm, 20th-Fox head booker, finished first in the third quarter of the national Terrytoons drive. . . . Douglas Hermans, Paramount booker, married Irene Bloomer of Troy. . . . Irvng H. Barker, 71, who directed the New Theatre in Hoosick Falls for 20 years, passed away suddenly. . . . The Pontiac, Ogdensburg, has been closed.

ATLANTA

Stein Theas. have acquired the Joy Auto Drive-In at Ashburn, Ga. The circuit will open a new 300-car ozoner at Sparks, Ga. about Nov. 15. . . . New owners of the Fox, Smithville, Tenn., are Mr. & Mrs. Vaughn Long, taken over from Charles Foster Dearman, Jr. . . . Sunday movies are permanent at theatres in Athens, Tenn. after a four-week trial period. . . . R. C. Austin appointed mgr. of the Carroll Drive-In at Huntington, Tenn. . . . Charles Wade III, son of Mr. & Mrs. C. W. Wade, owners of theatres in Ala., was married to Barbara Ann Davidson.

A new balcony to seat 120 is planned for the Park, St. Pete, Fla. Theatre capacity is now 500. . . . Ground was broken for a 500-car ozoner in Melbourne, Fla. for Brevard Theatre Co. . . . FCC examiner Hugh B. Hutchison recommended that Robert W. Rounsville, who operates radio station WQXI in Atlanta, be authorized to operate a channel 36 TV station there. . . . Herman Dyke appointed mgr. of the Bay Theatre, Panama City, Fla., replacing Lamar Reddick, transferred to DeFuniak Springs as mgr. of the Martin Theatre to succeed Jack Rudd, who resigned to go with a theatre in Houston, Tex. . . . The Martin & Thompson ozoner at Baxley, Fla., for 350 cars, has opened.

A. R. Dale, owner of the Dale Drive-In at Gainesville, Ga., acquired the Rose Theatre, Flowery Branch, Ga. . . . Lowell Gorman, new owner of the Park, Trion, Ga., has renamed it the Midway. . . . Florida State's Fairfax at Jacksonville, Fla. was sold to Z. A. Hubb. . . . Bailey Theas. announced closing of the Avenue Theatre, Sanford, Ala. . . . Bill Roth, owner of the Palace, Gallatin, Tenn., celebrated his 40 years in show business there with special programs and souvenirs to his patrons. . . . That popular drive-in refreshment item, the frankfurter, is being offered at the Clervue Drive-In, Clermont, Fla., in a new version known as the "scrambled hot dog." . . . The 11 ozoners in Tampa, Fla., taken into the city, will have to pay a $200 license fee if the city board follows committee recommendations.

Raymond R. Crosby appointed mgr. of the Silver Moon Drive-In at Lakeland, Fla. . . . D. C. Laird sold his Twinkle Star Drive-In to Talgar Theas. . . . Leonard Wallace, Jr. appointed mgr. of the Madison, Madison, Ga., succeeding Mrs. Walter Hendrix. . . . Martin Theas. announce closing of the Liberty in Atalla, Ala. . . . Otis P. Smith, asst. mgr. of the Fox, Atlanta, has been named house mgr. of the Bradley, Columbus, Ga. . . . Victor Martin appointed mgr. of Talgar's new Stuart Drive-In at Stuart, Fla. . . . Hurricane in Chipley, Fla. destroyed the screen tower of I. Roche's Starlight Drive-In for the second time this year.

Floyd Theas. new Carib in Clearwater, Fla. will be equipped with 1,100 Kroehler full spring cushion back chairs. . . . The 5-acre tract east of Sanford, Fla., where a proposed Negro ozoner was opposed by citizens in the vicinity, has been resold to Mid-State Theas., who will proceed with construction at once. . . . Louis Rosenbaum, owner of the Muscle Shoals Theatre has been re-appointed chairman of the Lauderdale County Chapter for Infantile Paralysis. . . . Neely Circuit installed a new screen in its Marion, Ala. house. . . . Dunn Family Theas. sold its interest in the Zebulon and Grady theatres and the Cairo Drive-In, all in Cairo, Ga. The circuit will extend its Dixie Drive-In at Chattahoochee, Fla. to handle 300 more cars, and build a 200-car project at Havana, Fla. . . . A. D. Bush is new owner of the Ashford, Ashford, Ala., taken over from C. S. Dunn.



Planning this year's Brotherhood campaign for the amusement industry on behalf of the National Conference of Christians and Jews are (seated l. to r.): Max E. Youngstein, United Artists v.p.; Emanuel Frisch, Randforce Theas., named chairman of the 1953-54 Brotherhood campaign; J. Robert Rubin, Loew's v.p.; (standing l. to r.): Harry Brandt, Brandt Theas. prexy; Sol Schwartz, RKO Theas. prexy; and Charles M. Reagan, M-G-M v.p. Special plaque, for his drive efforts, was awarded Morton Sunshine, editor of THE INDEPENDENT.

BOSTON

Louis A. Schaefer has joined the Arcade Theatre, Springfield, as mgr., replacing Arthur Darley who resigned. Nathan E. Goldstein is the owner-operator. . . . The Sentry Lodge of B'nai B'rith installed 47 new members at its headquarters in the American Theatres bldg., with George Roberts, pres., in charge of the festivities. . . . With "The Robe" breaking all records at the Keith Memorial Theatre, the figure of $140,000 for two weeks has been unofficially announced. . . . Tom O'Brien, Columbia branch mgr., has been named distributor chairman and Frank Lydon of Allied Theatres of New Eng., exhibitor chairman of the 1954 United Red Feather campaign. . . . "How To Marry A Millionaire" has been booked into the Metropolitan for an Armistice Day opening. . . . Benjamin Sack of the Beacon Hill Theatre signed for the American premiere of "Othello" for New Year presentation.

Al Swerdlove acquired the New Eng. distribution rights for "The Biganist." The film will be backed by a strong TV saturation campaign and personal appearances of Joan Fontaine, star, and Collier Young, producer. . . . The Exeter St. Theatre gets the New Eng, premiere of "The Little Fugitive," distributed by Embassy Pictures, to follow the current engagement of "Beggar's Opera." . . . Irvin Ludwig of the Disney office was in town with a print of "The Living Desert," which he showed to a group of exhibitors. . . . Morris Pouzzner closed his Boston office and moved to Hartford, Conn. His three theatres will continue to be booked through Boston, with Joe Cohen handling

(*Continued on page* 24)



RANDOLPH SCOTT



'Don't go out there Dave! Please don't go out there!"

A TORNADO OF ADVENTURE FROM WARNER BROS.

"THUNDER OVER THE PLAINS"



WITH
LEX BARKER · PHYLLIS KIRK

WRITTEN BY RUSSELL HUGHES · DIRECTED BY ANDRE DeTOTH · PRODUCED BY DAVID WEISBART

MASS CAROLINAS SATURATION THANKSGIVING!

TRADE SHOW NOV. 4

ALBANY
Worner Screening Room
110 N. Peorl St. • 8:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Wolton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Poromount Screening Room
464 Fronklin St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wobosh Ave. • 1:30 P.M.

CINCINNATI
RKO Poloce Th. Screening Room
Poloce Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Worner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Poromount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Poramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florido Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyondotte St. • 1:30 P.M.

LOS ANGELES
Worner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vonce Ave. • 12:15 P.M.

MILWAUKEE
Worner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Worner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Worner Theotre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Oovenport St. • 1.30 P.M.

PHILADELPHIA
Worner Screening Room
230 No. 13th St. • 2:00 P.M

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Stor Sc. Rm.
925 N. W. 19th Ave. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gote Ave. • 1:30 P.M.

SEATTLE
Modern Theotre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Worner Theotre Building
13th & E. Sts. N.W. • 7:30 P.M.

BOSTON (cont'd.)

them here.

Francis Charles has been appointed salesman at Universal to succeed Kenny Mayer, who resigned to enter another business. Charles will handle the Maine territory. . . . Merle "Chuck" Bouchard joined Alexander Films and is selling in Mass. under dist. mgr. Irving Saver. . . . Disney's "Pinocchio" will be re-released, with the kick-off emanating from Boston for the Feb. no-school holidays. Film will be backed by a strong TV saturation campaign. . . . E. M. Loew's Olympia Theatre, Worcester, has resumed operations. . . . Ann Marie Sullivan is the new asst. mgr. at the Victoria, Greenfield.

BUFFALO

Area drive-in managers are holding seasonal closings in abeyance because of the warm weather and operating on a week-to-week basis. . . . Arthur Krolick, local dist. mgr. for Paramount, attended the American Broadcasting - Paramount conference at Shawnee on the Delaware. . . Stephen Pirrozzi, student salesman at M-G-M here, was upped to the Buffalo and Albany publicity staff as representative. . . . A group of leading Protestant clergy is cooperating with Shea publicity chief and Teck Theatre mgr., Bert Lapitina, to promote the forthcoming "Martin Luther." Special church discount tickets are being distributed to local churches.

Hearings on the Schine Theatres divestiture case are set to resume Nov. 23 after having been postponed several times. Judge John Knght is scheduled to hear the case in Federal Court here. . . . The Century Theatre has completed installation of a new curved screen. . . . Ed Susse, M-G-M city saesman, is spending two weeks in N. Y. at executive training sessions. . . . Jery Germaine, mgr. of Dipson's Palace at Jamestown, N. Y. carried off top cash award honors in the Lucky Seven publicity contest with "Mogambo."

CHARLOTTE

Six major film exchanges have sued James Jesse Booth and James Jesse Booth, Jr. at Greensboro, N. C. Federal Court, on percentage returns. They were named as operators of theatres at Walnut Grove, King and Walkertown, N. C. . . . Parkway Drive-In at Mt. Pleasant, S. C., recently annexed into the city limits, was damaged by fire recently. Sidney Query, mgr., said the loss was fully covered by insurance. . . . The Fox Theatre in Charlotte was opened for a five-day run of Evangelist Billy Graham's "Oil Town U.S.A." The 90-minute film was shown without an admission charge although voluntary offerings were accepted. . . . Elbert Childers is new mgr. of the Lyric Theatre in Gastonia, N. C. Former mgr. Charles Tucker has gone to Maryland.

CHICAGO

B&K execs. report 60 percent of Marbro Theatre filled for Notre Dame football TV show at $1.50 admission. Expect larger turnout for Georgia game and will complete six-game schedule. Report is similar for Essaness' Crown Theatre. . . . Spero Kontis, Abbott Theatre Equip. Co., closed deal with Indiana Illinois Theas., headed by Alex Manta and Jack Rose, for six stereophonic and CinemaScope installations to go into



M-G-M gagged up the New York opening of "Main Street to Broadway" by having an Indiana hayride down Broadway. Shown on arrival at the Astor Theatre (l. to r.): Silas F. Seadler, M-G-M ad. director; Mrs. Herb Shriner and Herb Shriner, star of the film.

their Elco Theatre, Elkhart, Ind.; Lido, Maywood, Ill.; Indiana, Indiana Harbor; Tivoli, Mich. City; Goshen, Goshen, and LaPorte Theatre, LaPorte, Ind. . . . Dr. Robert Gilbert, pres. of Cinema Lodge of B'nai B'rith, is at the Grant Hospital following heart attack.

Jack Kirsch, pres. of Allied of Ill., issued a bulletin to members inviting them to write in their opinions on the subject of 3-D so that the data may be passed on to assist all concerned in arriving at a practical solution to the problem. The organization endorsed National Allied's position on arbitration and voted to continue COMPO membership for another year. Allied will hail its 23rd anniversary with a celebration next Dec. . . . Downtown theatres will get more parking space as the McCormick estate is wrecking several old buildings on Washington St. near Dearborn. . . . James Coston, Chicago and Milwaukee theatre exec., has been named to the reception committee which will greet the Greek King and Queen on their arrival in Chicago next month. A ball and dinner will be given for them at the Conrad Hilton Hotel. . . . Stanley Neal, 58, pres. Stanley Neal Productions, found dead in room at Blackstone Hotel from heart attack. He was formerly associated with National Screen Service.

Eddie Jovan is handling publicity for the loop Monroe, now operating on a first-rnn policy. . . . Marty Piwowar is back on the Columbia sales staff after two years in the Army, including a turn in Korea. . . . Clarence Kein, M-G-M salesman, has returned from his training period at the company's N. Y. headquarters. . . . Ideal Pictures now using United Parcel Service to deliver films. . . . Manny Gottlieb, Universal branch mgr., was in Michael Reese Hospital for a checkup. . . . Essaness plans to reopen the Willard Theatre on E. 51st St. next month. . . . Chicago circuits are holding back on booking 3-D films as attendance seems to be falling off. . . . B&K is using Camelia dinnerware premiums at the Gateway, Crystal, Belpark, Biltmore, Will Rogers and Senate theatres on the westside. . . . E. H. Wieck, mgr. of the Temple Theatre, Staunton, passed away.

John L. Mitchell, after 25 years with Great States, retired as mgr. of the circuit's Waukegan theatres. He will continue to manage his Business Promotion Specialties Co. there. . . . Bill Cory, mgr. of H&E Balaban's Surf Theatre continues to build up good will and business by serving coffee to his patrons while waiting for show breaks. . . . Installations of 1,300 pushback seats in the Coronado Theatre, Rockford, is almost completed. The house, under Tom Ellis management, is also getting a new marquee, carpeting, wide-screen and RCA equipment, and a large concession stand. . . . Edward Conrad joined the managerial staff of the Chicago Theatre. . . . Bruce Trinz, gen. mgr. of Clark Theatre, has been selected to give a course on the motion picture at the U. of Chicago, beginning in Dec. Trinz is responsible for two innovations at the Clark—the Sunday Film Guild Program and the Great Films Festivals. . . . Seymour Borde, RKO sales mgr., has gone to the RKO Los Angeles exchange. . . . Herb Greenblatt, RKO's midwestern dist. mgr., with headquarters here, will have a sales drive centered around him for the month of Dec. Sam Gorelick, branch chief, will serve as drive leader.

CINCINNATI

Premiere of "The Robe" at the RKO Albee Theatre was a gala event, with civic and church dignitaries and a large representation of film and theatre folk in the audience, including exhibitors from Ky. & W. Va. Lobby interviews were broadcast over Station WCPO. . . . Bob Urling of Wayne, W. Va. has taken over operation of the Kenova Theatre, Kenova, W. Va., from Gertrude Levine McCoy. . . . Variety Tent No. 3, 20 years old this month, celebrated with a dinner-dance at the Beverly Hills Country Club. . . . Carl Ferrazza, mgr. of downtown Keith's Theatre, an S&S operation, received 6,000 lines of free publicity in the newspapers, with front page stories, on his exploitation of "All American."

Stanley C. Jacques, after 35 years in the business, resigned as branch mgr. of RKO. He plans an extended vacation and is taking desk space at the Holiday Amuse. Co., 1638 Central Pkway, to transact personal matters. Lloyd Krause, city salesman, has been upped to succeed Jacques. . . . M-G-M has a new booker—Nathan Mutnick, who was transferred here from Milwaukee. . . . Bob Cooper is back booking for RKO after his discharge from the Army. . . . Mort Perlman, Columbia salesman, welcomed his first offspring, Lloyd Martin, born on his seventh wedding anniversary. . . . Herman N. Hunt, Variety's chief barker, announced that the proceeds of Old Newspaper Boys Day netted $22,088 for the Variety Foundation for Retarded Children.

Tom Hill of Ernest Realty Co., Covington, Ky., is in process of installing wide screens in his Liberty and Madison theatres there. . . . Jessie Smith of Fox is slowly recovering from injuries received in an auto crash some months ago and hopes to return to her desk by the first of the year. . . . James Conn, National Theatre supply mgr., reports his company is installing CinemaScope equipment in the Smoot Theatre, Parkersburg, W. Va., owned by the Jur Circuit. . . . Charles Goodwin, Columbia booker, died of a heart attack at the age of 51.

DALLAS

To celebrate installation of its giant, panoramic wide-screen, the King Center Drive-In of Houston offered three outstanding features at a clip and happily noted record volume as a result. . . . TV Broadcasting Co.

(*Continued on page 26*)

How to Really Enjoy This CHRISTMAS . . .



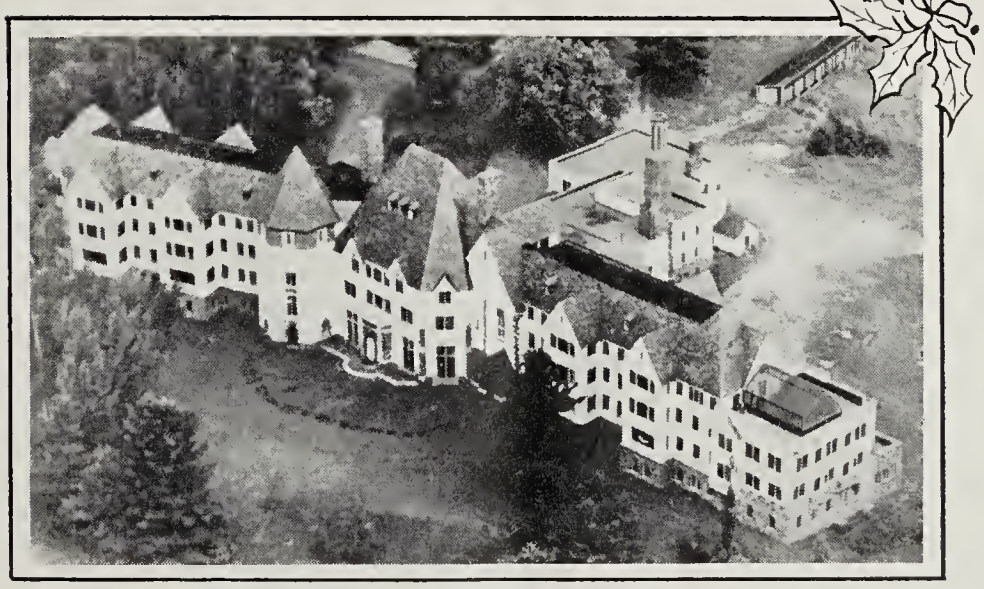
When Christmas dawns you'll awaken with a glow of genuine happiness that comes from having given the greatest gift of all to those who need it most—The gift of help in healing to those in your industry who are afflicted with tuberculosis. It's your gift to the CHRISTMAS SALUTE to "our own" Will Rogers Memorial Hospital.

CHRISTMAS SALUTE 1953

Sign the Salute Scroll at your office, and give to fight TB in your industry . . . give at least "an hour's pay."

It's <u>your</u> hospital!

Every employee in the Amusement Industry "owns a share" in Will Rogers Hospital. Everybody shares the protection, the glory of healing, and the responsibility.



Variety Clubs— Will Rogers Memorial Hospital

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N. Y.

Saranac Lake, New York

Will Rogers Hospital gratefully acknowledges the contributions of ad production by M-G-M and space by publisher of this magazine

DALLAS (cont'd.)

of Houston has applied to the FCC for a station on Channel 13, the only UHF channel remaining unassigned. There are now five Houston applicants seeking the channel. Mayor Roy Hofheinz owns 50% of TV Broadcasting Co., which plans to spend $1,500,000 if it receives the green light. . . . Wallace Theatres of Lubbock, Tex., to overcome the adverse effect of closed theatres in a town, has found it a good policy to lend its six closed houses to church organizations.

DENVER

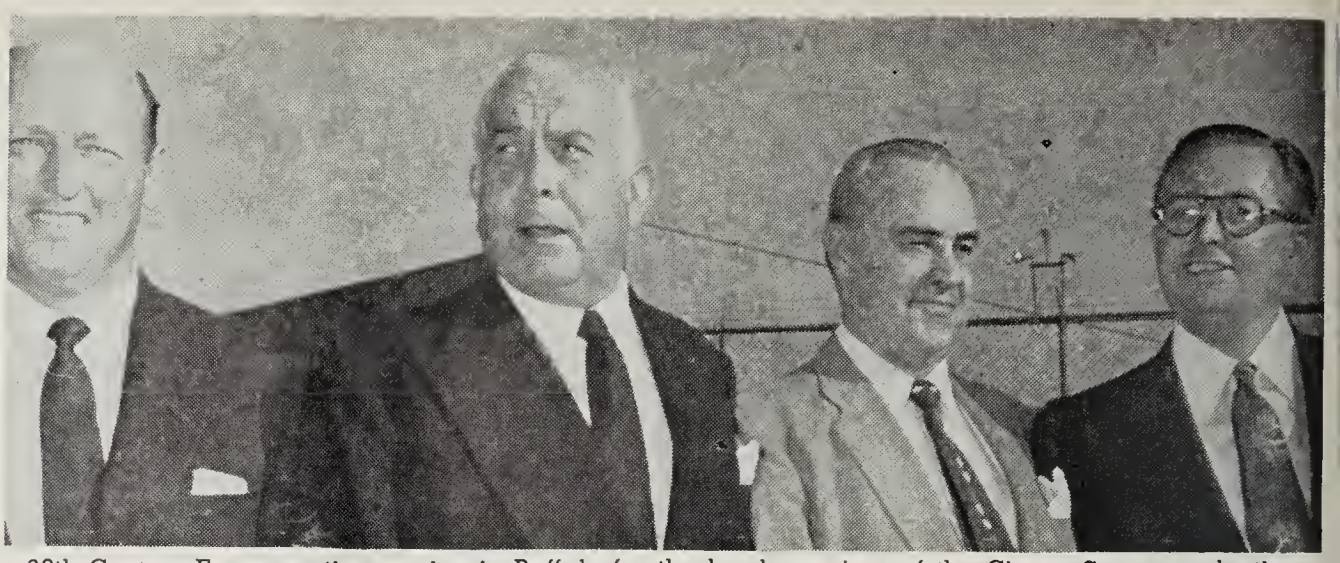
Fay Boyd, who resigned as mgr. of the Unique, Gunnison, Colo., because he thought the draft was catching up with him is back on the job after he discovered the draft board did not want him as yet. . . . Bruce Marshall, Columbia salesman, underwent a second operation on one of his eyes. The initial operation two weeks ago did not produce the desired result. . . . The force at National Theatre Supply gave Mr. and Mrs. Robert Tankersley a farewell party at Variety Club. Tankersley, a salesman at the Denver branch, has been promoted to asst. mgr. of the Omaha branch. . . . "The Robe" is setting all-time records at the Denver. It is expected to stay five or six weeks.

The completely remodeled Rialto, Casper, Wyo., will reopen on Nov. 11. . . . Television Theatres will stage a formal grand opening of the Webber, which they have taken over, in a few weeks, after which they will add daily matinees. . . . Mrs. Ted (Elsie) Knox, office mgr. at Service Theatre Supply, is serving on the Federal grand jury. . . . R. J. Morrison, formerly branch mgr. here for 20th-Fox, and Mrs. Morrison celebrated their 50th wedding anniversary last week. Morrison retired in 1942.

DES MOINES

Evabell Hubbard, asst. mgr. of the Watts and Osage theatres in Osage, has been named employee of the week by the Osage Chamber of Commerce for her courtesy and helpfulness. . . . Among theatres installing CinemaScope screens are the Roxy at Armstrong, Clarion at Clarion, the Oelwein at Oelwein, and the Strand in Richland. . . . The trial closed circuit TV showing of the Notre Dame-Pittsburgh football game at the Paramount in Des Moines was a disappointment and the management doubts that it will repeat the showing of a Saturday football game. . . . The Urban Theatre at 6813 Douglas Ave. has reopened under new management. . . Drive-Ins are having a long season here. However, the North in Ottumwa and the Town and West Vue in Des Moines have announced that they are closing.

At a recent meeting of Central States Thea. Corp., discussions centered around the possibilities of showing films of operas, foreign films, etc. in small towns. Gen. chairman was Jerome Greenebaum, dist. mgr. of Burlington. . . . Clarence McFarling, mgr. of the Orpheum in Sioux City, was guest speaker at the Engineers Club and discussed 3-D and other new developments in the industry. . . . Estherline Hoffman, secy. for Pioneer Theatre Corp. in Carroll, was married to Clarence Blum.



20th Century-Fox executives arrive in Buffalo for the local premiere of the CinemaScope production, "The Robe," at Shea's Buffalo Theatre. L. to R.: Martin Moskowitz, Empire State division manager; Spyros P. Skouras, president; Charles Kosco, Buffalo branch mgr., and Elmer Lux, president of the Buffalo City Council and official greeter for the Mayor.

Watch These Dates!

Nov. 1-5: Chicago — Theatre Owners of America national convention and trade show — Conrad Hilton Hotel.

Nov. 12: New York—Motion Picture Pioneers dinner.

Nov. 15-17: Jacksonville — Motion Picture Exhibitors of Florida annual convention —Roosevelt Hotel.

Nov. 22-24: Charlotte—Theatre Owners of North and South Carolina convention.

Dec. 6-7: Kansas City — Kansas-Missouri Theatre Association convention — President Hotel.

Dec. 7-8: Oklahoma City—Theatre Owners of Oklahoma annual convention—Biltmore Hotel.

Dec. 7-9: Memphis—Motion Picture Theatre Owners of Arkansas, Tennessee and Mississippi annual convention—Gayoso Hotel.

Dec. 14-15: St. Louis—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois annual convention —Sheraton Hotel.

1954

March 22-25: Dallas—Variety Clubs International convention—Adolphus Hotel.

DETROIT

Detroit exhibitors have negotiated a $10 raise for projectionists in all classificatons, the first in four years. Half is effective now, half Jan. 1. Overtime is raised about 22-23 cents an hour under a complicated formula. . . . "The Joe Louis Story" broke three house records in its premiere at the Broadway-Capitol. . . . David M. Idzal, mgr. of the Fox, believes the industry should place more emphasis upon story value and less on gimmicks in selling a film like "The Robe," which has been breaking all city records. . . . Arthur Weisberg installed 3-D equipment in the East Detroit Theatre. . . . Bert Penzien not only installed new screen and projection equipment but remodeled the front of the house to include a new bank-type boxoffice.

The second-run Royal, operated by Wisper & Wetsman, and the independent Mercury Theatre, also a second run, after bidding competitively for a long time, will both buy and book through Cooperative Theatres of Mich. in the future. . . . Arnold Belinsky, son of Irving Belinsky, circuit owner, announced his engagement. . . . Weldon Parsons, mgr. of the Broadway-Capitol, has returned to his post after undergoing an eye operation. . . . Paul Broder, theatre owner and former head of Realart, is resuming a more active role in exhibition with the reopening of his downtown offices here.

INDIANAPOLIS

Clark Williamson bought the Union Theatre, Liberty, Ind. . . . F. Smith, Seymour exhibitor, has taken over the Majestic Theatre. . . . The Switow Circuit reopened its Vondee Theatre Oct. 23. . . . 20th-Fox mgr. Robert Conn returned from a div. and branch mgrs. meeting in N. Y. well briefed on the subject of CinemaScope. . . . Trueman Rembusch, pres. of Allied Theatre Owners of Indiana and Wm. A. Carroll, secy., headed a Hoosier delegation to the National Allied convention in Boston. . . . Y&W's Swan at Terre Haute was damaged by fire. . . . W. O. Kohlhorst is back at his theatre, the Fairy at Napanee, after a year's illness. . . . The Esquire booked "The Moon Is Blue" for one week.

KANSAS CITY

Kansas-Mo. Theatre Assn. held a board meeting to make plans for the local convention, scheduled for Dec. 6-7 at the President Hotel. . . . Bev. Miller presided at a luncheon meeting of AITO of Kansas-Mo., at which members and invited exhibitors discussed new processes, equipment, prices and the tax campaign. Fred Harpst is gen. mgr. . . . Harry Gaffney, Dixie Ents., has distribution rights for this territory on "Martin Luther," which will be handled as a road show for presentation by religious groups. . . . The 568-car Rainbow Drive-In at Wichita, Kans., was officially opened, with Martin Gravette as mgr. Features are the 60x75′ screen and cafetria-style service in concessions. . . . "The Robe" opened Oct. 28 at the Miller in Wichita.

Curved screen frames for CinemaScope have been installed at the Tower, Granada, Brookside and Plaza in K. C., the Miller, Uptown and Boulevard in Wichita; Fox, Joplin, Mo.; Boyer, Excelsior Springs, ,Md.; Colonial, Pittsburg, Kans.; Jayhawk Topeka, Kans., and the Missouri, Columbus, Mo. . . . The Orpheum at Neosho, Mo. will open soon with a new 40′ screen. . . . Commonwealth's Wareham at Manhattan, Kans., managed by Doug Lightner, has a new Miracle Mirror screen. . . . Pic at Iola, Kans. installed 3-D equipment and an Astrolite wide-screen. Mr. & Mrs. W. A. Weaver are the owners. . . Owen Theatre at Branson, Mo, near the Lake of the Ozarks, raised prices for adults to 65¢, children 20¢. Steve Miller is mgr.

MEMPHIS

The annual convention and trade show of the Motion Picture Theatre Owners of Arkansas, Tennessee and Mississippi will be

MEMPHIS (cont'd.)

eld at the Gayoso Hotel here Dec. 7-9. Many vital subjects will be discussed, such s the adaptation of theatres for wide creens, new types of sound, CinemaScope, ax relief, trade practices, public relations nd concession sales. Leon Rountree, pres. f the organization, will serve as gen. chairnan.

MIAMI

Ray W. Corbett, Claughton's gen. mgr., ow secy. for Clyde Beatty Tent of Saints nd Sinners of America. He is one of the rganizers. . . . Louis J. Finske, v.p. of Florida State honored with a banquet. . . . Don Tilzer, asst. mgr. of the Claughton hain, middle-aisling it with Barbara Ghen of Miami. . . . "Mogambo" going big at the Florida. Ralph Puckhaber worked out an nimal deal and has a tropical lobby tie-up with Africa U.S.A. . . . The Variety reopens with giant wide-screen on Nov. 28. . . . Mr. & Mrs. Fred Bassett of Atlanta doing the RCA installation for CinemaScope at the Florida. . . . Ray Toemmes looking forward to opening of "The Robe" when Cameo reopens Nov. 7.

MILWAUKEE

"Martin Luther" is breaking records at the Fox-Strand. On opening day some 6,000 viewed the movie at seven showings in the 1,013-seat house, and much of the credit goes to Estelle Steinbach, mgr., for the promotional job she did prior to opening. . . . Harry Karp is the new booker for Jake Eskin theatres, replacing Dick Saeger. . . . The Capitol Theatre is only open week-ends now. . . . The Bay Theatre has closed. . . . Andy Kenny, formerly at Warners, is new office mgr. at the Metro exchange. . . . Variety Tent 14 will hold its annual election of officers at Jimmy Fazio's Supper Club on Nov. 9. Bill McGraw came in to attend the Club's meeting at Fox-Head Brewing Co. in Waukesha. Variety presented a $10,000 check to the Marquette Heart Clinic, which they sponsor. . . . Mike Lencione has opened the Lincoln Theatre at Kenosha. . . . "The Moon Is Blue," banned in Milwaukee and only one other Wisconsin community, is being widely shown throughout the state.

MINNEAPOLIS

Ted Karatz, partner with Ben Berger in the loop Gopher and operator of ozoners in Wisconsin, is making his home in Los Angeles. . . . The Lake at Woodlake, Minn., managed by A. L. Davis, has completed the changeover to a panoramic screen . . . James Rangaard, Staples, Minn., took over the Gilles at Wahpeton, N. D. . . . A new cryroom has been installed in the Bijou, Ray, N. D., operated by Buford Berglund. . . . Sheldon Kliman, mgr. of the Riviera, Hastings, Minn., held a contest in which youngsters competed with Tarzan yells for a free pass and bag of popcorn. . . . Students carrying signs protesting admission price increases marched up and down in front of the State and Marshall Theatres, Marshall, Minn.

Local police ordered Sam Berger, operator of the Grand, to halt showing the film "Elysia," based on life in a nudist colony. Berger was not arrested because police said the film was not exactly "lewd or indecent." . . . "The Robe" broke all Mpls. boxoffice records in its first week at Radio City Theatre, even outdoing the all-time money maker, "Gone With the Wind" at the same admission price. . . . The New Ray, St. Paul nabe, has been reopened by Mrs. George Sampson, Her husband, who is now in Calif., formerly operated the house. . . . Ben Berger, pres. of Berger Amuse. Co. and North Central Allied, attended a conference of all state chairmen for the Crusade for Freedom at theWhite House. . . . Nick Polman bought the Sebeka, Sebeka, Minn., from Chris Jessen. Jessen recently purchased the Rapids at Sauk Rapids, Minn.

NEW HAVEN

Perakos Circuit has completed installation of large screens at the Eastwood, E. Hartford, and Elm, W. Hartford. . . . "Mogambo" had its New England premiere at Loew's Poli, New Haven. . . . James F. McCarthy, recently upped from mgr. of the Stanley-Warner Strand, Hartford, to dist. mgr. of S-W theatres in Conn., was tendered a testimonial dinner in the Grand Ballroom of the Hotel Bond, Hartford. . . . Hugh J. Campbell, mgr. of the Hartford Theatre Circuit's Central, W. Hartford, is observing his 35th year in the industry. . . . Adult admissions have dropped to 40¢ matinees and 50¢ evenings at the independent Victory Theatre, New London.

The independent Strand at Plainville, Conn. has discontinued Monday and Tuesday performances. . . . General Theatres, Inc., headed by Morris Keppner and Lou Lipman, who are building a 750-car, $125,000 ozoner at Mansfield, Conn., plan an early spring opening. . . . Lou Brown, adpub director, Loew's Poli-New England Theas., was elected treas. of the Spring Glen Community Ass'n of New Haven. . . . Fred R. Greenway, mgr. of Loew's Poli Palace, Hartford, produced and directed the annual Hartford Fire Prevention Week revue at the 3300-seat Bushnell Memorial Auditorium.

NEW ORLEANS

A number of theatres in this area have changed hands. The Lion Theatre, Scooba, Miss., is now operated by C. Jones; Surf Drive-In, Lake Charles, La., from P. Duplissis to Southern Amuse. Co., and now a Theatre Service affiliate; the 17 Theatre, Aliceville, Ala., from J. Flowers to R. E. Hook; Illings Theatre, Ocean Springs, Miss., from C. Galle to F. Newman; Jan Theatre, Villa Platte, La., from A. Paley to H. P. Guillery; Lee Theatre, Mermenteau, La., from R. Callen to W. Hebert; H & H Drive-In, Newton, Miss., from L. D. Harris to Max Connett. . . . The Avon Theatre, Winsboro, La., has closed for good. Also closed is the Wilbert Theatre, Plaquemine, La. . . . Theatre Service is now booking for the Ritz Theatre, Bogalusa, La.

Recently reopened are the Redwood Theatre, Bogalusa, La.; H. G. Prossett's Harlem Theatre, Tallulah, La.; Dome Theatre, Halters, owned by Harry Thomas, which had been closed for a year; Town Hall Theatre, Baldwin, La., by owner W. Christianson. . . . Charles Waterall opened his new CW & C Drive-In at Richton, Miss., for 250 cars. . . . The Roosevelt Theatre, Mobile, Ala., changed hands on Nov. 1. . . . Star Drive-In, Monroe, La., which closed for the winter, will be called Columbia Road Drive-In when it reopens in the spring.

J. E. Adams opened his new 250-car East Forrest Drive-In at Petal, Miss., on Oct. 15. . . . Tommy Thompson, Paramount salesman, is recovering from an emergency appendectomy. . . . WOMPI luncheon of the month was held at Metairie Country Club Oct. 24 for installation of officers, with Pamela Britton, star of "Guys and Dolls," as guest of honor. . . . The historic L'Union Francaise building here, occupied by Lazarus Circuit's Cinema Theatre, was destroyed by fire. Damage is estimated at over $100,000.

NEW YORK

M-G-M's "Julius Caesar," which has been presented as a two-a-day attraction at the Booth Theatre for 22 weeks, moved to the Plaza Theatre on E. 58th St. at popular prices on a continuous performance policy. . . . Montague (Monty) Salmon, exec. dir. of the Rivoli Theatre, was made an honorary member of the 20th-Fox Family Club, marking the first time any individual not employed by the company has been thus honored. . . . It has been decided to play "Kiss Me Kate" in its conventional 2-D version when it opens at Radio City Music Hall next month. . . . Randforce Amuse. Co. closed a deal with Barnett Film Service for



Herbert J. Yates, president of Republic Pictures, and Mrs. Yates (Vera Ralston) arrive in Washington, D. C., for the world premiere of Republic's "Sea of Lost Ships" at RKO Keith's Theatre. On hand to greet them are Captain Leon H. Morine (left), Head of Public Information, U. S. Coast Guard, and Lt. Commander Robert C. Cannon, technical director of the film.

NEW YORK (cont'd.)

installation of the specially designed "Moondial Clock" in its 38 theatres throughout Brooklyn. . . . "Almost A Hero," one of the stories in "Ma and Me," written by M-G-M's Bill Ornstein, was dramatized on the American Jewish Caravan radio show over WMGM last Sunday.

Emanuel Frisch of Randforce Theatres and pres. of MMPTA, has agreed to serve as chairman of the Brotherhood campaign of the entertainment industry on behalf of the National Conference of Christians and Jews. Frisch made known his plans at a recent luncheon meeting of the division leaders, at which Sol Schwartz, last year's chairman, received a silver Brotherhood award plaque, and Morton Sunshine, editor of the Independent, a silver medallion for writing a dramatic presentation of the NCCJ history and program.

PHILADELPHIA

The Aldine Theatre, which was supposed to be turned into a parking lot or garage when it was sold some months ago, will actually reopen as a movie house on Christmas Day. . . . The Circle Theatre, one of the largest in northeast Phila., has been sold for commercial use and will close within 60 days. Sam Phillippe, mgr., reports sale was made through the Stanley-Warner N. Y. office. . . . The Liberty was also sold but will probably be continued as a theatre. . . . The Harrowgate Theatre will be turned into a skating rink. . . . Stan Kenton is coming to the Mastbaum Theatre on Nov. 4, for two performances of his first "Festival of Modern American Jazz."

Owners of the Shubert Theatre chose Mitch Pollock of Boston to succeed the late Nate Abrahams as gen. mgr. . . . Morris Lev, mgr. of the Tyson Theatre, reports great success with his first big talent festival for children. . . . The Arcadia Theatre has installed a new wide-vision screen. . . . Frederic Leopold, an executive in the Warner theatre chain in this area since 1938, died after a short illness. . . . Philip F. Quigley, organizer and first pres. of the movie operators' union, passed away.

PITTSBURGH

The Warner Theatre closed Oct. 23 for a month, to be remodeled and equipped for Cinerama. . . . $107,421 for a three week run of "The Robe" at the J. P. Harris broke the town's records as the greatest grosser. . . . Shea Circuit, operators of the Fulton, convened here Oct. 27-28 to discuss pressing problems of big screen projection. . . . Dist. Atty. James F. Malone, Jr., banned distribution of (scantily clad) Marilyn Monroe calendars at the Kenmawr Drive-In, managed by Tony Moczek. . . George Jaffe, owner of the famed Casino Burlesque, died here Oct. 24. He was 73. . . . "Martin Luther" drew $41,000 in three weeks at the Warner and is big box office around the entire district.

The Fulton, one of the city's oldest theatres, was sold to a group of local investors. Purchase price was not disclosed but property is assessed at close to $200,000. . . . "Mogambo," mingling among the town's box office hits, moved into its fourth week at Loew's Penn. . . . A meeting and open forum of the Allied MPTO of W. Penn. was held Oct. 22, at which Alec Harrison, CinemaScope authority; Col. H. A. Cole of Dallas, Tex., and RCA engineer Ralph W. Heacock were principal speakers. . . . Allied Artists' salesman George Tice became a grandfather again with the arrival of another girl at the home of Mr. & Mrs. Donald (Katherine Tice) Knaell. He was the former Columbia exchange mgr. . . . Pvt. Danny McKenna, former member of the Warner Theatre publicity dept., is now on Special Services assignment in Germany.

PORTLAND-SEATTLE

Kitsap Lake Drive-In, Bremerton, Wash., installing new Manley-Burch popcorn machine under sueprvision of Phil W. Blake of Seattle. . . . Phil Stanton took over as office mgr. at U-I's Seattle exchange, formerly with the 'Frisco office. . . . Gene Manzanares, Sterling mgr. at Pt. Angles, back at his desk after bout with the flu. . . . Theatre managers not alarmed by number of new TV sets in Pacific N. W. area. . . . Jack O'Bryan of UA will again emcee the Show of Shows, staged for the Shriners Hospital, Portland, on Nov. 14. Personnel of film and theatre row will assist Jack in this worthy cause. . . . Receipts were some 30% over normal during first week of "The Robe" at the Orpheum, Portland, while "Moon Is Blue" at the Mayfair, in its 11th week, broke all house records for past two years. "From Here to Eternity" had a fifth big week at Parker's United Artist.

PROVIDENCE

"The Robe" will make its southern New England bow at the Majestic Theatre Nov. 4. Complete CinemaScope equipment has been installed. . . . Joseph G. Jarvis, who until a few weeks ago operated the Jamestown Theatre, Jamestown, R. I., has taken over



Warner Bros. executives on dais at Chicago sales meet (l. to r.): Samuel Schneider, v.p.; Ben Kalmenson, v.p. in charge of distribution, who presided; Major Albert Warner, v.p.; and Mort Blumenstock, v.p. in charge of advertising and publicity.



Larry Moss (left) of New York's Criterion Theatre greets star Jocelyn Brando and Columbia advertising-publicity director Howard LeSieur at the opening of "The Big Heat."

The Lyric, 432-seat neighborhood house, and renamed it the Gilbert Stuart Theatre. Jarvis will act as mgr. . . . Some of the downtown first-runs are using spots on WJAR-TV to herald forthcoming attractions, telecasting actual scenes from the film. . . . Balmy weather and the end of daylight saving time have been working advantageously for open-air theatres. Some are able to present two complete performances between dusk and midnight. . . . Olive Tinder, who conducts "Matinee Time" over station WJAR-TV, selects an outstanding feature currently beng shown at a local house for review. . . . The Elmwood, west side nabe, hiked matinee price to 50¢ and evening admission 65¢ for showing of "Hans Christian Anderson." Children were admitted at the usual 25¢ level.

ST. LOUIS

Clarence Ritzler rejoined M-G-M here as office mgr. He had been with the company for 13 years prior to 1942, at which time he went to Indianapolis to become a booker for 20th-Fox. . . . John Meinardi, Fox Midwest dist. mgr., presided at a meeting of the circuit's managers to discuss plans for the fall drive, scheduled to close Dec. 19. . . . Rowe E. Carney is considering installation of CinemaScope equipment at his 1,000-seat Uptown Theatre in Rolla, Mo. . . . C. D. Hill, Columbia mgr., is district chairman for the 1953 Christmas Salute drive for the Will Rogers Memorial Hospital, to run thru Jan. 15. . . . Frances Hoffman, city booker for M-G-M, celebrates 28 years of service with the company this month.

Most everybody in the industry attended the testimonial luncheon for Nat Steinberg, former mgr. of Republic here. . . . Tom Bloomer, pres. of St. Louis MPTO, announced that the group hospitalization insurance plans with Hardware Mutuals became effective Nov. 1 for members and their employees. MPTO voted to advance funds for Christmas boxes for service men unable to go home for the holidays. . . . At Newburg, Mo., the Lyric Theatre has been operating under new management of Steman & Kendricks, who took the house on lease from Clifford H. Hough Sept. 29. . . . J. R. Thompson closed the 350-seat Community Theatre at Raymond, Ill. for an indefinite period. . . . Reported that lease of W. T. Ash on the Moonlite Drive-In, Lebanon, Mo., will not be renewed for the 1954 sea-

ST. LOUIS (cont'd.)

on and that operations wil be resumed by wner Clifford H. Hough.

The 324-car ozoner at Vandalia, Mo. had s grand opening Oct. 22. Dr. D. A. Squires f Fulton, Mo., is the owner. . . . Commonvealth Missouri Theatre Corp., Kansas City, Mo., has been incorporated to operate the Missouri Theatre, Columbia. Heading the ompany are H. L. Browne, J. T. Britt and R. P. Lyons. . . . Philip T. Hill mgr of Fox Midwest's Lincoln Theatre, was elected pres. f the Belleville, Ill. Chamber of Commerce. . . Ray Anthony's band has been booked o perform at the Harvest Moon Festival f the St. L. Variety Club at Kiel Audiorium on Nov. 14, to benefit the St. L. Country Day Nursery Care Building Fund, ponsored by Tent No. 4. . . . New student ooker at M-G-M is Gerald Berger. . . Marc Steinberg, recently returned from service vith the Navy, joined the RKO sales staff, eplacing Dave Ross. . . . Lyle Epling, owner f the Roxy, Stonington, Ill., passed away.

Mr. & Mrs. Russell Hall, after selling their nterest in the Rex Theatre at Waverly, Ill. o Wm. Jackson, reopened the 386-seat Girard, Ill. theatre. . . . As a temporary replacement for the fire-damaged Times Theare, Jacksonville, Ill., El-Fran Theatre Corp. s operating the Majestic there. . . . A new reflector type screen for 3-D has been installed in the Liberty Theatre, Vandalia, Ill., operated by Herman Tanner. . . . CinemaScope equipment and screen being installed n the St. Louis Theatre by National Theare Supply. . . . Tom Price, owner of the Star Theatre, Newtown, Ill., is also editor nd publisher of the "Oracle" of Oblong, Ill. . . . Two women hit the F&M movie quizz jackpot on Radio Station KWK for better than $500 each, bringing total giveaways on the program to $7,110. . . . KWK, Inc. of St. L. withdrew its application for a TV station to operate on Channel 12 at Cape Girardeau, Mo., leaving Hirsch Broadcasting Co. as the only applicant. Hirsch will have to await final disposition of petitions looking to changes in channel allocations, which may results in Channel 12 being taken from Cape Girardeau.

SAN FRANCISCO

Sherill Corwin's 2,400-seat Orpheum will close for renovations and redecoration, to cost some $50,000, in preparation for the showing of Cinerama, scheduled to open Christmas Day. . . . The Telenews, Oakland, will inaugurate a first-run policy on Nov. 6, when it opens with "The Cruel Sea." . . . Mgr. Hargis L. Arnett of the St. Francis Theatre has promoted his cashier, Helen Labash, to asst. mgr., replacing Wm. Wenmoth, resigned. . . . Reported that Golden State Theatres will show no more 3-D films and take a loss of several thousand dollars on glasses. . . . The Robert L. Lippert Circuit is also rejecting 3-D films. . . . Recovered and back on the job are mgr. J. D. Bach at the Alhambra and mgr.-publicist Harry Rice at the Embassy. . . . Publicist James McMillan of Loew's Warfield is pinchhitting for asst. mgr. Henry Morgan who is hospitalized.

A gold life membership card in Variety Clubs International and a plaque for his efforts as chairman and pres. of the Blind Babies Foundation were presented to H. Neal East at a testimonial luncheon honoring him on his promotion to asst. western div. mgr. for Paramount. Rotus Harvey, pres. of Western Theatre Owners, has taken over as pres .of the Foundation, Variety's charity project, since East is moving to Los Angeles. . . . Theatre men here disturbed at the new policy on the drama page of the S. F. News, which will feature puictures of behind-the-scenes of productions in Hollywood instead of advertising through art the local coming attractions. . . . Isadore Wolfe, salesman, celebrated 20 years with National Screen Service. . . . It is expected that the Variety Club will move to quarters closer to film row around the 1st of the year.



Agreement covering the distribution by Republic of the Hall Bartlett production, "Crazylegs," is signed by C. Bruce Newbery (left), director of sales, and George Schaefer, representing the producer. Standing is Joseph E. McMahon, Republic counsel.

WASHINGTON

Jack Fruchtman, v.p. and gen. mgr. of St. Mary's Theatres, was elected chief barker of the local Variety Club. Ad man Alvin Q. Ehrlich becomes 1st asst.; U-I branch mgr. Joseph Gins, 2nd asst.; Phil Isaacs, Paramount branch mgr., property master; and Sam Galante, Columbia's mid-east div. mgr., dough guy.

Tent No. 11 has been selected to host the mid-winter meeting of Variety Clubs International in the Statler Hotel, Nov. 20-21. Nathan D. Golden was appointed chairman of the meeting and Jack Fruchtman, Orvile Crouch, Morton Gerber and Jack Flax comprise a committee to receive delegates from the 42 tents, including Japan, England, Ireland, Canada, Mexico and Germany. A dinner-dance in the Presidential Room of the Statler will climax the meeting and the club's humanitarian award wil be presented to Dr. Waksman and the annual award to Jane Froman as personality of the year in show business.

News Briefs

Johnston Keeps Post

Eric Johnston, president of the Motion Picture Association of America, will continue in his post while executing his new assignment as personal representative of President Eisenhower in the Near East to help improve Israel-Arab relations. Johnston is scheduled to journey back and forth between the Eastern trouble zone and Paris, where he is conducting Franco-American film pact talks, the MPAA has announced.

Eisenhower revealed that he has given the industry executive the rank of ambassador and "the widest possible latitude in dealing with all questions relevant to his mission." High on Johnston's agenda is to seek mutual development of the water resources of the Jordan River Valley. In his absence, Griffith Johnson and Ted Smith are representing the MPAA in Paris.

Adopt Reeves Process

CinemaScope sound-tracks at 20th Century-Fox are now being recorded with the Magna-Stripe process developed by the Reeves Soundcraft Corp., according to Frank B. Rogers, Reeves vice-prexy. The new magnetic system is currently being used on "The Robe," "How to Marry a Millionaire," "Beneath the 12-Mile Reef," "King of the Khyber Rifles" and other CinemaScope productions, Rogers added.

"Robe" Group Plan

A group service plan allowing patrons to avoid waiting on line for tickets and seats has been organized by the Roxy Theatre, N. Y., during it's engagement of "The Robe." Plan calls for groups to buy tickets ahead of time for specified performance they wish to attend. Then, upon arriving at the theatre, they will enter by the executive entrance and be ushered directly to their seats.

PR Acquires Rights

Producers Representatives and its television associate, Major Film Productions, have acquired the theatrical and TV rights to four British Pictures. Two "Mr. Drake's Duck" and "Obsessed," Geraldine Fitzgerald starrer, were previously released by United Artists. The other two, both former Universal releases, are "The Years Between," starring Valerie Hobson, and "Thunder Rock," James Mason starrer.

Leewood Joins AA

Jack Leewood, formerly advertising and publicity director for Lippert Productions, joined John C. Flinn's advertising department at Allied Artists this week. Leewood, who assisted on Allied's "Flat Top" campaign, will help shape up special drives on "Jack Slade," "Dragonfly Squadron" and "Riot in Cell Block 11."

Greek Royalty Feted

Spyros P. Skouras, president of 20th Century-Fox, Grover Whalen and the Greek Consul General conducted a special press briefing session this week on the arrival in New York of the King and Queen of Greece. The session was held at the home-office of 20th-Fox.

Vidoscope Lens Introduced

Introduction of a new projector lens that provides wide-screen motion pictures with standard equipment and film, permitting also 20 per cent more light to reach the screen and the utmost sharpness to its corners, was announced this week by Walter Futter, veteran film executive and producer. Known as "Vidoscope," the lens is now available to exhibitors, Futter said. He has opened offices at 511 Fifth Ave.

U-I's New Building



Milton R. Rackmil, president of Universal Pictures, breaks ground at the Universal-International Studio for the new two-story building to house the company's advertising and promotion department which is the first phase of the Studio's $350,000 building program. Overseeing Rackmil are (l. to r.) Alfred E. Daff, executive vice president; N. J. Blumberg, chairman of the board; Morris Weiner, studio manager; David A. Lipton, vice-president, and Edward Muhl, vice-president in charge of production.

U-I Sets 34 Productions

(*Continued from page 5*)

"Song of Norway," Technicolor version of the famous operetta; "The Long Hunters," Technicolor story of the War of 1812; "Rose and the Flame," Technicolor filmization of Jonread Lauritzen's novel, and "Dolly Hessian," from MacKinlay Kantor's novel.

Others on the list are "Pillars of the Sky," Technicolor; "To Hell And Back" Technicolor version of Audie Murphy's book starring Murphy; "Tacey Cromwell." from Conrad Richter's novel; "Captain Lightfoot," Technicolor tale taken from W. R. Burnett's novel, and "Chief Crazy Horse," Technicolor.

Production plans are being set additionally for "Spring Song," Technicolor musical comedy; "Francis Joins the Wacs," starring Donald O'Connor; "Fireman Save My Child," starring Abbott and Costello and Spike Jones; "The Stunt Men," another Abbott and Costelo starrer, and "Pantang," a South Sea Island story to be done in Technicolor.

Title Changes

Selznick: **"Indiscretions of an American Wife"** is the new title of "Terminal Station." (Stars Jennifer Jones and Montgomery Clift; David Selznick produced).

20th Century-Fox: **"Miss Robin Cruose"** is the new title for "Miss Robinson Crusoe." (Stars Amanda Blake, George Nader and Rosalind Hayes; Eugene Frenke produced).

Warner Brothers: **"Crime Wave"** is the new title for "The City Is Dark." (Stars Sterling Hayden, Gene Nelson and Phyllis Kirk; Andre de Toth directed).

United Artists: **"Camels West"** is the new title of "Camel Corps." (Stars Rod Cameron and Joanne Dru; Edward Small produced).

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

John Howard has been signed by Republic for the romantic lead opposite Dorothy McGuire in "The Outcast," which is on location in Sante Fe, New Mexico, under the direction of associate producer William A. Seiter. . . . Tyrone Power, currently in Seattle on tour with Paul Gregory's "John Brown's Body," has been set for an appointment with President Eisenhower when the troupe hits Washington, D. C. on Nov. 5. The president has indicated that he will approve a portrayal of himself in "The Long Grey Line," which Columbia will produce starring Power. While the film star will not play the President, he will confer with him to outline the picture.

* * *

Cromwell Music of New York has been signed by the Selznick Releasing Organization to publish theme music for "Indiscretions of an American Wife," starring Jennifer Jones and Montgomery Clift. Film was produced and directed by Vittorio de Sica and is his first American language film. The theme music was written by Alessandro Cicognini, and the score conducted in the film by Franco Ferrara. . . . Wild Bill Elliott's next for Allied Artists will be "The Forty Niners," up-coming Vincent Fennelly production. Elliott currently is appearing in "Bitter Creek" with Thomas Carr directing.

* * *

M-G-M announced that definite plans for the production of "The P.O.W. Story" had been completed with the assigning of Allen Rivkin to write the screen play from his own original story. Henry Berman, now producing "Panther Squadron 8," a drama of the Navy jet pilots over Korea, will be the producer. "The P.O.W. Story" will deal with the returning veteran prisoners of war who have been held captive by the Reds. . . . Making the start of his 14th year with the studio, Paramount exercised the option on producer Robert E. Dolan whose current assignment, "White Christmas," is before the cameras with Bing Crosby, Danny Kaye, Rosemary Clooney and Vera Ellen starred.

* * *

Negotiations are under way between independent producer Harold Hecht and Al Lichtman of 20th Century-Fox for filming of the first major top-budget western in CinemaScope. Gary Cooper and Burt Lancaster will head an all-star cast in the $3,000,000 Technicolor production, "Vera Cruz," which will go into production Feb. 15 in Mexico. James Hill will produce for Hecht-Lancaster Productions and United Artists will release. Hecht, currently on location above Sonora, Calif., with his "Bronco Apache" company, expressed the belief that CinemaScope would best enhance the scenic grandeur of old Mexico in "Vera Cruz," a story of two American gunmen who aid the Emperor Maximilian in his attempt to smuggle gold out of Mexico. Borden Chase wrote the original story and the screen play is by Chase and Roland Kibbee.

Cecil B. DeMille and President Genera Mohammed Naguib of Egypt have con cluded an agreement which sets a new higl standard in friendly international co-opera tion between Hollywood and a foreign na tion. President Naguib has promised t facilitate in every way the filming of par of Mr. DeMille's forthcoming production "The Ten Commandments," in Egypt, in cluding the loan of large formations o cavalry which will take part in the scene of chariot warfare of the 13th Century B.C In return, DeMille has agreed while there to produce, direct and narrate for the Egyptian government, a color film showing the glory of Egypt's past, the splendid advancement of the present, and the bright promise of the future of Egypt.

* * *

Mel Dinelli is scripting "Trapeze," the third production that Hecht-Lancaster Productions will make for United Artists. It will star Burt Lancaster and will be the film version of Max Catto's best selling novel, "The Killing Frost." . . . Pat O'Brien's return to the Warner lot for Wayne-Fellows' "Ring of Fear" will be his first trip to his former star stronghold in 14 years. He last appeared there in "Flowing Gold." . . . "Rear Window," which Alfred Hitchcock will produce and direct for Paramount, will roll Nov. 16. . . . Vincente Minnelli will direct and Arthur Freed will produce M-G-M's "Brigadoon." . . . "The Shanghai Story," which Frank Lloyd will produce and direct for Republic, will tee off Nov. 6. . . . Stanley Rubin, producer at 20th Century-Fox since 1951, was signed to a long term producer contract at Universal-International. He will report at U-I to begin his new contract on Nov. 16.

* * *

Jules Schermer has been signed to a producer contract by Columbia Pictures and given "The Killer Wore a Badge" as his first assignment from executive producer Jerry Wald. The picture is based on the "Saturday Evening Post" serial, "The Night Watch," by Thomas Walsh, who authored "Union Station," which Schermer produced for Paramount. Recently under contract at 20th Century-Fox, Schermer produced while there "Pickup on South Street" and "The Pride of St. Louis." A screen play writer will shortly be assigned to "The Killer Wore A Badge."

* * *

George Pal has been signed by Paramount to a new long term producing contract. "Conquest of Space," his next film starts in November. Pal has just finished "The Naked Jungle," Eleanor Parker-Charlton Heston starrer. He also produced "When Worlds Collide," "Houdini," and "War of the Worlds" for Paramount. . . . Anthony Mann was signed by Paramount to direct James Stewart and June Allyson in "Strategic Air Command." "Strategic Air Command" marks the third association of Stewart and Miss Allyson and is due to go before the cameras early next year. It was

(*Continued on next page*)

Hugo Haas Advocates Special Handling For Off-Beat Films

By Richard Bernstein

"I made adult pictures: I am looking for the adult audience which my fan mail tells me exists," producer-director-writer Hugo Haas said in his Motion Picture Center Studio office.

Haas' current film in the adult vein is "Thy Neighbor's Wife," in which he also stars. This film, which co-stars Cleo Moore, is being released by 20th Century-Fox. Also topping the cast are Ken Carlton and Kathleen Hughes.

Haas describes "Thy Neighbor's Wife" as "an unusual picture which has one fault, it should have come from Europe and been treated as foreign films are treated."

One of the first things that one notices in talking to Haas is his great devotion to the motion picture as an art medium. He believes that it can be used to tell stories of human drama and conflict with great impact.



HUGO HAAS

Dislikes Double Features

Haas thinks that each off-beat picture should get special handling. "A picture is as good as the treatment it gets. Such a picture individually should get a start with special handling and not double featured with a picture that is in different taste."

The story of Haas' emergence as an independent producer-director-star-writer is no startling tale of the overnight ride to fame. Behind his skill and rise to his present stature is Haas' background.

He was born in Czechoslovakia and educated at the Conservatory of Music and Drama. He was well known on the European stage and wrote, directed and acted in many films abroad.

In New York, he was in the stage productions "R.U.R." and "First Crocus." In 1943, Hollywood beckoned and he appeared in "Summer Storm," "Days of Glory," "The Princess and the Pirate," "A Bell for Adano," "My Girl Tisa," "Casbah" and many others.

Haas first attracted national attention with his four-way talents when Columbia released his first film under the Haas banner, "Pick-Up." This drama drew raves and was hailed as a "sleeper."

Other Films Followed

Haas followed this with "The Girl On The Bridge," which 20th-Fox released; then he made "Strange Fascination," which Columbia released. Columbia also released "One Girl's Confession."

Haas, who appeared in all his films thus far, co-stars with Cleo Moore and John Agar in his recently completed feature, "Bait." He describes it as a film "much nearer to the audience. I feel that it might be as popular as 'Pick-Up.' The challenge in making the film was that I started when the motion picture industry was aroused by 3-D, wide screen, etc., and, despite all the furor, made the picture in black and white without gimmicks, and stuck to three people and four walls telling an amusing story."

"Bait" is an original by Samuel W. Taylor with screen play by Haas. It is about gold mining and sex, two very exploitable items, which go along with Haas' idea that a "picture should have something to exploit."

His next feature will be "Delirium," a story about an artist. This will be followed by "Hit and Run," a story about an eerie conflict between three people. Haas has no blueprint on how to make a socko picture. "I would advise everyone to do what he thinks right," he said. "Every individual picture is a guess. Audience taste changes continually. It depends on the elements involved in a picture whether it's a success.

"The more I am involved in films, the more I believe in publicity and good handling," Haas stressed. "If I were a rich man I would make films for $100,000 and spend $200,000 to prove my point."

He pointed out that new stars are being built from people under contract to the studios, which proves again that you need the publicity department behind a personality.

He added: "we can expect from Broadway people who will join motion pictures. These people will bring additional quality to films with their talent."

"As a one man studio," he said, "maybe I'm not practical enough, but one thing is sure: we should not underestimate the intelligence of the audiences. We should try to keep the level of our pictures higher, especially in the cases where producers can afford to do so."

HOLLYWOOD

(Continued from preceding page)

written by Beirne Lay, Jr., author of "Above and Beyond," and concerns the conflict of a man who must choose between a highly profitable civilian job and returning to voluntary duty in the service.

* * *

Nick Ray has begun filming on "Johnny Guitar," which he is directing and producing for Republic release on location in Sedona, Arizona. Joan Crawford, Sterling Hayden, Scott Brady, Ward Bond, Mercedes McCambridge and John Carradine are top lined in the outdoor adventure drama. . . . George Raft has been signed by Sam Katzman at Columbia to star in "The Miami Story," an underworld yarn slated to go before the cameras Nov. 10 with Fred F. Sears directing. The story will be filmed in its authentic Florida locale with Raft and the rest of the cast, as yet to be selected, leaving Nov. 1.

* * *

A. B. Guthrie, Jr. reported to Producer Harold Hecht to prepare the screen play for "The Gabriel Horn." "Horn" is a novel by Felix Holt laid in the pioneer wilderness of western Kentucky and has been set for production next summer for United Artists release. Guthrie authored "The Big Sky" and won the 1950 Pulitzer Prize for his frontier saga, "The Way West." . . . Producer Joseph Shaftel has purchased Norman Corwin's original screen play, "Operation Honeymoon," and will film it as an Anglo-American production in co-operation with Associated British. Corwin is now doing a rewrite of the production which will go next spring, filming in Denmark and England.

* * *

Republic will distribute Hall Bartlett's production of "Crazylegs," the dramatic life story of football star Elroy "Crazylegs" Hirsch. Final contractual arrangements were concluded in New York and Hollywood by Republic president Herbert J. Yates, C. Bruce Newbery, Republic vice-president and director of sales, and George Schaefer and attorney Samuel S. Zagon, representing Hall Bartlett. . . . Jean Pierre Aumont will co-star with Linda Darnell in DM Productions' "Twist of Fate." The David Miller production will roll in France, Nov. 3.



Returning to the screen after an absence of several years, Judy Garland is congratulated by Jack L. Warner on the set of "A Star is Born," a Transcona Production for Warner Bros. Seen here, (l. to r.) are: Producer Sid Luft, Miss Garland, Warner and Director George Cukor.

Only a few more weeks until

THE SECOND GREAT PICTURE

IN

CINEMASCOPE

YOU SEE IT WITHOUT GLASSES



20TH CENTURY-FOX PRESENTS

Marilyn **MONROE**

Betty **GRABLE**

Lauren **BACALL**

and *William* **POWELL** in

How To Marry A Millionaire

TECHNICOLOR



Tell 'em that the gals are coming... ...and watch the records fall!

TOP EXHIBITORATINGS of 1952-1953

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

EWS

ELIBERATE PRODUCTION SHORTAGE COMPLAINTS NONSENSE — BALABAN

OMPO SETS DUES COLLECTION VEEK; REDUCES PAYMENTS

REENE RKO THEATRES CONTROL BOOSTS STOCK

OX EXECS ASSURE XHIBS CINEMASCOPE ROSSES PROFIT

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EVIEWS

ages 12, 14, 15

EXHIBITORATINGS

ages 23-38

2, No. 9 November 14, 1953

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ARTIFICIAL DIVISION

WITH the conclusion of the national exhibitor conventions, there has been considerable trade speculation relating to a possible merger between the Theatre Owners of America and National Allied.

While these reports have been discounted in Allied quarters, Walter Reade, Jr., TOA's new president, has publicly stated that one of his primary aims would be to try to combine with Allied in one organization in order to strengthen the position of exhibition both in its dealings within and without the industry. Reade is of the opinion that the memberships of each organization have too much in common to continue going their separate ways . . . and there can be no disagreement with this viewpoint.

(See Page 3)

"EASY TO LOVE"
BOFF IN CHI.

"EASY" STARTS BIG
BALTO NEW YEAR!

"EASY" IS HUB
HOLIDAY HIGH!

WASH., D. C. WOW!
"EASY" DOES IT!

"EASY" SETS NEW
L. A. HOLIDAY TOP!

"EASY" TERRIF
K. C. HAPPY HOL.



PREDICTION ABOUT M-G-M's "EASY TO LOVE"!

M-G-M's Technicolor Super-Musical "EASY TO LOVE" filmed in Florida's Cypress Gardens will play in hundreds of theatres this Christmas and New Years. We predict that such headlines as shown above will appear throughout the trade press. Do your Holiday Booking EARLY! Rush your campaign entry for M-G-M's "Lucky 7" Showmanship Contest! Big Money Prizes!

M-G-M presents In Color By Technicolor "EASY TO LOVE" starring Esther Williams • Van Johnson • Tony Martin • Screen Play by Laslo Vadnay and William Roberts • Story by Laslo Vadnay • Directed by Charles Walters • Produced by Joe Pasternak

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THE COMING INDUSTRY EVENT! M-G-M's FIRST CINEMASCOPE PRODUCTION "KNIGHTS OF THE ROUND TABLE" (In Color)

November 14, 1953
Vol. 32 No. 9

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

The INDEPENDENT has always been an advocate of one national theatre owners association . . . and the differences that existed in the past have become academic by virtue of divorcement and divestiture. One national exhibitor organization *must* come into being.

The trade practise complaints that were sounded at the Chicago TOA convention were like an echo of the Allied meeting. Many exhibitors are members of both. Actually, divergent exhibition interests are members of the same associations today. Allied, generally regarded as representing the "little follow," has some powerful theatre-going circuit members. TOA boasts of small exhibitors in many sections of the country even though the most powerful theatre chains are numbered among its members.

Today, the largest circuit in America, United Paramount Theatres, is an independent operation and its president, Leonard Goldenson, is attacking product shortages and high film rentals and threatens to enter film production if the situation is not alleviated. Trueman Rembusch urged a similar course of action only a few weeks earlier to the Allied group suggesting exhibitors buy stock interests in the film companies to gain a hand in production planning.

In the meantime, neither TOA nor Allied can act as an authoritative spokesman for all of exhibition. Each association guards its autonomy and invariably coordinates its activities with the other only out of desperation in a mutually adverse situation. About the only current difference between the two major associations is the cleavage with regard to arbitration, with TOA ready to move ahead despite Allied unwillingness.

Even here we believe the difference of opinion between exhibitors is smaller than it has been cracked up to be, and stems more from the approach to the subject. The chief stumbling blocks are personalities who are in danger of losing their identities should such a merger take place.

Wilbur Snaper, Allied president, and Reade are both from New Jersey. They are both younger elements in the business. If they can get both groups to sit down together, the association memberships may find out that they are looking for a solution to the same problems . . . and other unaffiliated exhibitor groups would welcome an opportunity to join in the common front.

Would it be too revolutionary for us to suggest that TOA and Allied might try to hold a joint national convention next year in much the same manner as the American Theatres Association and the Motion Picture Theatre Owners of America in Washington, D. C., in September of 1947, which merger brought TOA into being?

In unity there is strength. There is no reason for exhibition to dissipate its potential in artificial division.

Exhibitoratings

This is the time of the year when the INDEPENDENT publishes, in a special section, the results of its EXHIBITORATING POLL to honor those productions and artists that did the most to bring patrons to the motion picture theatres of the nation.

The top money-making awards to the pictures, performers, producers, directors and other artists are the combined result of the deliberations of a broad group of experienced theatre owners and film buyers who evaluate product from the all-important standpoint of boxoffice receipts and return to the theatres.

We want to take this opportunity of thanking the participating exhibitors and offer our congratulations to the winners.

Top Award

This year, the INDEPENDENT is introducing a new award to be presented annually to the person who, in our opinion, has done the most to further the best interests of the motion picture industry during the year.

We are proud to announce that the recipient for 1953 is Spyros P. Skouras, president of 20th Century-Fox, who had the courage and foresight to introduce CinemaScope to the entertainment world.

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Deliberate Product Shortage Complaints Nonsense: Balaban

"If there is any implication that any (product) shortage is deliberate, then let me explode that nonsense once and for all time," declared Barney Balaban, Pioneer of the year, at the dinner given in his honor this week by the Motion Picture Pioneers. Approximately 600 members gathered to pay tribute to the Paramount Pictures president at the Hotel Astor, N. Y.

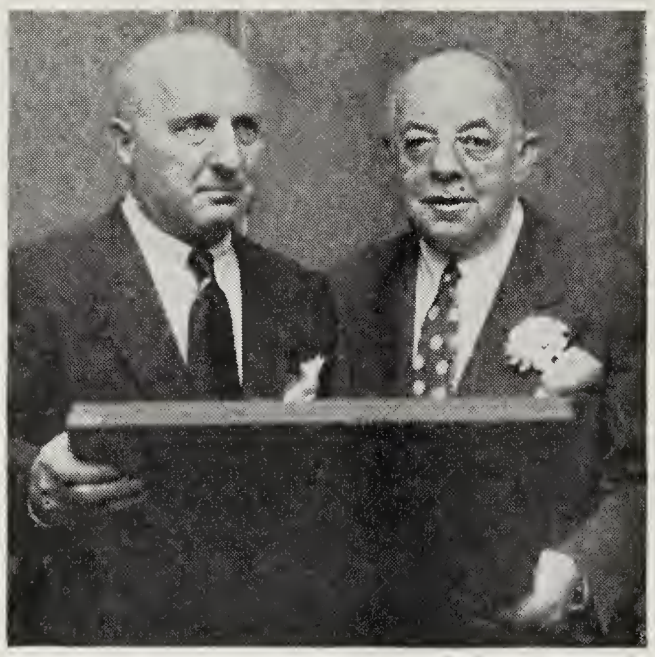
Balaban stated that his producers were notified to film "every good picture that can be made" as long as the company had "reasonable expectations" of getting its money back. He added that Paramount has "absolutely no limitation on the number of pictures to be made—and I doubt whether any other studio has!"

His remarks were seen as an answer to the charge made by Leonard Goldenson, AB-PT president, who stated, in his TOA keynote address, that the product shortage is an artificially created situation. Balaban denied that the film studios had any plan to cut down production for the purpose of hurting exhibition.

Optimistic On Future

The speaker stated that only one limitation exists "beyond the control of mortal beings"—the limitation of ideas and talent. He noted that the studio is always looking for good ideas because overhead and distribution costs can only be absorbed "on the basis of volume."

The Paramount head pleaded that exhibition and distribution work together instead of against each other. "Let's tackle our common problems and not each other," he declared. Admitting that mistakes are made, Balaban urged that the industry profit from them. He illustrated his point by citing the time that Famous Players raised its film rental price to $50. At that time he was an exhibitor himself, he noted, and he complained along with other theatre operators because he didn't want to double admission prices from five to 10 cents. Electing not to play the film, Balaban lost out on tremendous business, the film veteran reminisced.



Barney Balaban, president of Paramount Pictures, receives the highest honor of the Motion Picture Pioneers from its president, Jack Cohn, and is acclaimed "Pioneer of the Year."

This is not the only industry that has problems, he warned. Nor is this the only period of crisis. There were seeming catastrophes in the past which were overcome, he stated, and the present period of transition will also be weathered. He stressed that nothing in the current situation inhibits his "genuinely-felt optimism."

Seated on the dais for the event were Jack Alicoate, Harry Brandt, Henry Ford, II, Sam Katz, Samuel Pinanski, Martin J. Quigley, Spyros P. Skouras, A. J. Balaban, Gardiner Cowles, Gus Eyssell, William J. German, Louis Lurie and Milton R. Rackmil.

Others included Nat Taylor, John Balaban, Gen. Edward P. Curtis, Si Fabian, Abel Green, John J. O'Connor, Sam Rinzler, Joseph R. Vogel, Nate J. Blumberg, Sam Dembow, Jr., Frank Folsom, William J. Heineman, Robert J. O'Donnell, Herman Robbins and Major Albert Warner.

Tape Recorded Messages

Out of the "welter of conflicting claims," he announced his hope for a "sound, sane answer" to the uncertainty caused by technical changes in the industry. The one certainty to which the industry can place claim is that 'many minds are working on the technical problems," Balaban stated. In this effort, "real progress" is being made, he thought.

Paying tribute to the honored member and all the other old-timers of the industry was Eric A. Johnston, MPAA president who served as dinner chairman. Johnston praised Balaban's 'devotion to noble causes and the time, talent and energy he lends to them." He then boosted the organization itself for "the magnificent work it is doing."

Noting that today's pioneer is "still pioneering," the MPAA chief described the covered wagon journey through the laboratories in search of "not only new dimensions but new horizons." The pioneer has responsibilities, Johnston warned, because he controls "a powerful and dramatic instrumentality reflecting the tastes of our day."

Another expression of honor for Balaban came in the form of tape-recorded messages of congratulations.

Annual Net At Columbia Climbs To $942,385

Consolidated net profit for the fiscal year ended June 27, 1953 at Columbia Pictures Corp. and its subsidiaries rose to $942,385 as compared with $802,872 for the previous year, according to the annual stockholders' report issued this week by Harry Cohn, president. The 1953 net is equivalent to 99 cents per share of common stock and $15.52 per preferred share, as against the 1952 figures of 80 cents per common share and $13.09 preferred.

Gross income, resulting from film sales and rentals was reported as $60,273,881 for 1953, which is an increase from 1952's $59,-081,213. Taxes were lower this year, $1,207,-379, as compared with $1,442,791 for the previous year.

While commenting on these figures, Cohn mentioned that he thought CinemaScope was the "most promising of the new techniques." He added that his company has contracted to produce several films in the new medium.

COMPO Sets Dues Collection Week; Reduces Payments

Main office of the Council of Motion Picture Organizations announced this week that annual dues for support of the industry-wide association will be collected during the week of Nov. 30-Dec. 7. During that period, a drive will be launched to facilitate collection in all domestic exchange territories, according to Robert W. Coyne, COMPO special counsel, who released the announcement.

Earlier, in Chicago a 25 percent reduction in exhibitors' dues had been decided upon by a group of COMPO officials who met at the Conrad Hilton Hotel. Attending the conference was Al Lichtman, Wilbur Snaper, Trueman Rembusch, Col. H. A. Cole, Abram F. Myers, Samuel Pinanski and Pat McGee.

List New Rates

A carryover of approximately $50,000 was named as "justifying lesser demands of funds," in a statement issued by the men. Distributors were reported agreeable to a "dollar-for-dollar matching of these funds," up to $150,000.

New rates for regulation indoor theatres have been pegged at $7.50 for houses up to 500 in seating capacity; $11.25 for houses up to 750 in capacity; $18.75 for those up to 1,000 seats; $37.50 for those up to 2,500, and $75 for theatres with even larger numbers of seats.

Drive-in theatre rates are: $7.50 for those with capacities of under 300; $11.25 for capacities under 500; $18.75 for capacities to 600, and $37.50 for those with capacities exceeding 600 cars.

Distrib Theatre Canvass

The canvass of theatres will be made by the sales forces of all 10 major film companies, working under the direction of appointed committees in each exchange area. Use of these salesmen was approved by all general sales managers.

It was stressed by Coyne that the canvass has the full supprt of all five exhibitor organizations that are COMPO charter members. A formula devised by Rembusch, chairman of the COMPO finance committee, will be used to provide a definite time-table for all activities in the canvass.

Loew's Wins Extension For Theatre Divorcement

WASHINGTON.—Loew's, Inc., has won an extension to Aug. 31 for completion of the first phase of its divorcement plan under the consent judgment. Earlier deadline granted by the Justice Dept. had been Feb. 6.

Under decree terms, Loew's was scheduled to set up a new theatre concern and transfer all house assets to the new company by the earlier date. Reasons the film company gave for a delay include the problem of working out details of the retirement plan, and that the company's fiscal year ends Aug. 31. Both reasons carried weight with the JD.

It was understood that the new postponement does not affect the final deadline of Feb. 6, 1955 for the company to have all stock distributed to the individual shareholders.

Greene Control Of RKO Theatres Gives Stock Boost On Exchange

LOS ANGELES.—Howard Hughes has sold his 929,020 shares of RKO Theatres Corp. stock, believed to constitute effective control of the company, to a group headed by David J. Greene, New York investment counselor, it was disclosed this week. The sale in no way affects Hughes' control of RKO Pictures, a completely separate company.

Greene, who has control of additional shares of RKO Theatres stock through holdings of his own and through accounts which he directs via his investment firm, has been a board member of the company since Dec. 6, 1951. At that time, he waged a proxy fight which resulted in his election and that of one of his nominees, Louis Oresman.

Hughes' Net

The transfer, approved by the Securities and Exchange Commission and the N. Y. Stock Exchange, netted Hughes $4,412,845 for the block, equivalent to $4.75 per share. The stock had closed at $3.87½ per share on the day of the sale.

The stock was originally acquired by Hughes on May 10, 1948, when he purchased approximately 24 percent of the outstanding common shares of Radio-Keith-Orpheum Corp. from Atlas Corp. At that time, RKO owned both a motion picture producing company and a chain of theatres.

A consent decree action taken on Dec. 31, 1950 forced the organization to split up into two separate companies. Under the terms of the decree, Hughes was forced to place his stock in either one of the companies in trusteeship. He elected to place his RKO Theatres stock in trusteeship with Irving Trust.

Two on Board

While the trust firm elected two members to the circuit's board, Ben-Fleming Sessel and William J. Wardall, Hughes remained active in RKO Pictures Corp., where he is still chairman of the board.

Reaction to the move on the stock exchange was favorable for both RKO Theatres and Pictures. At the close of business Monday, first business day following the announcement, RKO Theatres moved ahead one-half point to close within three-eighths of the year's high. At the same time, RKO Pictures gained one eighth for the day.

Meanwhile, third quarter profits of RKO Theatres Corp. and subsidiaries were slightly behind those of last year. the same period of 1952. Consolidated net profit after taxes for the quarter was $370,728.83 this year as compared with $448,608.89 in 1952. Figures for the first nine months showed a profit of $788,331.15 in 1953 against $623,411.88 last year.

Mason Seeks National Manufacturers' Excise

LA SALLE, ILL.—Rep. Noah Mason, (R., Ill.), sponsor of the bill to repeal the industry's 20 percent Federal admission tax at the last session of Congress, announced this week that he plans to introduce a bill for a five percent national manufacturers' excise tax as a substitute for the present excise tax system at the January meeting of Congress.

The new Mason bill, while taxing every manufactured item except foods and medicine, would repeal all present Federal excises or sales taxes except those on liquor and tobacco. The Congressman is a member of the House Ways and Means Committee, which is now working on a revision of the Internal Revenue Code.

Decree Obedience A Senate Inquiry

WASHINGTON. — Extent of the progress made by the Justice Dept. in assuring distributor compliance with the consent decree has been asked by Sen. Andrew F. Schoeppel (R., Kans.), Senate Small Business monopoly subcommittee chairman. The solon made his request to Stanley N. Barnes, assistant attorney general in charge of the JD anti-trust division.

Answers received by Sen. Schoeppel would, he said, "be used as the basis for determining what further action should be taken by the subcommittee in its efforts to alleviate the critical situation of the independent exhbitors."

In his letter, Sen. Schoeppel reminded Barnes that the subcommittee report suggested arbitration and more forceful and vigilant policing of the consent decrees by the JD. The report was prepared following the recent and lengthy hearings.

Lists Questions

Chief among the letter's questions were: what disposition has been made of the Reuben Shor Case with respect to "Peter Pan" distribution; what conclusions has the Division reached in respect to pre-release practice. Is price-fixing involved in this practice?"

Other questions sought to know whether the DJ planned to use Sec. 6 (c) of the FTC Act, permitting the Division to ask FTC for an investigation of compliance with consent decrees, to better enforce such compliance; whether the Division has ordered a review of the complete transcript of the motion-picture hearings; how many complaints have been received from exhibitors since last July.

Suit Against NSS Thrown Out By U.S. Federal Court

PHILADELPHIA.—A complaint which has been pending for four years was thrown out of Federal Court over the weekend when Senior Judge William H. Kirkpatrick dismissed the case lodged by Lawlor and Pantzer, operating Independent Poster Exchange Co., against National Screen Service Corp. and all the distributors.

Judge Kirkpatrick granted judgment for the defendants following a motion made by counsel for NSS and the distributors for dismissal on grounds that the plaintiff was stopped from asserting the claim of monopoly and anti-trust violation.

Claims NSS Franchise

Counsel contended that the plaintiff had enjoyed a franchise from NSS which provided him with standard accessories from that company.

Also upheld by the court was the defendants' position that the prior suit of the plaintiff, together with a number of other poster renters against NSS and Paramount, RKO and Loew's, which had ended in a dismissal with prejudice barred the assertion of the claim against those three distributors and five other defendant-dstributors who had entered into exclusive contracts with NSS, knowing that the defendant firm had granted them franchise agreements.

Arrangement Profitable

Counsel for NSS contended also that the plaintiffs had been receiving standard accessories for the past six years from NSS, had boosted their business and had made profits, and could not now be heard to complain about the arrangement.

Contended by NSS counsel additionally, was, that exclusive contracts among NSS and the distributors were legal; that the company had a right to be assnred, exclusively, that it could amortize the large investment it had made when entering into these fields, particularly since it had obtained a license

(*Continued on page* 18)

"For Having Done The Most For The Industry"

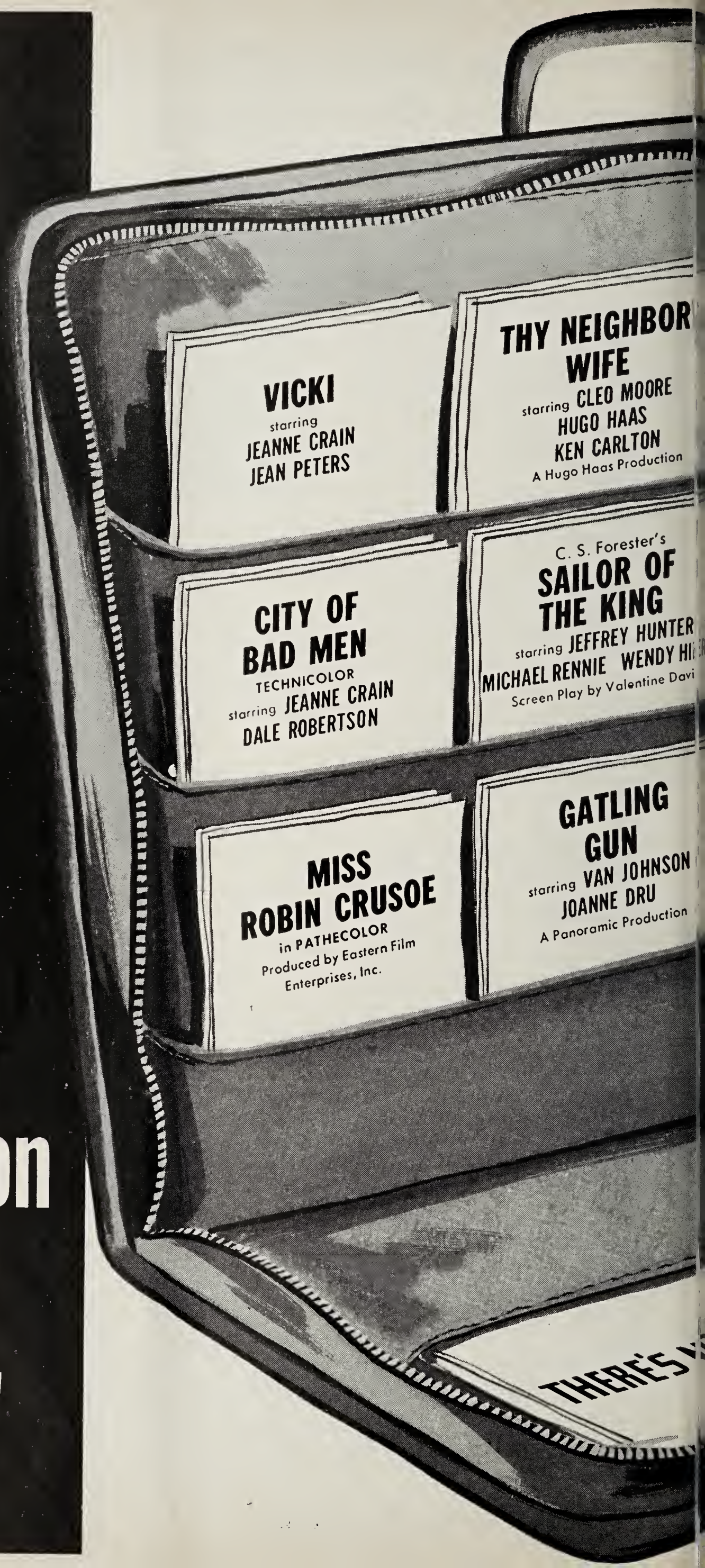
Since this is our Exhibitorating Award Issue, we felt that this is the proper occasion to introduce and announce the annual INDEPENDENT award to be presented to the person who has done the most for the industry.

We are proud to announce that the award for 1953 goes to Spyros P. Skouras, president of 20th Century-Fox, for his initiative and industry statemanship in the development of CinemaScope. The measure of his achievement is crystallized all the more when we realize that it was less than eleven months ago that his company announced its daring decision to convert its entire production output to CinemaScope.



SPYROS P. SKOURAS

The Man From 20th CENTURY-FOX Has A Great Line-up Of Exploitation Pictures For You!




MISTER OUTMASTER
starring
CLIFTON WEBB
EDMUND GWENN
OGE (Foghorn) WINSLOW
DANGEROUS CROSSING
starring
JEANNE CRAIN
MICHAEL RENNIE
A BLUEPRINT FOR MURDER
tarring JOSEPH COTTEN
JEAN PETERS
GARY MERRILL
MAN CRAZY
starring
NEVILLE BRAND
JOHN BROWN
A Security Pictures Production
MAN IN THE ATTIC
starring JACK PALANCE
CONSTANCE SMITH
and BYRON PALMER
A Panoramic Production
JUSTICE BROWN
starring JEFFREY HUNTER
DEBRA PAGET
A Panoramic Production
USINESS LIKE 20th CENTURY-FOX BUSINESS!

Possiblity Of TOA Merger Discounted By National Allied

Reports of a possible merger between the industry's two largest exhibitor organizations, Theatre Owners of America and National Allied, coming out of the recently concluded TOA convention held Nov. 1-5 in Chicago, were declared irresponsible by Wilbur Snaper, Allied prexy this week. The Allied chief declared that neither he, nor to his knowledge had anyone else in Allied been approached on the subject.

The Snaper denial came in answer to the buzzing stirred up by merger statements made by both incoming and outgoing TOA heads. Walter Reade, Jr., TOA's new president, and Alfred Starr, former president and now chairman of the board, voiced the hope that one big exhibitor organization, capable of commanding considerable respect in Washington, could be formed in the coming year.



W. READE, JR.



L. GOLDENSON

Hit Trade Practices

The merger proposal was included in a series of major industry topics which came up for discussion at the record-breaking convention, held in conjunction with TESMA-TEDA trade shows and conventions at the Conrad Hilton Hotel. Among other subjects considered by the group were a host of trade practices, heretofore considered out of TOA's province.

Leonard Goldenson, conclave's keynote speaker and president of American Broadcasting-Paramount Theatres, set the tone for the entire meeting by his positive assertion that exhibition should enter into production itself, if necessary, to fight product shortages. Goldenson also flayed high film rentals as the second major problem facing the industry.

The combination of product shortage and high rentals gives the industry "the power to destroy itself" unless what was termed "producer statesmanship" is applied, Goldenson stated. He stated at a later time that his own company would consider making films to protect its theatre investments.

Such a move would necessitate a change in the divorcement decree, but this is seen as a possibility, especially since the Court granted Stanley Warner the right to make films in Cinerama. The AB-PT head named the divorcement rulings themselves as the cause of many industry problems by upsetting the balance of power in favor of production.

Spot on Theatre TV

Following the Goldenson address, which closed with the admonition that the film industry is still "a great business," the convention continued in a positive mood, with more than 4,000 persons estimated to have visited the TESMA-TOA trade show.

CinemaScope came in for a large share of the spotlight, as it was discussed at the new processes forum, at the drive-in panel meeting and in informal talks throughout the corridors of the hotel.

Theatre TV was another big item on the agenda, with the group establishing a National Exhibitors Theatre Television Committee to seek FCC approval for the medium. Also, the committee would petition manufacturers to put further research into theatre TV color and to increase the aspect ratio of the screen above the present 4 to 3 scale.

More than 1,000 exhibitors attended what is believed to be the biggest equipment forum in the history of the industry, as they listened to addresses by Robert J. O'Donnell, Herbert Barnett and Ralph Heacock. An additional 16 technical experts were on hand to answer questions.

O'Donnell, executive of Interstate Theatres, warned the industry that it give "the public its opportunity to decide and determine how and which way it will buy and have its motion pictures served." He added that the basis for the entire industry is in pleasing the public, which must be allowed to express its approval of new techniques.

Herbert Barnett, head of the SMPTE, called for "some form of subsidy to engineering research." The technical export explained that equipment companies couldn't be expected to carry the burden alone. He expressed the need for "greater emphasis" on research and on co-ordinating the information.

"Give 3-D Chance"

Ralph H. Heacock, RCA engineer, spoke on behalf of 3-D, claiming that the medium hadn't really been given a fair chance because in many cases poor equipment has prevented its being "presented properly." Heacock added that "at long last we have the tools."

In other 3-D developments, Edward Lachman, sales manager of the Nord Co., developers of a single-film 3-D system, offered exhibitors the equipment at no cost whatsoever if they would agree to use Magic Vuers glasses, selling for 10 cents apiece, when they show 3-D product. The arrangement is to be for at least 12 films or two years.

Another positive note in the proceedings was the unanimous vote given by the TOA directors to its new slate of officers, which includes along with Reade and Starr, Robert R. Livingston, secretary; S. H. Fabian, treasurer and Herman M. Levy, general counsel.

The list of vice-presidents includes E. D. Martin, Albert Pickus, Myron Blank, John Rowley, Pat McGee, Roy Cooper, A Julian Brylawski. Mitchell Wolfson and M. A. Lightman, Sr., are co-chairmen of the finance committee, and Charles P. Skouras was

(*Continued on page* 18)

13 Universal Releases Set Through May '54

Universal-International will release 13 features, of which 10 are in Technicolor and two in 3-D, from December through the first four months of 1954, according to an announcement by Charles J. Feldman, general sales manager. Spearheading the program is the February release of "The Glenn Miller Story," which the company considers one of its most important productions.

Set for December release are the Technicolor musical, "Walking My Baby Back Home," and "Tumbleweed." January will see release of "Forbidden" starring Tony Curtis and Joanne Dru, and two Technicolor films, "War Arrow," starring Maureen O'Hara and Jeff Chandler and "Border River," topcasting Joel McCrea and Yvonne DeCarlo.

"Saskatchewan" Date Set

The other February release, along with the "Miller Story" which is in Technicolor and stars James Stewart and June Allyson, is "Taza, Son of Cochise" in 3-D and Technicolor, starring Rock Hudson.

March releases include two more Technicolor productions, "Saskatchewan" and "Ride Clear of Diablo." Also in March is the 3-D water drama, "Black Lagoon."

The "Kettles" series will be continued with the April release of "Ma and Pa Kettle At Home." In the same month two Technicolor films will be released: "Yankee Pasha" and "Fort Laramie."

RKO District Managers Set For Sales Meeting

RKO Radio's district managers will attend a sales meeting to be held in New York Nov. 17-19, Charles Boasberg, general sales manager announced this week. Discussion will concern the company's current product and forthcoming releases. J. R. Grainger, president, will speak.

Particular attention will be given to "The French Line" and "Carnival Story." Also to be discussed is the distribution of several of the company's current films, "Decameron Nights," "Appointment in Honduras" and "Marry Me Again."

Company meanwhile acquired an additional picture for distribution: "Target Earth," science-fiction melodrama produced and directed by W. Lee Wilder.

Cowdin Resigns As Head Of USIA Film Division

WASHINGTON.—J. Cheever Cowdin has resigned as head of the film division of the U. S. Information Agency, a post to which he was appointed last spring. He will be succeeded by Turner Shelton as acting chief. Shelton, a former Hollywood production official, was active in film operations of the Treasury Department during World War II.

The former Universal Pictures board chairman said that his department was in good shape now and he could safely return to his own business affairs. He denied that his resignation was caused by his dissatisfaction with governmental sharp budget cuts. Cowdin succeeded Herbert T. Edwards as head of the Government's film program abroad.

You've got a date with BIG crowds!





Emotions stripped bare!...
Adventure beyond compare!...
with six snarling men and
a red-headed woman on a
thousand-mile trail of terror!

GLENN FORD · ANN SHERIDAN

in

Appointment in Honduras

co-starring

ZACHARY SCOTT

Print by TECHNICOLOR

with RODOLFO ACOSTO • Produced by BENEDICT BOGEAUS
Directed by JACQUES TOURNEUR • Screenplay by KAREN DeWOLF



FILMED FOR BOTH CONVENTIONAL AND WIDE SCREEN.

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Profit On CinemaScope Grosses Assured To Exhibs By Fox Execs

While Spyros P. Skouras and Al Lichtman, 20th Century-Fox president and sales manager, respectively, were assuring members of Allied Theatres of Illinois of at least a 10 percent profit on grosses from the company's first two CinemaScope releases, another official, W. C. Gehring, executive assistant general sales manager, reported that proposed tests of "The Robe" with one-channel sound would have to be delayed until spring.

Skouras and Lichtman had told the Illinois Allied group that the company will not permit the showing of a CinemaScope film without sterophonic sound until a reasonable test has been made. They repeated also that theatres showing CinemaScope product must use one of the two approved screens, Miracle Mirror or Astrolite.

Delay in Print

The Gehring statement came in reply to a letter from Robert Wile, ITO of Ohio secretary, who offered the Star Theatre, Upper Sandusky, for the test. Skouras had agreed to test the film without stereophonic sound at the Allied convention last month. Reason given for the delay was the extensive time needed to make a single-channel print.

Th assistant sales chief explained that when the company head made the promise, he had no idea that it would be necessary to re-record the sound and do a special printing job. He also stressed the fact that 20th-Fox still believes that any theatre intending to remain in business will have to install stereophonic sound eventually.

Wile answered the Gehring statement by saying that he thought it should not be too difficult to combine a CinemaScope optical print with the sound track from a standard print. Skouras had stated that the film would be released to churches in a standard version.

The ITO official argued that the test will be meaningless if it is put off until spring because the initial publicity will have been dissipated by then. He said that he represented the belief that stereophonic sound is not essential in small theatres. Still another house, the Girard Theatre, Girard, was offered for the test.

Skouras said he would help any manufacturer who wants to bring his screen up to CinemaScope standards and that he would underwrite loans on the equipment to supply companies so that qualified exhibitors could get the material without too much difficulty. The company head also promised to re-issue more standard films to relieve the product shortage.

Cannot Meet Demand

In some situations, exhibitors requesting prints of "The Robe" have been denied them because the company still does not have enough prints to meet the demand, Skouras explained. Unprecedented holdovers plus the destruction of prints caused by accidents were named as partly responsible for the shortage.

Earlier, in an address before an Allied Theatre Owners of Indiana convention, Abram F. Myers, National Allied board chairman and general counsel, appealed to Skouras "to modify the drastic policies that his company is pursuing in regard to CinemaScope." He asked that the company permit the use of any screen "that will reasonably serve the purpose."

Myers admonished Skouras to forget about stereophonic sound for medium and small theatres, increase production and reduce the price of the anamorphic lenses. He asked additionally that "The Robe" not be cheapened by forcing the exhibitors to permit an ABC Co. "pitchman to the lobby to hawk copies of the book."

The Allied executive further requested that 20th-Fox release conventional prints of the film when it completes its CinemaScope run. This will not hurt initial runs of the film, and it would be a big boom to subsequent run houses, Myers explained.

He stated that despite the fact that he was critical of the way CinemaScope was being handled, he wanted to "acknowledge the tremendous job being done by the 20th Century-Fox organization in exploiting this new medium." He added that Skouras is in a position to ensure new success to the film industry if CinemaScope films are brought "to the people on Main St."

Untapped Audience

In another part of his speech, Myers pointed out that there is a completely new audience waiting to be tapped if the film producers will give them the kind of product they want.

These are the people who once seldom went to the movies, but are going more and more now. They should be captured by a "People of Discrimination" campaign designed to convince those of superior intelligence that the film industry constitutes a worthwhile medium.

The audiences who deserted the movies for their television sets were satisfied with inferior product, and they can continue to lower the standards of the film industry, Myers warned. Rather than win them back with poor films, the industry should go after the thinking set, he advised.

Myers explained that nobody wants to be put in a class with the common man. If the theatres flatter their customers and praise their minds, they will be increasing business and helping to raise the level of the industry.

Bingo Set-Back In Ohio Offset In New Jersey With Local Option OK

Bingo games and other lotterics received a serious set-back in the state of Ohio when the State Supreme Court upheld a Columbus Municipal Court conviction of Mrs. Clarissa Barr, arrested for possessing keno slips. Mrs. Barr had argued that the profits were going to a Columbus hospital.

In upholding the conviction, the court ruled that the State Legislature lacks the power to legalize "lotteries and the sale of lottery tickets for any purpose." This decision is seen as obviating any chance that the Kane Act to legalize charity gambling in the state may have of becoming law.

Meanwhile, New Jersey took a completely opposite stand when voters last week gave the nod to each municipality to decide for itself whether it should permit bingo and other such lotteries. If a local unit decides in favor of allowing such activity, the state will not interfere.

TOA To Attempt Arbitration Plan Without Allied

Exhibitor interest in an industry arbitration plan, though permanently injured by National Allied's opposition at its annual convention last month, took a surprise turn for the better with the decision of Theatre Owners of America to establish a system "jointly with the distributors and with all other exhibitor groups that wish to join."

The decision came from the TOA board at its annual convention held in Chicago early this month. The board action followed two recommendations for such a proposal, one coming in a convention session and the other by the executive committee.

Although many obstacles stand in the way of such a plan, reliable trade sources indicate that the TOA action will be greeted sympathetically by many industryites. Distribution is seen favoring renewed arbitration talks, and several local exhibitor groups manifested their interest earlier in the fall.

Chief bugaboo to the project is said to be a legal one because any arbitration plan found acceptable would have to be approved by the Department of Justice and the Federal statutory court. This would enable the agreement to be made part of the Paramount case decree.

Justice Dept. Reluctant

It is argued that the Justice Department would be reluctant to approve any plan that lacked the support of so large a segment of the industry as National Allied. Also, it is noted that even if such a plan were approved, there would be no means of forcing dissenting Allied members to abide by it.

Hope of a change of opinion by Allied is thought dim because TOA has disclosed that it would base its arbitration plan on last year's final draft. That plan lacked proposals for the arbitration of film rentals and the forbidding of pre-releases and competitive bidding except at an exhibitor's request, which Allied claims must be in any acceptable plan.

Allowing for the existence of a TOA-Allied deadlock at the present, proponents of the plan think that there is enough support coming from other portions of the industry, including independent exhibitors, to warrant the continuance of arbitration efforts.

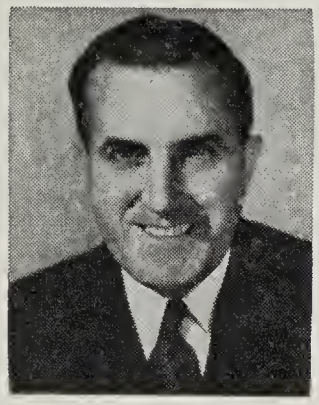
Aim Anti-Trust Suit At NARTB And BMI

A $150,000,000 anti-trust suit charging that the broadcasting industry, through the National Association of Radio and Television Broadcasters, is misusing its control of Broadcast Music, Inc., to violate the anti-trust laws was filed this week by 33 leading musical composers. The NARTB is charged with discrimination in favor of BMI members.

The plaintiffs request additionally that NARTB be dissolved and control of BMI be taken away from the defendants. The NARTB now consists of 1,099 radio stations and 192 TV stations. Included in the list of defendants are the major networks, music recording and publishing companies and many individual executives of these firms.

Specialized Advertising Catering To Regional Tastes Favored By Daff

Specialized picture advertising, in accordance with regional tastes, was advocated this week by Alfred E. Daff, Universal executive vice-president, along with a series of 10 principles to be followed in the advertising, publicizing and exploitation of films, in a speech before the opening AMPA Showmanship School session.



ALFRED E. DAFF

Daff also spoke about the importance of the world market in the successful domestic selling of product. He noted that whenever foreign income on film sales is in jeopardy, a severe repercussion in the general domestic economy is felt.

Among his 10 public relations principles were suggestions that "the advertising crafts should be instructed in industry matters and policy," industry selling clinics should be held frequently, and a training be set up "so that those who want to enter this business may have a chance to test their aptitude."

In discussing the influence of American production policy on foreign markets, Daff stated that the domestic mood sets "the whole psychological key in foreign countries."

He noted that "when some leader of our industry sings the blues, it is immediately picked up abroad to the extent that I am frequently confronted with the idea that the American motion picture industry has developed a great deal of pessimism in the last few years."

U-I Studio Chief Muhl Sets Wide-Screen Plans

Universal-International's new production chief, Edward Muhl, has revealed that his company, beginning with "Saskatchewan," will frame its pictures for wide-screen projection in aspect ratios up to 2 to 1. Muhl expressed his company's favor regarding the wide screen simultaneously with the belief that pictures in standard aspect ratio still are good at the box office.

Although U-I has issued commitments to film in CinemaScope, the company has not yet decided which subjects and how many will be assigned to the new process. Muhl said that a few technical problems concerning that system still remain. Films to be made in CinemaScope, he said, will also be shot in standard.

Gains For Sunday Shows

HARRISBURG, PA.—Sunday movies were approved by six Pennsylvania communities in the recent general election, while Hanover, York County, the largest borough voting on the issue, defeated the project for the third time. Approving the measure were Mt. Holly Springs, Cumberland County; Williams Township, Dauphin County; Indiana, Bloomburg and Homer City, Indiana County, and Clinton Township, Lyoming County.

NEW APPOINTMENTS

ARTHUR LEVY was appointed successor to C. B. Wikoff, resigned, as controller at Columbia Pictures. New assistant controllers in the department are MILTON KLEIN, former chief auditor, and LEONARD ERNST, former statistical executive. All three men are longtime Columbia employees.

EUGENE F. WALSH, comptroller of Universal Pictures Co., Inc., since 1925, was elected vice-president and treasurer of the company. Walsh has been assistant treasurer in addition to his duties as comptroller since 1935. Prior to his joining Universal, he worked for the General Silk Importing Co. and Price Waterhouse Co.

JAMES H. RICHARDSON, senior assistant to Fred Mohrhardt, treasurer of Paramount Pictures Corp., was elected to the newly created post of assistant treasurer. Richardson, a public accountant for 21 years and a CPA since 1939, is a member of the American Institute of Accountants.

MORT FREEDGOOD, author and specialist in the history of the motion picture industry, was retained by United Artists as director of research for the company's 35th anniversary commemoration. Freedgood will head a research project that includes the collecting of all data relating to the history of the company since its founding.

ERICH STEINBERG, in charge of the RKO Radio office in Peru for the past five years, was appointed manager for Germany, succeeding Max Mendel, resigned. Steinberg will work from his Frankfort office in his native land, where he entered the film industry as a salesman in 1928. His successor in Peru will be PEDRO DIAZ, formerly assistant manager in Colombia.

DORIS E. WILLIAMS, formerly secretary to J. Miller Walker, RKO Pictures vice-president and general counsel, was appointed his administrative assistant, a newly created management position in the home office legal department.

ROBERT W. LEA, former president of Johns-Manville Corp., was elected to the board of directors of Decca Records, Inc. Lea is a director of Olin Industries, Inc., West Virginia Coal & Coke Corp., Ohio River Co., Curtiss-Wright Corp. and Universal Pictures.

JOSEPH RIVKIN, former general manager of Wald-Krasna Productions, was named executive assistant to Harold Mirisch, Allied Artists vice-president. Rivkin most recently served as assistant to RKO vice-president C. J. Tevlin and as supervisor of the Los Angeles Cinerama opening.

S. FREDERICK GRONICK was appointed Motion Picture Export Association representative for Germany and Austria, succeeding MARC SPIEGEL, who was promoted to the post of Continental manager. Gronick will headquarter in Frankfort, while Spiegel will move on to Paris.

SEYMOUR SCHUSSEL, head of the eastern division of IFE Releasing Corp., was given control of the firm's Buffalo and Pittsburgh areas which were added to his unit in a general expansion and re-alignment move by the company. ELLIS GORDON, formerly Boston sales representative, was promoted to northeast district manager with supervision of Albany, New Haven and Boston.

DAVE LEFF was named to cover the Buffalo and Pittsburgh offices, and PHIL LEVINE was upped to metropolitan branch manager. SAL DI GENNERO was added to the New York office, where he will have charge of "quality" sub-titled films. Philadelphia, Charlotte and Washington are now under charge of MIKE SIEGEL.

GLENN FANIN, based in Dallas, was promoted to southwest district manager, servicing Oklahoma City and Dallas. LOGAN LEWIS was added to the southern division staff as a sales representative for Memphis and New Orleans. MURRAY BAKER now covers Cincinnati and Indianapolis for the firm.

CHARLES WEINER, sales representative, was given the Omaha, Des Moines and Minneapolis exchanges, and HARRY J. WEAVERLING was added as sales representative for San Francisco, Portland and Seattle. ALEX COOPERMAN, division manager in Los Angeles, now supervises ALFRED MARBEY, salesman for the Salt Lake City-Denver area.

Tie NCCJ Dinner Theme To World Brotherhood

Official theme of the annual brotherhood dinner Feb. 4 in the Waldorf-Astoria grand ballroom will be World Brotherhood, it has been announced by Emanuel Frisch, national chairman of the amusement industry's campaign, being conducted for the benefit of the National Conference of Christians and Jews.

Also decided for this year's drive was widening of the base of participation in the annual dinner to add three new sections: radio-television, publishers and records. This year's campaign committee will consist of the chairmen of the various sections which comprise the entire amusements industry.

Decisions on the above were announced by Frisch following a meeting of committee heads planning the dinner: J. Robert Rubin, Harry Brandt, Eugene Picker, Sol A. Schwartz, Max E. Youngstein and Maury Goldstein.

Group Buying Considered

CHICAGO.—The board of directors of Allied Theatres of Illinois has appointed a special committee to make a thorough study of group equipment purchasing for members of the organization. Jack Kirsch, president, announced appointments of Jack Clark as chairman of the committee, and members B. Charuhas, Robert Harrison, Howard Lubliner, Sam C. Meyers and Kermit Russell.

First piece of business on the agenda of the committee is to canvass manufacturers of wide screen and sound equipment to determine costs and compile information for the use of the group.

Staff Reviews

"How To Marry A Millionaire"

(20th-Fox) CinemaScope Technicolor 96 Min.

Cast: Marilyn Monroe, Betty Grable, Lauren Bacall, David Wayne, Rory Calhoun, Cameron Mitchell, Alex D'Arcy, Fred Clark, William Powell.

Credits: Produced by Nunnally Johnson; Directed by Jean Negulesco; Screen play by Johnson; Based on plays by Zoe Akins and Dale Eunson and Katherine Albert.

"How To Marry A Millionaire," the second 20th-Fox production in CinemaScope, is a box office gold mine. The Marilyn Monroe-CinemaScope combination found in this Technicolor comedy will lure in patrons by the thousands wherever played. For the wide, curved screen of the new process is employed in this picture for the first time to show off the famous Monroe physique to maximum advantage; also exhibiting one of the film's co-stars, Betty Grable to equal advantage. Sharing star prominence in the film is Lauren Bacall. All three capitalize fully on the comic values offered by the Nunnally Johnson script to deliver gags galore for a family audience. Story from which the humor springs relates how the members of a trio of gold-diggers fare in their respective quests for millionaire spouses. The breezy fun generated by the ensuing situations is handled smartly by the other principals, including Cameron Mitchell, William Powell, David Wayne and Fred Clark. All told, "How To Marry A Millionaire" should sweep the ticket windows across the land to resounding, record totals.

Since the film is rendered in CinemaScope, it is imperative to note that the greater portion of the proceedings takes place indoors. Outdoor shots are intermittently used to create a visual contrast in scope. Some of the shots in the latter category are breathtaking in their beauty. Sense of space is apparent also in the shots of a full orchestra playing Alfred Newman's "Street Scene" in a musical sequence prior to the feature. Sound values in this opening short, and in the feature, are amplified in realistic fashion by stereophonic recording on magnetic tape.

STORY: Lauren Bacall, Marilyn Monroe and Betty Grable rent a fashionable penthouse apartment in hopes of catching millionaires for husbands. Lauren, smartest of the trio, wins the affections of William Powell, an oil baron, but he feels his advancing years will kill their chances for a happy marriage. Marilyn is wooed by Alex D'Arcy, a phoney posing as a millionaire. But Marilyn, not too smart, would marry him if she didn't take a wrong plane and meet and later marry David Wayne, in trouble with his income tax. Betty, also not too smart, is lured to a cabin in the North Woods by Fred Clark, whom she thinks is taking her to a convention. But Betty meets, later marries Rory Calhoun, an impoverished forest ranger. Meanwhile, Powell returns to Lauren, who jilts him at the last minute for Cameron Mitchell, whom she thinks is poor but more her age. It is later revealed that Mitchell, too, is a millionaire.

●

"Easy To Love"

(M-G-M) Technicolor 96 Min.

Cast: Esther Williams, Van Johnson, Tony Martin, John Bromfield, Edna Skinner, King Donovan, Paul Bryar, Carroll Baker, Eddie Oliver.

Credits: Produced by Joe Pasternak; Directed by Charles Walters; Screen play by Laslo Vadnay and William Roberts; Story by Vadnay; Musical numbers created and directed by Busby Berkeley; Songs by Vic Mizzy and Mann Curtis, Gus Kahn, Carmen Lombardo and Johnny Green, Cole Porter.

First rate entertainment is dished out at a pace that is consistently rapid and in volumes certain to satisfy the widest general audience in this latest Esther Williams musical extravaganza. Besides the Williams name, the picture possesses the box office draw of Van Johnson, gorgeous Technicolor locales of Cypress Gardens, Fla., and a healthy quantity of songs. Grosses should be terrific. The music is ably rendered by Tony Martin, who also figures as the "other man" in the routine, but highly polished and often humorous plot. Story pits Miss Williams as an aquatic performer in a quandry over her love life. Events shift from Florida to New York midway in the proceedings, affording a change in musical setting, with night clubs replacing swimming pools. The climax, a sumptuous and spirited production number on water, reverts to Florida.

STORY: Van Johnson, owner of a Florida vacation spot, takes Esther Williams, his star performer, to New York to soothe her ill temper brought on by overwork. There Esther meets and catches the fancy of Tony Martin, a crooner. She encourages Martin's advances since Johnson, whom she really loves, pays her no heed. Esther, however, turns down a high-salaried job angled by Martin to return with Johnson to Florida. Martin pursues, but is buffaloed by Johnson, causing Esther to switch once again to the crooner. Finally, Esther clinches with Johnson when he revives her from unconsciousness due to a blow on the head.

●

"Walking My Baby Back Home"

(Univ.-Int'l.) Technicolor 95 Min.

Cast: Donald O'Connor, Janet Leigh, Buddy Hackett, Lori Nelson, "Scat Man" Crothers, Kathleen Lockhart, George Cleveland, John Hubbard, Norman Abbott, Phil Garris, Walter Kingsford, Sidney Miller.

Credits: Produced by Ted Richmond; Co-producer, Leonard Goldstein; Directed by Lloyd Bacon; Screen play by Don McGuire and Oscar Brodney; Story by McGuire.

A bright and breezy Technicolor musical, "Walking My Baby Back Home" should have no trouble finding friends for itself among the public and racking up solid grosses along the way. With popular Donald O'Connor and adorable Janet Leigh in the leads, film bounces along from number to number in a pleasant, easy-going fashion. Plot, never taken too seriously, concerns O'Connor's efforts to start a successful dance band. The showbusiness background provides a natural setting for the dozen musical numbers, most of which are smartly performed by O'Connor and Janet. In the line-up are such old time favorites as "Honeysuckle Rose," "The Glow Worm," "Camptown Races" and the title song. Some solid dixieland jazz is heard in orchestral renditions and via solos of "Scat Man" Crothers. Film has a full share of clowning also, with most of it handled by Buddy Hackett, leaving O'Connor free to do the romantic-musical honors. However, O'Connor joins Hackett in a scene with a giant female opera teacher that brought down the house at a sneak preview at Loew's 72nd St. Theatre, N.Y.C. The preview audience seemed to like the sprightly tunes, colorful sets and carefree comedy. It's a good bet that others will, too.

STORY: Donald O'Connor, son of a rich society family, decides to start his own jazz band. He wants Janet Leigh as his vocalist, but she won't join because she thinks that O'Connor doesn't return her love. When O'Connor finally gets started, the band flops and he joins Janet in a minstrel show. That, too, folds and they return to New York, where O'Connor is determined to start again. This time Janet agrees to go in with him, along with Buddy Hackett, "Scat Man" Crothers and a host of musicians. They are just about ready to audition, when O'Connor is forced to leave to give an operatic recital for the sake of his family. This causes his friends to depart, but they rejoin him the night of the concert. O'Connor fails as an opera singer, but he persuades the audience to stay to listen to his band. It's a big success, and Janet finally gets her man.

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"Escape From Fort Bravo"

(M-G-M) Ansco Color 98 Min.

Cast: William Holden, Eleanor Parker, John Forsythe, William Demarest, William Campbell, John Lupton, Richard Anderson, Polly Bergen, Carl Benton Reid.

Credits: Produced by Nicholas Nayfack; Directed by John Sturges; Story by Philip Rock and Michael Pate; Screen play by Frank Fenton.

"Escape From Fort Bravo," boasting a top-name cast and a script to match, is an exciting Ansco Color tale of Indian terrors in the old southwest that should play to solid response in the general market. Star names William Holden, Eleanor Parker and John Forsythe provide triple punch marquee value to put this one in a class above most Cavalry-Indian films. Picture concerns the attempted escape of a group of Confederate prisoners from their Yankee captors in the desert region of Arizona. While both groups have to be wary of each other, an additional menace is supplied by a tribe of hostile Indians hovering nearby. The various threads are expertly woven together in a climax which features cascades of flying arrows. Against this background, the leading figures throw aside their political differences and play out their romantic drama. This results in a combination love tale and hair-raiser that should be hard to beat. A polished production and excellent use of color add strongly to the values of the film.

STORY: Eleanor Parker comes to Fort Bravo, Union camp in Arizona, to help her fiance John Forsythe, a Confederate officer, escape. However, Eleanor falls in love with Union officer William Holden while she is flirting with him to learn the secrets of the camp. But the escape is already arranged, and Eleanor leaves with Forsythe and several of his fellow prisoners. Holden goes out to bring them back, and the entire party walks into an Indian trap. While the Redmen are attacking the whites, Forsythe tells Holden that Eleanor was only doing her duty in helping him escape. This brings forth a declaration of love between Eleanor and Holden, now the only two left alive. They are about to be killed also, when the Union Army arrives to save them.

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"Thunder Over The Plains"

(Warner Bros.) WarnerColor 82 Min.

Cast: Randolph Scott, Lex Barker, Phyllis Kirk, Charles McGraw, Henry Hull, Elisha Cook, Jr., Hugh Sanders, Lane Chandler, James Brown, Fess Parker, Richard Benjamin, Mark Dana, Jack Woody.

Credits: Produced by David Weisbart; Directed by Andre deToth; Written by Russel Hughes.

"Thunder Over the Plains," lensed in WarnerColor, is a fast-moving adventure tale of post-Civil War days in the old Southwest; made to order for Randolph Scott fans. Telling the story of the ridding of Texas of carpetbaggers, film has an historical angle that could serve as an exploitation springboard. Scott is tops at his old tricks in this one, riding hardest and shooting straightest of all the hombres in the large cast. The romantic interest, which remains on the secondary level, is provided by Phyllis Kirk, with Lex Barker as the third man in the triangle. But it is Scott's feats of daring as he opposes three forces—the criminals, the vigilants and his own Union army—that keep the pot boiling.

STORY: Capt. Randolph Scott is ordered to work against his own Texas people in ridding the state of a band of vigilants who have been robbing the carpetbaggers. Scott detests the

(*Continued on page* 14)

THE "BOMBER" HITS...AND CONNECTS!

E CHAMP OF CHAMPS' STORY IS HAILED AS EAT ENTERTAINMENT FOR ALL AUDIENCES!

A has a sure-fire winner! Headed for b.o. wal-ps among all kinds of audiences!" — VARIETY

strong draw!" — SHOWMEN'S TRADE REVIEW

cellent! Smashing good motion picture enter-nment!" — M. P. HERALD

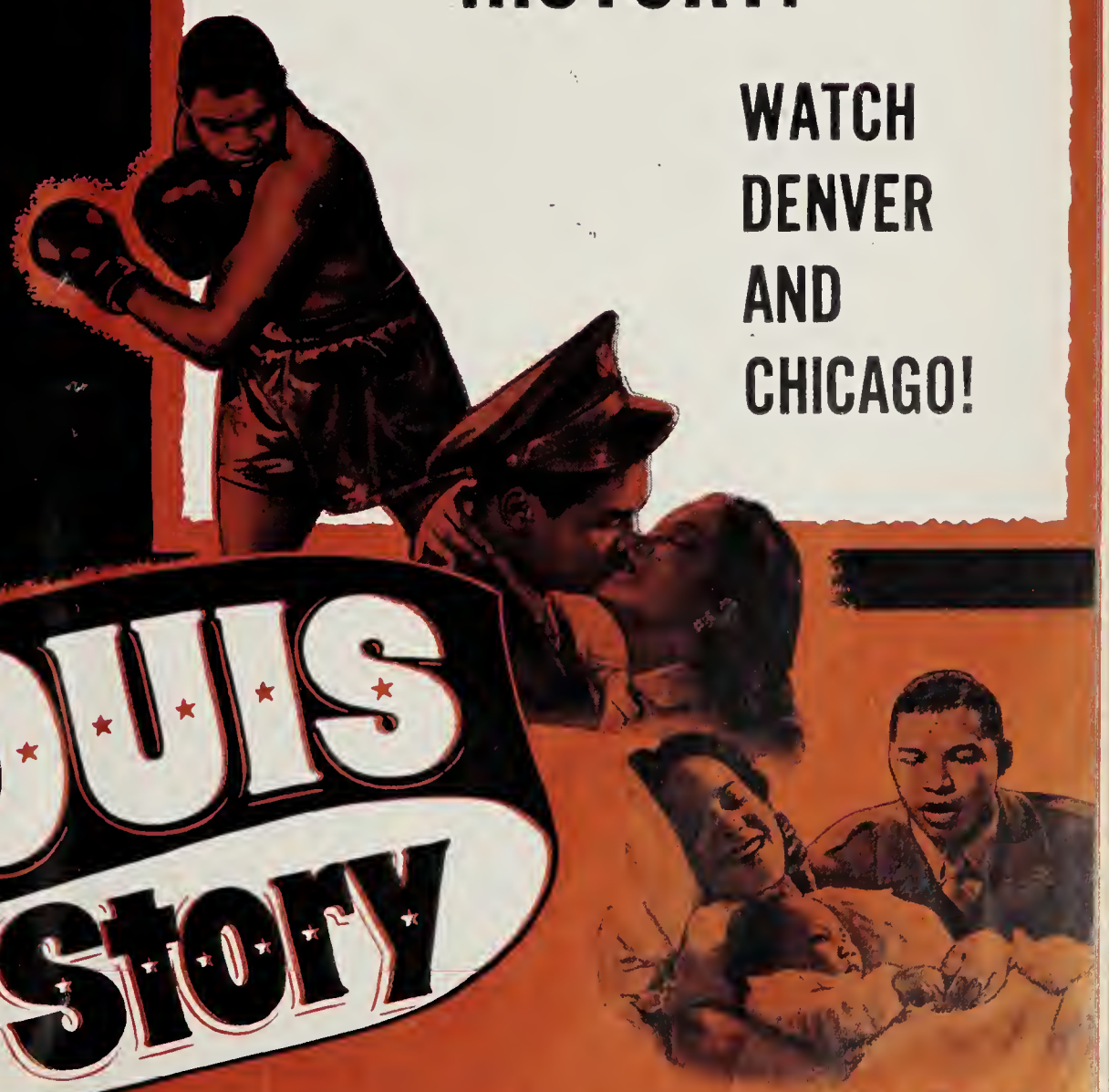
cks a powerful dramatic wallop, sure to be joyed by all who see it! Fine for eveyone!" — HARRISON'S REPORTS

ould draw vast attendance! Has considerable o. potential!" — FILM DAILY

eaded for b.o. glory among all kinds of audi-nces!" — DAILY VARIETY

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'S JOHNSON and introducing COLEY WALLACE as JOE LOUIS
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Another BIG ONE thru UA

Staff Reviews

(Continued from page 12)

latter, but follows his orders. When Charles McGraw, leader of the Texan band, is arrested for a murder he did not commit, Scott decides to find the real murderer. Meanwhile, his wife, Phyllis Kirk, is being courted by Scott's fellow officer, Lex Barker. Scott deserts the army, and Barker is ordered to bring him back. After a series of skirmishes, Scott finds the real murderer, Hugh Sanders. Unable to get help from the fort, Scott fights Sanders and his gang alone. He defeats them and returns to the camp, where he is honored. He clinches with his wife.

"Flight Nurse"

(Republic) 90 Min.

Cast: Joan Leslie, Forrest Tucker, Arthur Franz, Jeff Donnell, Ben Cooper, James Holden, Kristine Miller, Maria Palmer, Richard Simmons, James Brown, Hal Baylor.

Credits: Directed by Allan Dwan; Written by Alan LeMay.

"Flight Nurse" is a highly exploitable film, which deals with a subject that hasn't been touched before in motion pictures—the flight nurses who work on Medical Air Evacuation airplanes. The picture handles the subject well, avoiding the usual cliches typical in dramas of this sort. It has some extremely good stock footage, which is blended into the film surprisingly well. It also has an air of timeliness, perhaps due to the war atrocities sequence in the film or the graphic way the film unspools. The script gives the leads characters that both have humanity and depth. "Flight Nurse" will do okay in the general market.

STORY: Flight nurse Joan Leslie is helicopter pilot Arthur Franz's girl. Franz works with the Air Rescue squadron. Joan flies over to Korea on her first trip with Capt. Forrest Tucker. The impact of the Korean war hits her hard and she becomes determined to help all she can. She becomes one of the outstanding flight nurses. Tucker passes the word that he has fallen for her and that Franz better look to his laurels. Franz is reported missing in action and this has a shocking effect on Joan. However, when she is injured and transferred to a hospital she sees Franz. Franz proposes marriage and Joan turns him down, explaining that she is needed more working in Tucker's rescue group. She advises Franz to marry his former sweetheart and she then proceeds to join Tucker and his crew.

"Decameron Nights"

(RKO) Technicolor 87 Min.

Cast: Joan Fontaine, Louis Jourdan, Godfrey Tearle, Joan Collins, Binnie Barnes.

Credits: Produced by M. J. Frankovitch and William Szekely; Directed by Hugo Fregonese; Screen play by George Oppenheimer; Based on a treatment by Geza Herczeg; From the "Decameron" by Boccaccio.

A considerable audience, culled from both art house patrons and those who appreciate romantic suggestion in their screen fare, will be garnered by this Technicolor tale of male-female intrigue. Picture consists of three stories adapted from the "Decameron" of Boccaccio, a classic set of tales written several centuries ago in Italy and dealing with extra-marital adventures. Appearing in all three stories are Joan Fontaine, Louis Jourdan and Binnie Barnes. Their performances are spicy and zestful, in keeping with the tone of the tales. Photographed in Spain against visually appealing backgrounds, and utilizing picturesque costumes, the film boasts a quaint and winning flavor which art house audiences will appreciate. The sexy shenanigans of the proceedings are ideal for exploitation campaigns.

STORY: In Spain, Louis Jourdan, an Italian teller of tales, seeks refuge from a pillaging army in the house of Joan Fontaine, a widow whom he loves. There Jourdan tells two tales, with the underlying purpose of winning Joan's affections. The first story is about how the young wife of an old man wins the love of a swashbuckling pirate. The second shows how a young rake wins a young wife away from her older husband. Joan then tells a third story about how a young woman traps her philandering husband into a stricter observance of his matrimonial duties. Jourdan then clinches with Joan.

"The Nebraskan"

(Columbia) 3-D Technicolor 67 Min.

Cast: Phil Carey, Roberta Haynes, Wallace Ford, Richard Webb, Lee Van Cleef, Maurice Jara, Regis Toomey, Jay Silverheels, Pat Hogan, Dennis Weaver, Boyd "Red" Morgan.

Credits: Produced by Wallace MacDonald; Directed by Fred F. Sears; Screen play by David Lang and Martin Berkeley; Story by Lang.

"The Nebraskan" is a notch above the average Western. Its draggy, at times too wordy script, haltered what could have been a fast-paced western. The 3-D is well done and effective; it, plus Technicolor, adds to the overall impact of the feature. Another asset is the general excellence of the cast, all of whom turn in superior performances. The film once again underlines the fact that in Phil Carey, Columbia has a coming star of great stature.

STORY: Scout Phil Carey returns to Fort Kearney with his aide, Maurice Jara, as his prisoner. Jara is accused by Chief Jay Silverheels of killing another Indian leader. The Indians want him but Colonel Regis Toomey refuses to hand him over. Jailed along with renegade soldier Lee Van Cleef, Jara is forced to escape with him and watch Van Cleef kill three soldiers. Richard Webb and Roberta Haynes fall into Jara and Van Cleef's hands when they volunteer to help the couple. Carey shows up at Wallace Ford's lonely waystation just before the Indians, who still want Jara. It turns out that Roberta is Phil's former girl and after he, with the aid of Jara, fight off the Indians and kills Webb, who has turned coward, Roberta decides he's the man she wants. All ends well when it turns out that Silverheels is the killer the Indians want, not Jara.

"Stranger On The Prowl"

(United Artists) 82 Min.

Cast: Paul Muni, Joan Lorring, Vittorio Manunta, Luisa Rossi, Aldo Silvani.

Credits: Produced by Noel Calef; Directed and written by Andrea Forzano; Story by Calef.

The presence of Paul Muni, absent from films for several years, is a factor which may help win general audience attention for this slow-paced adventure yarn from Italy. Although the dialogue is in English (some lines are adequately dubbed) the production falls prey to a poorly contrived story which is weak in motivation and faulty in continuity. Events trace the attempt of an exile, Muni, at trying to flee one country for another. Inclusion of a murder and a chase, plus incidents involving a young boy, have apparently been aimed at creating suspense and human interest appeal. But these attempts fall short of the mark.

STORY: Paul Muni, in trying to raise money for a trip to another land from Italy, accidentally kills a woman and becomes the object of a police hunt. With the aid of Vittorio Manunta, a small boy with guilt feelings, Muni seeks his way to the port but is trapped in an apartment house. There he finds succor in the arms of Joan Lorring, who later turns against him. When Manunta almost falls from the room of the house, Muni forsakes his chance of escape to rescue the lad, and is killed by the police.

"Last Of The Pony Riders"

(Columbia) 59 Min.

Cast: Gene Autry, Smiley Burnette, Kathleen Case, Dick Jones, John Downey, Howard Wright, Arthur Space, Gregg Barton, Buzz Henry, Harry Mackin, Harry Hines.

Credits: A Gene Autry Production; Produced by Armand Schaefer; George Archainbaud; Story and screen play by Ruth Woodman.

"Last of the Pony Riders" is a better than average Autry western, due to the fact that it has a much keener story than Autry's recent films. A story of the last days of the Pony Express, the film has enough action to please the average sagebrush fan. Smiley Burnette is at his comedy best in this film with his antics paying off with chuckles throughout the film. In its market, this one should play to good returns.

STORY: Gene Autry, former Pony Express rider, is supervisor of the Buckhorn Division of the Express. He wants to establish a stage line with his boss, John Downey, but Downey still believes that the Pony Express can make it and fires Autry. With Autry no longer around, Howard Wright, Arthur Space and Gregg Barton plan to take over the mail with a secret stage line with which they are planning to replace the Pony Express. They work to smash a link in the chain of Pony Riders and choose Dick Jones as their target. He has accidents; another rider, Buzz Henry is killed, but the mail still goes through. Jones cracks under pressure, but Kathleen Case and Autry convince him to ride on. He does, and Autry turns the tables on the heavies. All ends well.

"The Man Between"

(United Artists) 100 Min.

Cast: James Mason, Claire Bloom, Hildegarde Neff, Geoffrey Toone, Aribert Waescher.

Credits: A Lopert-United Artists release; A London Films presentation; Produced and directed by Carol Reed; Screen play by Harry Kurnitz; Original story by Walter Ebert.

A modern day story of intrigue and romance which flits in setting between the eastern and western sectors of occupied Berlin is unfolded in penetrating fashion by producer-director Carol Reed in this British film. When geared to the art house clientele, the names of James Mason and Claire Bloom (Chaplin's femme lead in "Limelight") plus the topical factor of the story, should pay off considerably. For a wider audience, results will depend on how patrons will take the rather studied pace of the narrative and the sombre mood which the atmosphere generates. Suspense and action are present in "The Man Between" in quantities sufficient enough to hold the general viewer's attention for entire sequences; but there are too many slow moments, and these tend to bore away at the emotional impact of the tale. Acting, direction, locale, production and music are all of top calibre; these elements combine to give the story slick wrapping—a factor which may help at the box office.

STORY: Visiting her brother in West Berlin, Claire Bloom, an English girl, grows curious over the uneasiness shown by Hildegarde Neff, her sisten-in-law. Claire soon learns that behind Hildegarde's unease is James Mason, her ex-husband, who is illegally trafficking in politics between East and West Berlin. Mason tries to use Claire to kidnap an agent working for the West, but his plan backfires and Claire is kidnapped by an associate. Mason then attempts to clear himself by returning Claire to the West zone. Although the two elude the police and fall in love, Mason pays for his life in a border encounter.

"The Passionate Sentry"

(Fine Arts Films) 85 Min.

Cast: Nigel Patrick, Valerie Hobson, Peggy Cummins, Anthony Bushell, A. E. Matthews, George Cole, Joss Ambler.

Credits: Produced and directed by Anthony Kimmins; Screen play by John Dighton.

Art house patrons should get a fair amount of laughs out of this British farce, although they may not find it quite so funny as did London audiences, who made it a success both as a play and a film. Plot. coming from the tradition of English farces, is based on a series of misunderstandings involving people of different levels of society. Set in St. James Palace, the figures involved in the romantic escapade range from the nobility down to a lowly guardsman and his Irish sweetheart. A top-notch cast, including Nigel Patrick, Valerie Hobson and Peggy Cummins, play it with the right style and wrest most of the humor from the script.

STORY: Peggy Cummins, an Irish maid, comes to St. James Palace to find her sweetheart George Cole, a member of the guard. Cole has broken their engagement because he worships Valerie Hobson, who lives in one of the Palace houses. When Peggy sprains her ankle, Cole brings her to Valerie's house. Valerie's brother, Nigel Patrick, finds her there and starts to woo her. Valerie tries to break it up by patching things between Cole and Peggy. She only enrages her own suitor, Anthony Bushell, Cole's superior officer. Things keep getting complicated, till Valerie's father, A. E. Matthews, straightens them out. Cole ends up with Peggy, Valerie keeps her man, and Patrick goes off to Baffin Bay.

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"Queen Of Sheba"

(Pizor-Luber) DUBBING 110 Min.

Cast: Leonora Ruffo, Gino Cervi, Gino Leurini, Marina Berti, Franco Silva, Mario Ferrari, Isa Pola, Nita Dover.

Credits: An Oro Film Production; Produced by Mario Francisci; Directed by Pietro Francisci; Screen play by Raoul De Sarro, Nino Novarese, Pietro Francisci and Giorgio Graziosi; English version by Richard Heinz and Bernard Luber.

Highly expoitable because of the hugeness of the production and its Biblical theme, with scantily clad beauties as an added attraction, "Queen of Sheba" shapes up as a sprawling spectacle dubbed from Italian into English. Since all the values of the film are physical ones, it should do well in the right spots if handled correctly. Audiences will have a hard time swallowing the incredible plot of intrigue and romance at the courts of Jerusalem and Sheba, but they should be impressed by the other aspects. There are all sorts of exotic wonders to tempt the appetite—huge temples with tremendous stone idols, dancing girls, thousands of extras engaged in fierce combat, etc. And, too, in the title role, there is sensuous Leonora Ruffo, whose picture outside the theatre may be enough to draw them in. A fairly successful job has been done on the dubbing.

STORY: Gino Cervi, King Solomon, sends his son, Gino Leurini, to the court of Sheba to prevent a war between the two countries. While there, Leurini falls in love with Sheba's virgin queen, Leonora Ruffo. She returns his love but her religion forbids her marriage "till the mountain speaks." When jealous suitor Franco Silva reveals to Leonora that Leurini is on a political mission and has wooed her for that reason alone, she decides to get revenge. Her troops march on Jerusalem, and bloody war ensues. The fighting continues till Cervi convinces Leonora that his son really loves her. Leurini and Silva fight over Leonora in the mountainside, causing a landslide. Silva is killed and now that the mountain has spoken, Leonora is free to marry Leurini.

"Man In Hiding"

(United Artists) 79 Min.

Cast: Paul Henried, Lois Maxwell, Kieren Moore, Hugh Sinclair, Kay Kendall, Lloyd Lamble, Anthony Forwood, Bill Travers, Mary Laura Wood.

Credits: Produced by Alexander Paal; Directed by Terence Fisher; Screen play by Paul Tabori and Fisher.

A fair amount of suspense is generated by this rambling murder mystery, filmed in London, which should serve as good supporting fare. Film casts Paul Henreid, only familiar name, as a lawyer trying to establish innocence of a man wrongly accused of murder. Constant, but uneven, action sequences are the result, with some psychological talk thrown in for good measure. On-the-spot shooting helps create an air of authenticity for the proceedings.

STORY: When Kieren Moore escapes from a mental institution to try to find the real murderer for the crime of which he has been convicted, lawyer Paul Henried agrees to help him. Henried seeks out Lois Maxwell, Moore's wife who thinks that he escaped to kill her because she is now living with another man. Believing that the real killer is staying close to Lois, Henried manages to collect many of her business associates at a party. Then, when he brings Moore to the party, the real killer, Hugh Sinclair, gives himself away and is caught after a chase. Moore is now free, and Lois able to marry the man with whom she has been living.

●

"Yesterday And Today"

(United Artists) 57 Min.

Credits: Produced and directed by Abner J. Gresher; Written and narrated by George Jessel.

A serviceable programmer, consisting of scenes and sequences from motion pictures made here and abroad 40 to 50 years ago, plus shots of performers popular in the 1920's, is to be found in "Yesterday and Today." The footage, remarkably good considering the vintage of the content, is strung together by a commentary written and delivered by George Jessel. Narration, often loaded with gags, attempts to trace the history of the motion picture medium, but is only partly successful due to a lack of scope in the footage collected for this feature. Shown mainly are early "flickers." Some newsreel scenes of historic personalities and close-ups of Mary Pickford, Charles Chaplin, Marie Dressler, Rudolph Valentino, George Arliss, etc., round out the footage.

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"Shark River"

(United Artists) Color 80 Min.

Cast: Steve Cochran, Carole Mathews, Warren Stevens, Robert Cunningham, Spencer Fox, Ruth Foreman.

Credits: Produced and directed by John Rawlins; Original screen play by Joseph Carpenter and Lewis Meltzer.

An unpretentious but quite effective action drama, filmed with good color qualities against backgrounds of the Florida Everglades, is served up in this programmer. The narrative is played out with effective tension and frequent inserts of the suspense element. These include pursuit by the law, near brushes with Seminole Indians, danger from poisonous served up in this programmer. The narrative tion in a dugout as three men take off from a locality in Central Florida for the Gulf of Mexico and asylum in Cuba. Considerable, if not all portions of the story were shot outdoors. Performances meet indicated requirements in this offering, which should find the audience that relishes brisk action and frontier violence.

STORY: Following a lethal brush with the law, Steve Cochran, his brother, Warren Stevens, and Robert Cunningham elude a posse and take to the swamp. After many vivid experiences, during which Cunningham dies, they come upon a clearing where Carole Mathews lives with her young son and mother-in-law. A young widow, Carole is permitted to stay by the Seminoles in exchange for sewing. With the arrival of Cochran, there is fear and tension which culminates in an Indian attack. The whites depart from Shark River, make for the Gulf. After much hardship they reach the beach. Cochran, Carole and the boy head for a nearby settlement. Carole decides she will wait for Steve, who gives himself up, until he is freed.

Foreign Films

"The Unknown Lover"

(IFE) ITALIAN 104 Min.

Cast: Massimo Girotti, Milly Vitale, Eduardo Ciannelli, Gualtiero Tumiati, Paul Muller, Ludmilla Dudarova, Nina Pavese, Terese Franchini.

Credits: Directed by Raffaello Matarazzo; Screen play by Aldo De Benedetti; Based on a novel by Nicola Misasi.

"The Unknown Lover," a romantic tale of 19th Century Italy, should find its best market in Italian-speaking neighborhoods, where audiences respond best to this type of adventurous derring-do. Plot deals with the jealous rivalry of two branches of the same family, fighting for a huge inheritance. Beautiful Milly Vitale is cast as the outsider sacrificed for the good of the family, and Massimo Girotti as the dashing hero who finally saves her. It's played bravura style all the way, and there's plenty of action included in the footage to keep things interesting. Production values are good throughout, and the sub-titles are adequate.

STORY: Milly Vitale is forced to marry Paul Muller, an invalid, so that his family can have an heir. Because Muller can have no children, Milly is secretly given to Massimo Girotti for one night. Girotti doesn't know who she is, but he returns to her town five years later to try to find her. When he does learn here identity, he is afraid to reveal his secret because Milly has cursed her betrayer. Meanwhile, the rival branch of the family, headed by Edwardo Ciannelli, abducts her child. Girotti saves the girl, and, having won Milly's love, tells her that he is the father of the child. Her husband dies when the house catches fire, and Milly and Girotti ride away with their little girl.

Bamberger Urges Closer Relations In Communities

MONTREAL.—Exhibitors were advised to strengthen their community relations in every way possible by Leon J. Bamberger, sales promotion manager of RKO Pictures, when he spoke this week at the annual convention of Quebec Allied Theatrical Industries. If theatremen put their "best foot forward," they will gain the respect of the public, he argued.

The film executive also noted that show business thrives on new ideas, and theatre owners should constantly work to develop new showmanship schemes. Of these stunts, he considered most important those that are beneficial to the neighborhood as well as to the theatre.

He stressed that it is as easy to be "a great showman in a small town as well as in a metropolis." First step in this direction is to keep the theatres as clean and comfortable as the most fastidious patrons keep their homes, Bamberger stated.

At "Millionaire" Premiere





A gala two-theatre premiere was given 20th Century-Fox's second CinemaScope feature, "How To Marry a Millionaire," which opened simultaneously at the Globe and Loew's State Theatres, N. Y. C. Film stars, industry executives and other leaders of public opinion were invited to attend the initial showing of the Technicolor comedy starring Marilyn Monroe, Betty Grable and Lauren Bacall. Seen attending the Globe performance in the top picture are (l. to r.): Al Lichtman, director of distribution for 20th-Fox; George Jessel; Jane Morgan, comedienne; Mrs. Harry Brandt, wife of the theatre executive, and Ezio Pinza. Pictured at the Loew's State showing are (l. to r.): Joseph Vogel, Loew's, Inc., vice-president; Mrs. and Mr. Si Fabian, Stanley Warner president, and Sam Rinzler, president of Randforce Amusement Corp.

Convention Briefs

Techniques Featured

OKLAHOMA CITY.—New techniques and devices will be featured topics for discussion when Theatre Owners of Oklahoma, Inc., holds its 36th annual convention with a trade show at the Biltmore Hotel Dec. 7-8. Morris Lowenstein, president and general convention chairman, said that nationally-known authorities would participate in the discussions.

Serving as trade show committee chairman is Paul Stonum, Anadarko, and working with him will be E. R. Slocum, El Reno, and Ray Hughes, Heavener. Mrs. L. H. Goerke, Canton, has been named to head the ladies committee with the assistance of Mrs. Elizabeth Tucker, Guthrie; Mrs. Avece Waldron, Lindsay, and Mrs. Rhoda Cates, Seiling.

Kalver Elected

INDIANAPOLIS. — Roy Kalver has been elected president of Allied Theatre Owners of Indiana, succeeding Trueman T. Rembusch, who has become national director of the organization. Other new officers are J. R. Pell, vice-president, and Richard Lochry, treasurer.

Included on the board of directors are H. Lisle Kreighbaum, Alex Manta, W. R. Norton, Al Borkenstein, John Micu, William T. Studebaker, S. J. Gregory, D. Irving Long, Marc J. Wolf, W. H. Scheidler, Morton Weinberg, Mannie Marcus, H. P. Vonderschmitt, Beatrice Hancock and J. P. Finneran.

Also, T. L. Mendelsohn, Oscar Fine, Bruce Kixmiller, Harry Kornblum, Sam J. Switow, T. C. Baker, J. C. Weddle, Joseph W. Barr and Dale McFarland. Past presidents Sam Neall, Roy Harrold and Walter Easley automatically become board members.

Goldenson Keynoter

CHARLOTTE.—Keynote speaker for the 41st annual convention of Theatre Owners Association of North and South Carolina, to be held Nov. 22-24, will be Leonard Goldenson, AB-PT president. Also on the program will be Walter Reade, Jr., newly elected TOA president, according to Mrs. Walter Griffith, executive secretary of the group.

Other speakers set for the meeting include Herman Levy, TOA general counsel; Dick Pitts, TOA public relations director; J. Robert Hoff, Ballantyne sales manager; Nat Williams, Thomaston, Ga.; R. H. Heacock, Camden, N. J., Walter Green, National Theatre Supply president; Edward Lachman, representing the Nord Co., and Fred Matthews, head of Motiograph.

Columbia Topper Sets Sales Meets For Three Cities

First session in the three-part sales meeting scheduled by Columbia Pictures for its home office executives, sales department heads, division and branch managers, salesmen, office managers and bookers will take place Nov. 15, at the Drake Hotel, Chicago. A. Montague, general sales manager, disclosed that other sessions will be held in New York and San Francisco.



A. MONTAGUE

The sales chief, who will preside at all the meetings, said that virtually the entire field force would be in attendance. He stressed that these will not be sales conventions in the accepted sense, but that "face-to-face" meetings between executives and the field men were made "mandatory" by forthcoming Columbia releases.

Conditions Analyzed

Starting off the meetings will be an analysis of current and expected business conditions, with special attention to be given to the problems brought about by a period of change in exhibition methods. Discussions will then center on sales policies for future Columbia releases as well as the current "From Here to Eternity."

Films for which sales drives will be formulated include "The Caine Mutiny," "Miss Sadie Thompson," and "It Should Happen to You." Also to be discussed are two Alan Ladd films: "Paratrooper" and "Hell Below Zero," as well as "Hot Blood."

Following the Chicago meeting, the east coast division will convene Nov. 30-Dec. 3 at the Savoy Plaza Hotel, N. Y. C., while the west coast meeting will take place Dec. 14-17 at the St. Francis Hotel, San Francisco.

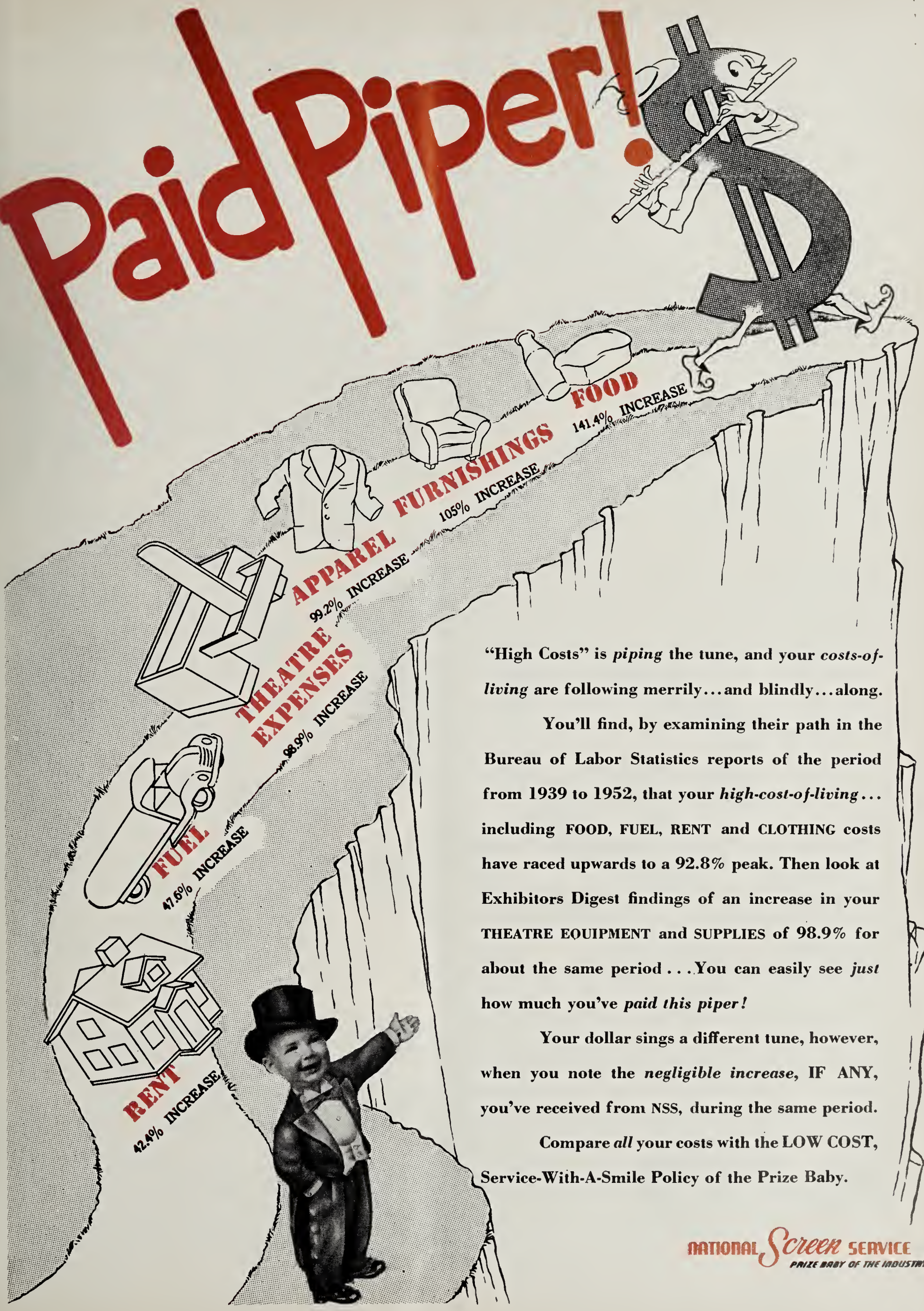
New 3-D Glasses Slated For "Cease Fire" Preem At New York's Criterion

The world premiere engagement of "Cease Fire!" the Hal Wallis production filmed with three-dimensional photography under actual battle conditions in Korea, will be viewed with new type Polaroid glasses never before used in New York, according to an announcement by Paramount Pictures, which will present the war drama at the Criterion Theatre with gala opening ceremonies Nov. 23.

The new 3-D glasses, which will be distributed to patrons, are the product of the Polaroid Corp. and are described as more comfortable and representing an important technical advance, stereoscopically, over the glasses previously employed in viewing three-dimension movies.

The glasses are the result of years of experimentation by Dr. Edwin H. Land, specialist in the optical profession.

Paid Piper!



"High Costs" is *piping* the tune, and your *costs-of-living* are following merrily...and blindly...along.

You'll find, by examining their path in the Bureau of Labor Statistics reports of the period from 1939 to 1952, that your *high-cost-of-living*... including FOOD, FUEL, RENT and CLOTHING costs have raced upwards to a 92.8% peak. Then look at Exhibitors Digest findings of an increase in your THEATRE EQUIPMENT and SUPPLIES of 98.9% for about the same period . . .You can easily see *just* how much you've *paid this piper!*

Your dollar sings a different tune, however, when you note the *negligible increase*, IF ANY, you've received from NSS, during the same period.

Compare *all* your costs with the LOW COST, Service-With-A-Smile Policy of the Prize Baby.

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

"Kate" 3-D Grosses Above Flat Totes

Tests conducted by M-G-M showed that business at the three test cities playing the 3-D version of "Kiss Me Kate" was 40 percent better than at comparable cities playing the standard version of the Technicolor musical. Film was held over for a second week at all of the experimental cities except Evansville, the company announced.

Playing the film in 3-D were Dallas, Syracuse and Columbus, while it was shown "flat" in Houston, Rochester and Evansville. Major difference came in the two Texas cities, where response was said to have been 60 percent better at Dallas than at Houston.

Federal Court Dismisses Complaint Against NSS

(*Continued from page* 5)

under copyright for which it had paid royalties.

In hailing the NSS victory, Herman Robbins, company president, stated: "I am gratified by this legal vindication. . . . We considered the attack by the poster renters an unjust one, and were determined to test our rights legally and, therefore, refused any compromise or settlement of the matter."

Robbins expressed NSS gratitude to the "exhibitors throughout the country, and exhibitor associations (who) offered their endorsement and aid . . . in recognition of its (NSS) fair policies, and we pledge a continuation of these policies for the future."

National Allied Prexy Discounts Possibility Of Merger With TOA

(*Continued from page* 8)

named honorary board chairman.

The executive committee, also headed by Starr, consists of Art Adamson, Tom Bloomer, Jack Braunagel, C. E. Cook, Ed Fabian, L. S. Hamm, Russell Hardwick, Mack Jackson, George Kerasotes, Arthur Lockwood and Morris Loewenstein.

Also Roy Martin, Martin Mullin, J. J. O'Leary, Sam Pinanski, Elmer Rhoden, J. J. Rosenfield, William Ruffin, Jr., A. Fuller Sams, Jr., Jay Solomon, Morton Thalhimer, David Wallerstein, R. B. Wilby and Nat Williams.

Chairman and co-chairman of the standing committees now comprise: research, Myron Blank and Elmer Rhoden; organization and membership, George Kerasotes and E. D. Martin; COMPO, Sam Pinanski and Pat McGee; theatre TV, Si Fabian and Mitchell Wolfson, and national legislation, Julian Brylawski.

Also, state and local legislation, Robert Bryant and Lamar Sarra; legal advisory, Herman Levy; film reviewing, H. F. Kincey; drive-in theatres, Jack Braunagel; arbitration, Robert Wilby and Alfred Starr; building and safety codes, Henry Anderson.

Others include for concessions, Herbert Hahn and Andrew Krappman; theatres and accessories, Joseph Zaro and Lucian Pope, and public relations, Elmer Rhoden and Emil Bernstecker.

In another election, Frederick C. Matthews, Motiograph vice-prexy, was named to succeed J. Robert Hoff, Ballantyne sales chief, as president of TESMA. Larry W. Davee of Century Projector Corp. was elected vice-president, and new board members are C. S. Ashcraft, H. B. Engel, W. A. Gedris, Arthur E. Meyer and L. E. Jones, retiring vice-prexy.

Other actions taken by TOA during the conclave include the decision to present scrolls to Reps. Noah H. Mason and Leo E. Allen for their help to the industry in last year's fight to remove the 20 percent Federal tax.

In connection with this effort, the group heard Pat McGee estimate that theatre closings were continuing at the rate of six a day, with more than 1,000 houses having closed since July.

Hospital Funds Sought

Another scroll was presented to Abe Montague, who accepted it on behalf of the late "Chick" Lewis for his work in TOA conventions and trade shows. Following this, Montague addressed the group, asking for funds for the industry's Will Rogers Memorial Hospital.

An appeal for the bettering of industry public relations came from columnist Hedda Hopper, while producer-director George Stevens voiced his opinion about the need for "attractions" rather than product to keep theatres in operation.

A concession forum was attended by approximately 300 exhibitors, as well as manufacturers of concession products and 23 heads of concession departments for theatre circuits. Abe Z. Bloom, committee chairman, acted as moderator for the talks, most of which centered on ice cream. Candy, soft drinks and popcorn also came up for discussion at the meeting.

Chairmen Give Reports

Reports were given by the various committee chairmen on the progress their groups had made during the past year. S. H. Fabian spoke on theatre TV; Sam Pinanski on COMPO; Joseph Zaro on theatre equipment; E. D. Martin on organization, and Bob Bryant and LaMar Sarra on state and local legislation.

Other statements were made by Jack Braunagel for his drive-in committee; Elmer Rhoden, on public relations; Henry Anderson, building and safety codes; Myron Blank, research and H. F. Kincey, film reviewing.

TOA has not announced its plans for next year's convention, but its board has decided to meet in Washington "sometime in January." TESMA has revealed that it will hold its trade show and convention in co-operation with National Allied in Milwaukee, in Sept., 1954.

Campaign For "Greatest"

A $250,000 campaign will launch American showings of "The Greatest Love," Ingrid Bergman starrer produced and directed by Roberto Rossellini, according to Jonas Rosenfield, Jr., IFE ad-pub-exploi vice-president. Concentrated regional drives are being planned to coincide with the regional saturation distribution campaign, Rosenfield stated.



ALTEC SERVICE

has the answers!



Altec Engineers assisted in the research and development of the new motion picture sound projection and techniques. Their advanced technical background and unequalled know-how work for you, when you call on your Altec Service Man to install and service your booth and sound equipment.

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An Altec Service Contract is your assurance of trouble-free operation at minimum cost —get the facts now.

161 SIXTH AVE., NEW YORK 13, N.Y. • *The finest in technical service for theatres.*

THE MAN...
THE GIRL...
THE GUN...
THE REVIEWS...



THEY'RE GREAT!

ALLIED ARTISTS
presents

"JACK SLADE"

"Big-scale...powerful...box-office bull's eye!"
—Motion Picture Herald

"Ready-made audience for any exhibitor!" —Film Daily

"Western of the super class!" —Boxoffice

"Geared to make money!"
—Showmen's Trade Review

"Offbeat western...unusual...honestly told!"
—Hollywood Reporter

"Excellent...extraordinary impact!"
—Motion Picture Daily

ALLIED ARTISTS presents

MARK STEVENS
in
"Jack Slade"
with
DOROTHY MALONE

A LINDSLEY PARSONS Production
Associate Producer JOHN BURROWS Directed by
HAROLD SCHUSTER Written by WARREN DOUGLAS



STEP AHEAD WITH ALLIED ARTISTS BRANCH MANAGERS IN THE NATIONAL

EXHI-BITS

Mass Meeting

Theatre personnel from the New York exchange area attended a special mass meeting this week at the Bijou Theatre, called on behalf of the 1953 Christmas Salute fund raising drive for the Will Rogers Memorial Hospital, Saranac Lake.

Keynoting the meeting were speeches by Robert J. O'Donnell, Abe Montague, Jimmy Nelson and Faye Emerson. Besides the Christmas Salute, other topics concerning the Rogers Hospital were discussed. Rally was called by Charles Moss, exhibitor chairman in this year's Christmas Salute.

RKO Counter-Suit

A counter-action has been filed by RKO Keith-Orpheum Theatres and RKO Theatres in answer to the anti-trust suit brought against them by Skouras Theatres, 20th-Fox, Spyros P., George P., and Charles P. Skouras. The two plaintiffs are asking $41,250,000 treble damages and the dismissal of the original suit.

Keith and RKO ask additionally that the defendants be enjoined from "attempting to monopolize and combining and conspiring to monopolize the exhibition of motion pictures in the New York metropolitan area."

Other defendants in the original suit brought by the Skouras group include RKO Radio, RKO Pictures, Warner Bros., Stanley Warner Corp., Paramount, AB-PT, Universal, Columbia and United Artists.

Portable TV Successful

Initial performance of the Snaider portable theatre television set has been judged successful enough by Sid Stern, co-owner of the New Theatre, Elizabeth, N. J., to continue his using it for Saturday sports telecasts by Box Office Television. Stern used the set at last week's telecast of the Notre Dame-Pennsylvania football game.

Attendance at the 750-seat house was reported at 620, and Stern thought that his audience liked the system enough to come back for more. For the performance, he used a 9x12 foot screen supplied by BOT because his own screen was coated for 3-D. Admission for the event was $1.25. Elsewhere, attendance at the telecast was slightly below the previous Saturday, with the Stanley Theatre, Philadelphia, doing best business.

Contest Winner

William Haver, manager of the Paramount Theatre, Des Moines, has been chosen as the winner in the over 100,000 population category for his "Take the High Ground" campaign in the M-G-M "Lucky 7" Showmanship Contest. Haver will receive $500 for the entry, and the film company will pay the cost of putting the campaign into effect.

Winner in the 10,000 to 100,000 population bracket is Lou S. Hart, manager of Schine's Avon Theatre, Watertown, N. Y. Hart will receive $250 as his reward. In the under 10,000 population division, Wayne Berkley, manager of the Richland Center, Wis., won $100 for his efforts. M-G-M will pay the costs of these campaigns also.

General Precision Offers Equity Financing Plan As Gains Are Reported

General Precision Equipment Corp. began this week an equity financing plan by which it offered 108,167 shares of $2.90 cumulative convertible preferred stock without par value to its common stockholders.

New preferred is priced at $50 per share, offered at the rate of one share for each six shares of common stock held of record Nov. 6, 1953. It is convertible at a price of $25 per share of common, and redeemable at the option of the company at $53 per share on or prior to Nov. 30, 1958.

Meanwhile, the company reported gains of 53 and 156 percent, respectively, in consolidated net earnings for the three and nine months periods ended Sept. 30, 1953, over similar periods of 1952. Increases of 30 and 75 percent were registered in sales for the same periods.

Consolidated net earnings for the three months ended Sept. 30, 1953, amounted to $814,763 or $1.24 per share of common, as against $529,321, or 80 cents per common for the third quarter of 1952. The first nine months of 1953 showed net earnings of $2,283,830, or $3.46 per share, as against $890,433 or $1.34 for the same period last year.

Sales for the quarter rose to $21,391,405 from a reported $16,416,947 for the third quarter of 1952. For the nine months, sales totaled $624,93,972 in 1953, as compared with $35,633,521 in the same period of 1952.

Decca Three-Quarter Net

Decca Records, Inc., announced consolidated net earnings for the first nine months of 1953 as $471,593 after provision of $273,041 for income tax, as against a net of $487,168 for the same period of last year. This year's earnings equal 35 cents per share on the 1,354,158 shares outstanding, against 47 cents per share on 1,035,533 shares for 1952.

TESMA-Ozoner Conclave

Negotiations are under way for the International Drive-In Theatre Owners Association to hold its scheduled spring conference in conjunction with a TESMA-TEDA equipment trade show, it was announced this week by Al Reynolds, conference topper.

Bell And Howell Makes CinemaScope Lenses

CHICAGO.—License to manufacture an improved 35mm. anamorphic lens for CinemaScope projection has been given by 20th Century-Fox to Bell & Howell Co., which developed the lens with the assistance of 20th-Fox engineers. Announcement, coming from C. H. Percy, B&H prexy, and Spyros P. Skouras, head of the film company, marks the entry of the equipment firm into the theatre supply field.

The lenses, to be sold by Bell & Howell through theatre supply houses, will list for $1,900 per pair. Limited quantities will be available in December, with volume production promised for early 1954. The new lenses will be made in mount sizes to fit all existing projection equipment, the manufacturer announced.

Two types will be produced: one for use with projection lenses from four and three-quarters to seven inches focal length, the other for use with three to four and three-quarter focal lengths.

Moropticon Equipment Free With Polalite Use

Theatres contracting with the Moropticon Co., manufacturers of a single-film 3-D process, to purchase 2,500 pairs of Polalite viewers for 12 successive months, reportedly will be given the Moropticon equipment free. Exhibitors will not have to use the Polalite viewers exclusively as long as they meet the minimum requirement, Matthew Fox, Polalite chairman has announced.

Meanwhile, mass exhibitor demonstrations of the new process are being set for the next few days in key cities in the U. S. and Canada, Fox stated. Al O'Keefe, Moropticon sales manager, said that technicians of Warner Bros., M-G-M and Universal have approved the projection system and that Hollywood has assured a supply of prints.

Publish 3-D Handbook

A 14-page operator's handbook, presenting a complete step-by-step guide for the projection of 3-D films, has been prepared by the Polaroid Corp., it was announced this week. The illustrated booklet will be distributed free to theatres requesting it.

FILMS TELEVISED OCT. 31 to NOV. 13

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
The Big Wheel	Mickey Rooney	UA 11-7-49
Bombay Waterfront	John Bentley	
Bonnie Scotland	Laurel & Hardy	MGM 8-24-35
Bridge of San Luis Rey	Lynn Bari	UA 6-1-44
Copacabana	Groucho Marx	UA 12-27-49
D.O.A.	Edmond O'Brien	UA 5-21-47
The Fabulous Joe	Marie Wilson	
Forced Landing	Eva Gabor	Para. 7-3-41
Out of the Storm	Lois Collier	Rep. 9-15-48
Power Drive	Richard Arlen	Par. 6-4-41
Road to Alcatraz	Grant Withers	Rep. 7-11-45
Secrets of Scotland Yard	Edgar Barrier	
Sword of the Avenger	Sigrid Gurie	Eagle Lion 6-2-48
The Thoroughbred		Tiffany Pic. 8-3-30
Thunder Rock	James Mason	English Films 9-14-44
Underground Secrets	John Hubbard	
Valley of the Zombie	Ian Keith	Rep. 6-5-46
Who Killed Cock Robin	Virginia Grey	UA 5-5-48
Women Aren't Angels	Robertson Mare	
Women In War	Wendy Barrie	Rep. 5-27-40

STUNTS SELL PICTURES



— 1 —



— 2 —

SCOREBOARD

Ingenuity in plugging runs of pictures was exerted by theatremen when (1) James Allard, Interstate's Palace, Dallas, mgr., (center) had a girl in Mexican garb distribute cards with centavo coins and playdate copy for Warner Bros.' "Blowing Wild" (2) San Francisco's Fox used an "Indian" for United Artists "War Paint" (3) Carl Ferrazza, Keith's Cincinnati, mgr., keyed Universal-International's "All American" on a gridironed lobby panel (4) Denver and Esquire, Denver, had girls don Highland Scot costumes for Warner Bros.' "Master of Ballantrae" (5) Shea, Toronto, tied in with a jeweler's contest, sent models on street tours for 20th-Fox's "Gentlemen Prefer Blondes" (6) Mayfair, New York, brought Al Brosch, golfing pro, to lobby for patron lessons on behalf of Paramount's "The Caddy."



— 3 —



— 4 —



— 5 —



— 6 —

MANY THANKS TO THE EXHIBITORS

Best Wishes

GREGORY PECK



TOP EXHIBITORATINGS

of

1952-1953

ten money



1

SHANE
(Paramount)



3

COME BACK, LITTLE SHEBA
(Paramount)



4

THE QUIET MAN
(Republic)



7

THE BAD AND THE BEAUTIFUL
(M-G-M)



8

PETER PAN
(Disney-RKO)

top pictures



2 THE SNOWS OF KILIMANJARO
(20th-Fox)



5 HANS CHRISTIAN ANDERSEN
(Goldwyn-RKO)



6 HIGH NOON
(Kramer-United Artists)



9 MOULIN ROUGE
(Huston-United Artists)



10 SCARED STIFF
(Paramount)

ten money



1

Gregory Peck



3

Dean Martin & Jerry Lewis



4

Gary Cooper



7

Alan Ladd



8

Kirk Douglas

top actors



2

John Wayne



5

Danny Kaye



6

Burt Lancaster



9

Robert Taylor



10

James Stewart

ten money

1



Marilyn Monroe



3

Rita Hayworth



4

Ava Gardner



7

Esther Williams



8

Jane Russell

top actresses



2 Shirley Booth



5 Susan Hayward



6 Lana Turner



9 Joan Crawford



10 Jane Wyman

ten money



1

Hal Wallis



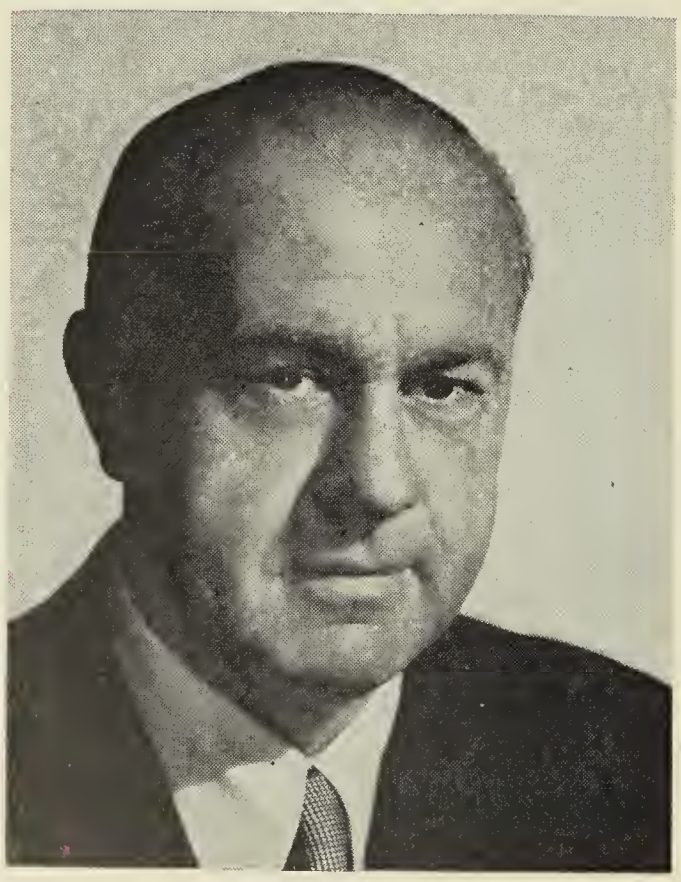
3

John Ford



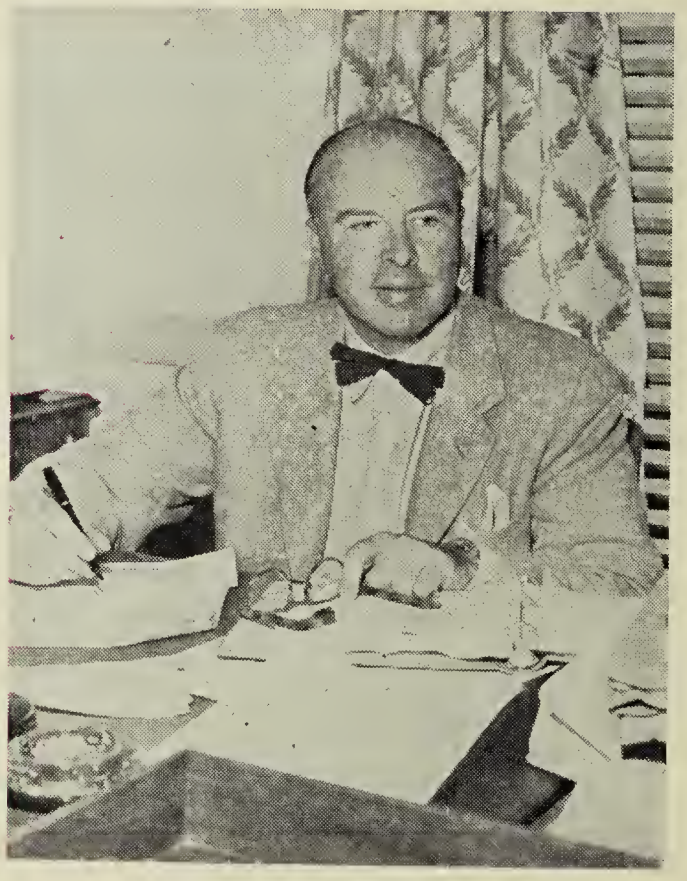
4

Walt Disney



7

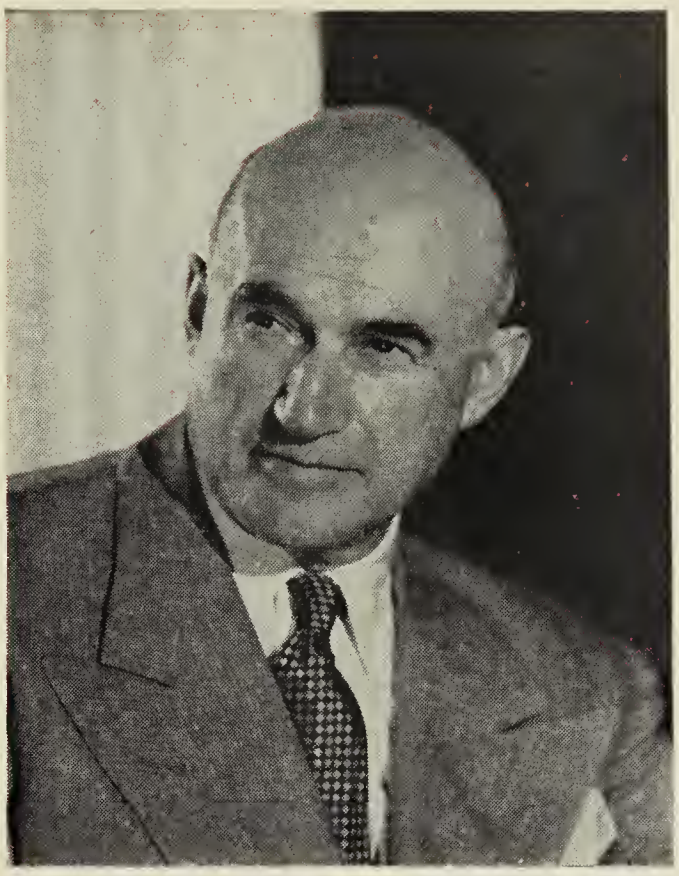
Sol C. Siegel



8

John Houseman

top producers



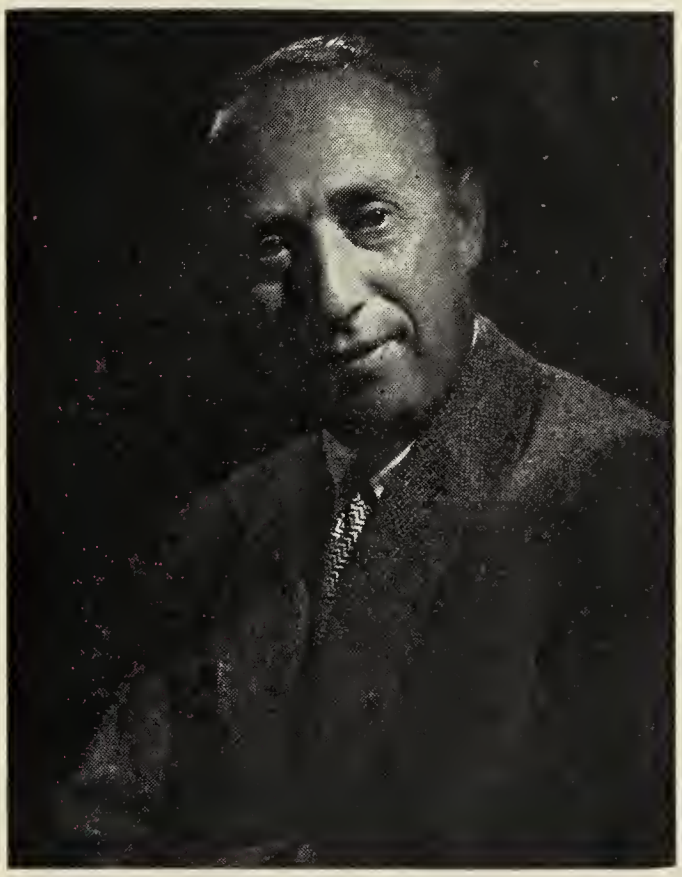
2

Samuel Goldwyn



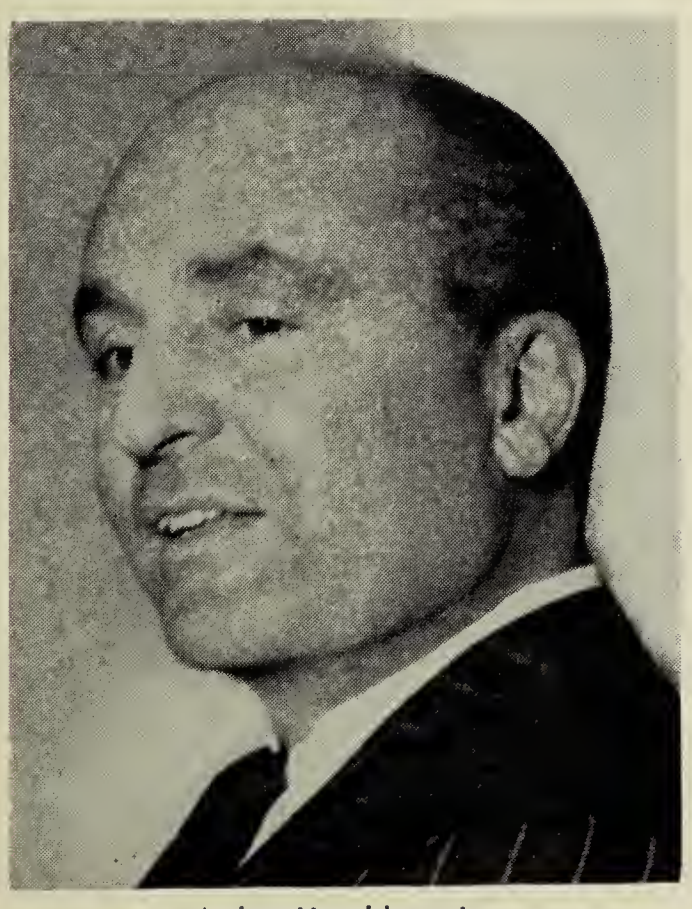
5

Darryl F. Zanuck



6

Joe Pasternak



9

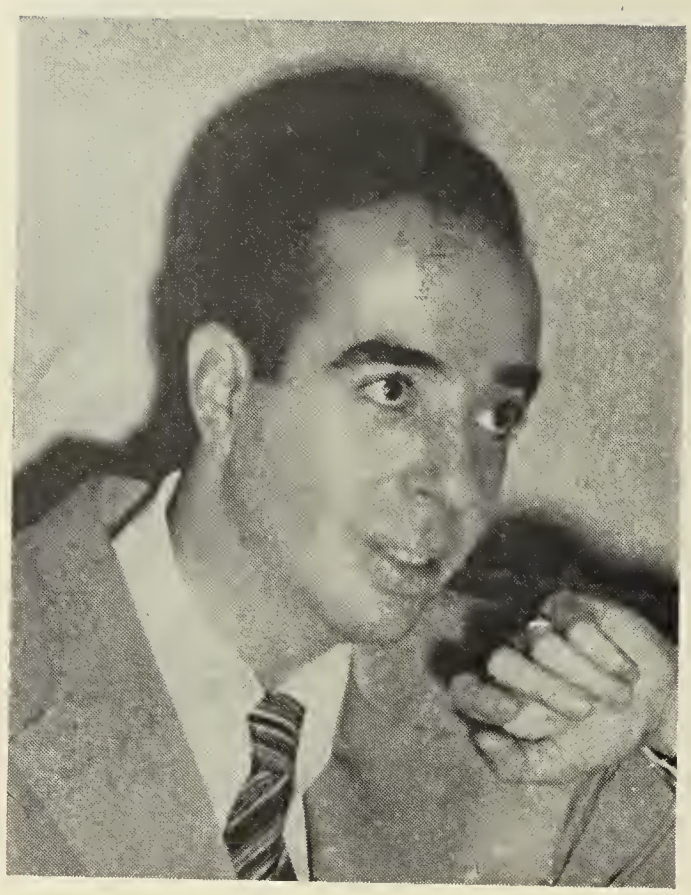
Arthur Hornblow, Jr.



10

Charles Brackett

ten money



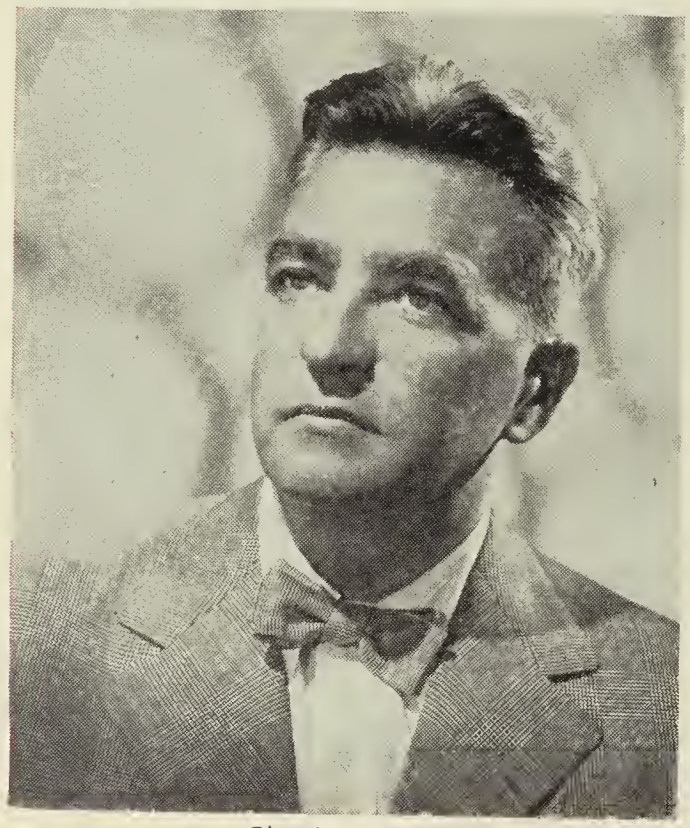
1

Vincente Minelli



4

William Dieterle



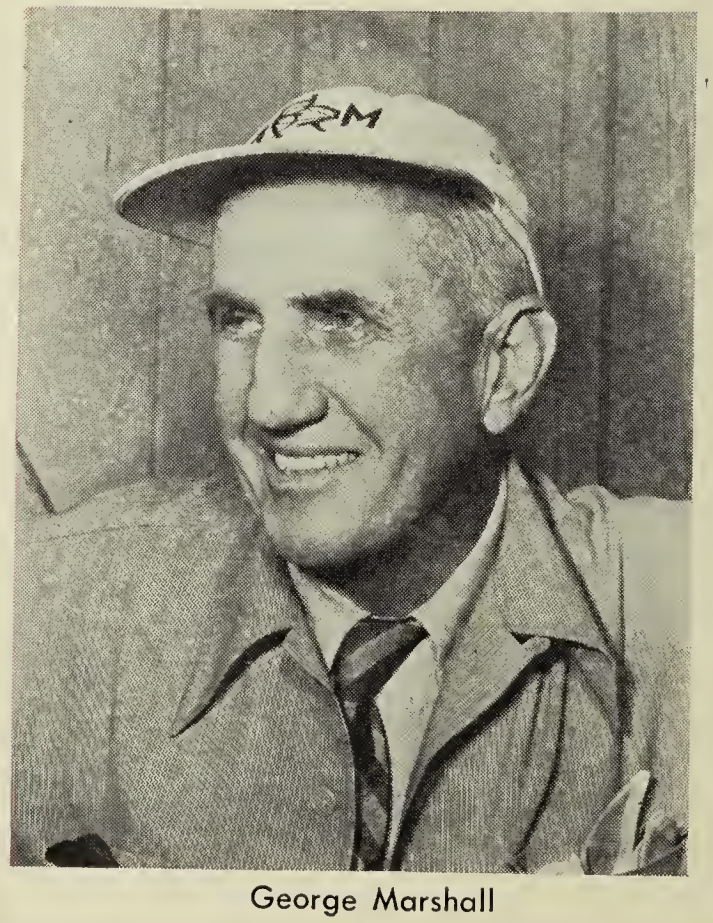
3

Charles Vidor



7

Michael Curtiz



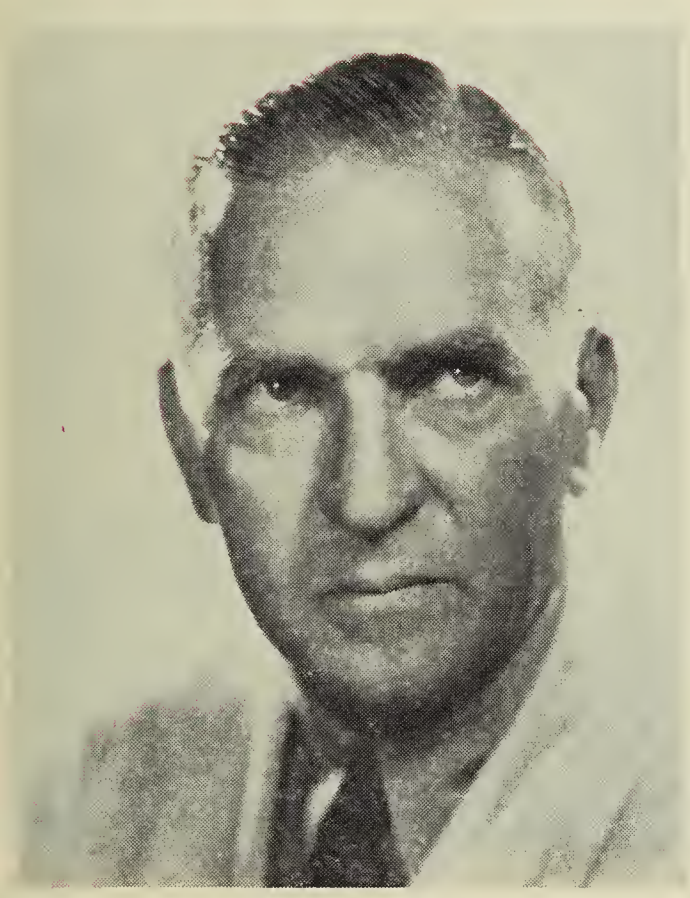
8

George Marshall

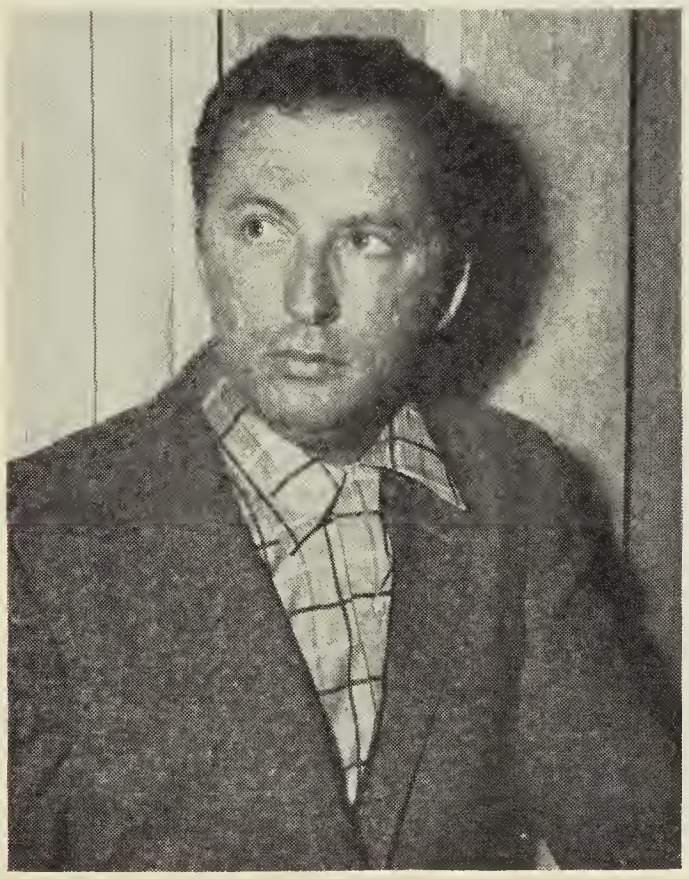
top directors



2 Fred Zinnemann



5 Henry King



6 Daniel Mann



9 Richard Thorpe



10 Mervyn Leroy

ten money



1

Roy Rogers



3

William (Hopalong) Boyd



4

William Elliott



7

Dale Evans



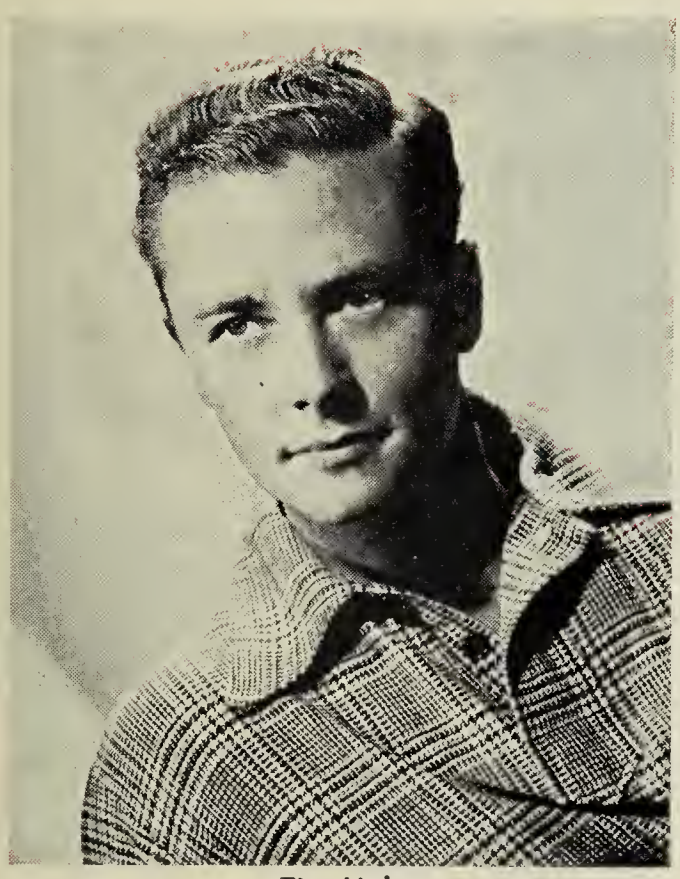
8

Allan "Rocky" Lane

top cowboy stars



2 Gene Autry



5 Tim Holt



6 Rex Allen

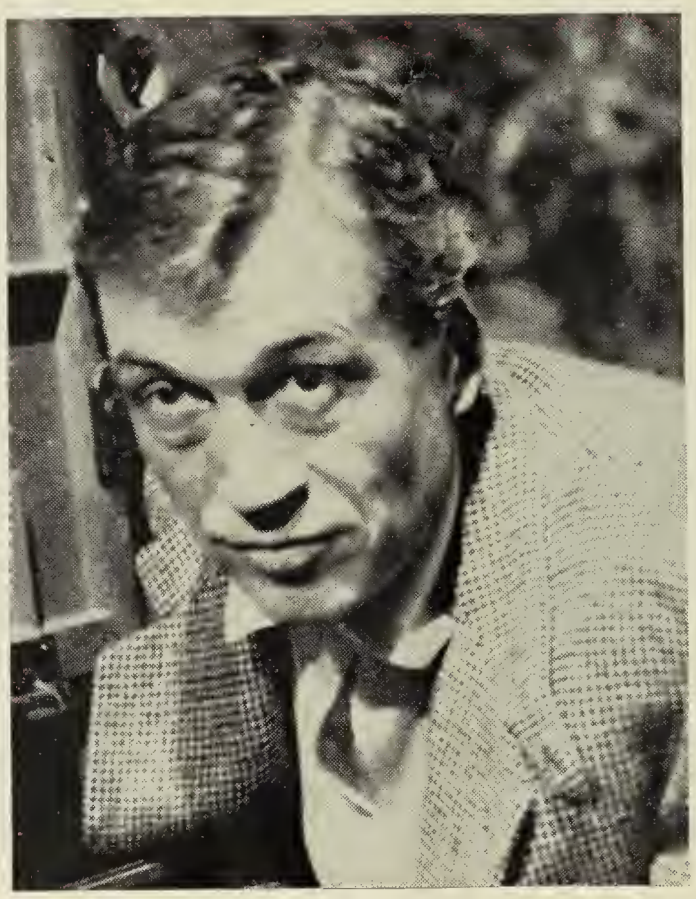


9 Smiley Burnette

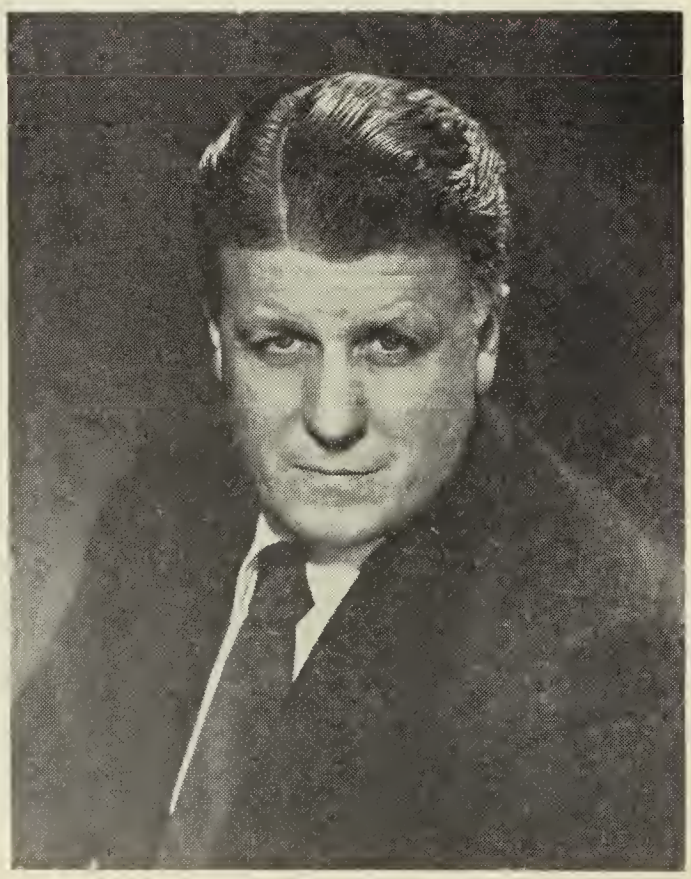


10 Whip Wilson

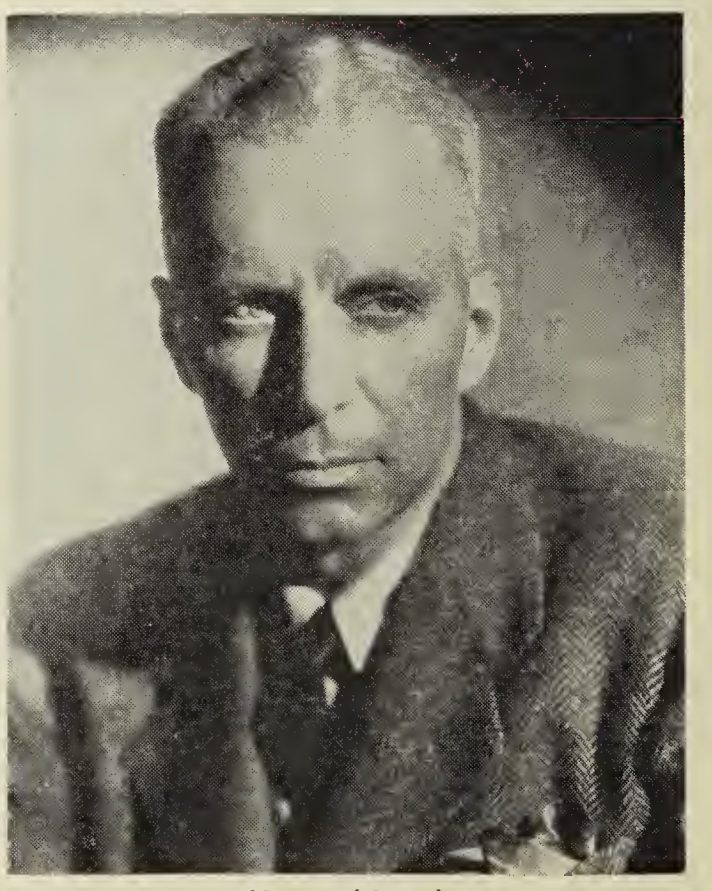
top money producer–directors



John Huston



George Stevens



Howard Hawks

most promising personalities

MALE


Jack Palance


Robert Wagner


Jeffrey Hunter

FEMALE

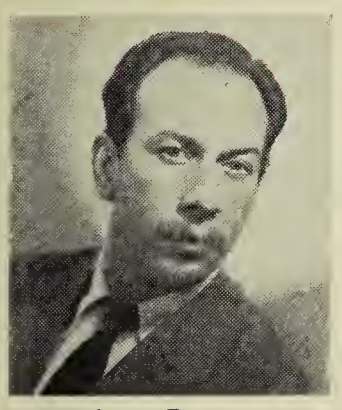

Audrey Hepburn


Rosemary Clooney


Elaine Stewart

top dramatic performance

Actor


Jose Ferrer


Burt Lancaster


Kirk Douglas

Actress


Shirley Booth


Joan Crawford


Lana Turner

top comedy performance

Actor


Martin & Lewis


Donald O'Connor


Bob Hope

Actress


Marjorie Main


Debbie Reynolds


Thelma Ritter

Top foreign films . . . . . 1. Anna 2. The Ways of Love 3. The Young and The Damned

Top money shorts . . . . . 1. Tom & Jerry 2. Disney Cartoons 3. Mr. Magoo

Special Editors' Awards

Council of Motion Picture Organizations

Trueman Rembusch
Samuel J. Pinanski
Al Lichtman
Robert W. Coyne
Col. H. A. Cole
Pat McGee
Charles McCarthy

For uniting the industry in a great and continuing campaign to rid the trade of the 20 percent Federal admissions tax.

Simon H. Fabian and Samuel Rosen

For their momentous enterprise in acquiring and expanding the Cinerama organization.

Society of Motion Picture and Television Engineers

For efforts on behalf of its officers and members to effect a semblance of order surrounding the production and exhibition of stereoscopic and aspect ratio films.

Henri Chretien

The French professor and scientist, whose inventive genius developed the revolutionary lens which embodies the CinemaScope principle.

United Artists

For a phenomenal financial recovery, and for supplying exhibition with quality and quantity product when most needed.

Bing Crosby

Who, with his performance in "Little Boy Lost," brought dramatic vitality and human warmth to a great audience.

George Pal

For maintaining his crown as master of the science fiction motion picture with "The War of the Worlds."

Ronald Reagan

As an industry spokesman and symbol for the honest, devoted Hollywood artist; continuing to grace the foreground in Hollywood's constant public relations program.

Irwin Allen

For producing the top documentary feature of the year, which also won an Academy Award, "The Sea Around Us."

Bob Hope

For maintaining his position of good will ambassador of the industry, and giving selflessly of time and talent for countless worthy causes.

Edmund Grainger

Whose consistent money-making pictures for RKO-Radio have been imbued with high talent and imagination, plus a wealth of entertainment value.

John Wayne and Robert Fellows

For organizing an independent production enterprise which has helped broaden the scope of filmaking.

Randolph Scott and Harry Joe Brown

Who continue to provide exhibition with high calibre, large scale outdoor dramas and westerns with forceful portrayals and masterful productions, respectively.

Milton Gunzburg

For pioneering, with his Natural Vision concern, in three-dimensional film techniques.

Robert L. Lippert

For deft showmanship in merchandising and exploiting his motion pictures to the public.

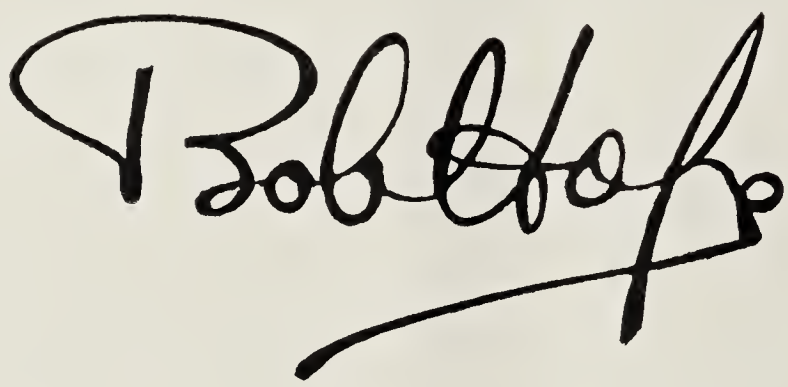
Carl Dudley

For developing Vistarama, thereby expanding with a new technique the horizons of the screen.

"Thanks to the

INDEPENDENT EXHIBITORS"

John Wayne



"THANKS"

Bing



No. 1 Western Star 10th Consecutive year

ROY ROGERS

"King of the Cowboys"

and TRIGGER

"Smartest Horse in the Movies"

Radio and TV — NBC
Sponsor Post Cereals

RCA Victor Recording Artist
Rodeos and Personal Appearances

Commercial Tie-Ups
ROY ROGERS ENTERPRISES
1418 N. HIGHLAND AVE.
Hollywood 28, Calif.

Exclusive Management
ART RUSH, INC.
1418 N. HIGHLAND AVE.
Hollywood 28, Calif.

Public Relations
A. L. RACKIN
1418 N. HIGHLAND AVE.
Hollywood 28, Calif.



DALE EVANS

"Queen of the West"

Radio and TV — NBC
Sponsor Post Cereals

RCA Victor Recording Artist
Rodeos and Personal Appearances

Commercial Tie-Ups
DALE EVANS ENTERPRISES
1418 N. HIGHLAND AVE.
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Public Relations
A. L. RACKIN
1418 N. HIGHLAND AVE.
Hollywood 28, Calif.

THANKS AGAIN, EXHIBITORS
FOR THIS HONOR

DEAN MARTIN and JERRY LEWIS

The Natural Vision Corporation

MILTON GUNZBURG, President

Allied Artists

Congratulates

Wild Bill ELLIOTT

NOW voted in 4th place



AMONG ALL WESTERN STARS BY THE NATION'S INDEPENDENT THEATRE OWNERS



...and Coming Soon!

WILD BILL ELLIOTT in "BITTER CREEK"

Allied Artists PRODUCTIONS

THANK YOU, EXHIBITORS,

MICHAEL CURTIZ

"White Christmas"

Thank You, Exhibitors

for honoring

VISTARAMA

CARL DUDLEY

"Ronald Reagan"

THANK YOU FOR THE

EDITORS' SHOWMANSHIP

AWARD

Robert L. Lippert

Now in Release

"SINS OF JEZEBEL"

Warner Advises Big, Few Pictures

HOLLYWOOD.—Fewer pictures with bigger budgets are the stepping stones to the continued prosperity of the motion picture industry, Jack L. Warner told the Screen Producers Guild at a closed-session general membership meeting last week.

"Instead of producing 42 pictures a year —shoot 16," the production executive explained, " but throw the budgets for those 42 into the 16."

Warner warned Guild members that the worldwide motion picture public has tired of the "sameness" in films and pointed out that the big grossing films today are those that are not patterned after repeated previous pictures of the same story or style."

"It is a day of big pictures," he said. "Producers can no longer turn out a cheap film and expect even a small profit. The exhibitors are wise and the public is even wiser. Mediocre pictures they can see on television for free.

States Own Opinion

"That's the way I see it, speaking from my own point of view," Warner said. "I am not speaking for the industry. There's too many doing that, I mean the self-appointed ones, of course."

"The only synonym for success is work," Warner said. "And work we must all do if our industry is to remain the world's greatest medium for mass entertainment."

Warner expressed extreme optimism in the CinemaScope process adopted by his studio for the next film geared to start. "Our dailies in CinemaScope for 'A Star Is Born' are outstanding," he stated. "I am not gifted to see into the future but I think this well may be it."

Membership ironed out details for the Nov. 22 Milestone Dinner honoring Darryl F. Zanuck at the Statler Hotel in concluding business for the evening.

'Faces' For CinemaScope

"New Faces," the Broadway musical review, will be produced in CinemaScope and photographed in three-color Eastman for 20th Century-Fox release by E. L. Alperson's National Pictures Corp. through a deal closed with Berman Swarttz, who will coproduce, it was disclosed last week.

Title Changes

Warner Bros.: **"Murders in the Rue Morgue"** is the new title for "The Phantom Ape." (Stars Karl Malden, Claude Dauphin, Patricia Medina and Steve Forrest; Roy del Ruth directs).

Allied Artists: **"Paris Playboys"** is the new title for "Paris Bombshells." (Stars Leo Gorcey and Huntz Hall; Ben Schwalb produced).

20th Century-Fox: **"The Siege of Red River"** is the new title for "Gatling Gun." (Stars Van Johnson and Joanne Dru; Leonard Goldstein produces).

Jules Levey: **"La Lupa"** is again the title of "The She-Wolf." (Stars Kerima; Carlo Ponti-Dino de Laurentiis produced).

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Sam Zimbalist was assigned by studio head Dore Schary to start immediate preparations for the production of "Ben Hur," which heads the list of M-G-M's big-scale pictures for 1954. Now in London readying the start of "Beau Brummell," Zimbalist will be joined this week by screen writer Karl Tunberg for the preliminary story conferences. Tunberg will then proceed to Italy to do personal research for the screen play. Zimbalist's record includes such hits as "Quo Vadis," "Mogambo" and "King Solomon's Mines." Tunberg's most recent screen play is "Beau Brummell."

* * *

Shelley Winters was set by Universal-International for the top starring role in "Playgirl," a story of a small town girl who becomes the owner of a fashionable New York night club. This assignment is Miss Winters' first since she completed costarring with Alan Ladd in the Technicolor "Saskatchewan." Albert J. Cohen will produce the film, which is scheduled to go befor the cameras sometime in December. Robert Blees is writing the screen play from an original story by Ray Buffum.

* * *

Robert Wise is heading for Rome to start preparations for the filming of Warner Bros.' "Helen of Troy." The director expects to be in Europe about four weeks before returning to his desk at Warners. He goes back to Rome when the $6,000,000 production in CinemaScope gets underway late in the year. . . . Van Heflin has been signed by producer Leonard Goldstein to star in "The Raid," Panoramic Productions' Technicolor historical drama which will be released by 20th Century-Fox. Heflin will play an American patriot involved in the underground political operations throughout New England in the 18th Century.

* * *

Rudy Mate was signed by Universal-International to direct "Men of Iron," which will be Robert Arthur's first picture under his recently signed producer contract. The picture will be filmed in Technicolor and is scheduled to go before the cameras late this year. Adapted from the novel by Howard Pyle, "Men of Iron" is a 15th Century adventure story set in England. Oscar Brodney is now working on the screen play.

* * *

Panoramic's "Princess of the Nile" tees off Nov. 16. The Technicolor adventure romance starring Debra Paget, Jeff Hunter and Michael Rennie will be under Harmon Jones' direction. . . . Silvana Mangano, who has just completed a stellar role in "Ulysses," the Technicolor production to be released by Paramount next year, said in Rome that she has no plans to come to Hollywood for motion picture work. She stated: "I am under an exclusive contract to the firm of Ponti-de Laurentiis until 1960." . . . Lee Sholem has been signed by Sam Katzman at Columbia to direct "Jungle Man-Eaters," the last in the 1953 series of "Jungle Jim" films starring Johnny Weismuller, which is slated to go before the cameras Dec. 8.

"Digby," the best-selling novel by David Walker, was purchased by M-G-M and will be produced as one of the company's most important pictures for 1954. Studio head Dore Schary set Spencer Tracy for the starring role of Digby P. Ross II, the business tycoon. . . . The second major production agreement reached under Republic's new plan for financing independent producers was consummated between Herbert J. Yates, Republic president, and Nepix Corp. whereby Nepix will make "Blood on the Stars" for Republic release. The picture is scheduled to go before the cameras soon in Mexico City with an American cast and will be filmed in Trucolor under the direction of George Bruce, of Nepix, who wrote the original story.

* * *

Plans for the industry's first production of a television play as a feature length picture was announced by Harold Hecht with the purchase of "Marty," the New York Critics Award TV play, for Hecht-Lancaster Productions. Paddy Chayefsky, author of the original TV story, has been signed to write the screen play and the picture will go into production in New York in May. "Marty" was presented originally on the Philco-Goodyear Television Playhouse and received unanimous plaudits from the nation's video critics.

* * *

Guy Trosper, who just completed scripting "Rose and the Flame" for Universal-International, has been signed by the studio to write the screen play on "Dolly Hessian," adapted from the novel by MacKinlay Kantor. Ted Richmond will produce both films. . . . Mickey Spillane plays a whodunit author who detects and whose name is Mickey Spillane in Wayne-Fellows' "Ring of Fear." . . . Walter Wanger signed Academy Award-winner Dmitri Tiomkin to do the musical score on Allied Artists' "Riot in Cell Block 11," which Don Siegel directed with Neville Brand, Emile Meyer, Frank Faylen and Leo Gordon. . . . Robert Mitchum has been set for the co-starring role with Debbie Reynolds in RKO's "Susan Slept Here." Frank Tashlin is set to direct with Harriet Parsons producing.

* * *

Treasure Island Productions, a new producing company, has been formed by Joseph Kaufman, Robert Newton, Byron Haskin and Martin Rackin to make a series of Robert Louis Stevenson's "Treasure Island." First of the series, "Adventures of Long John Silver," will be filmed in color for wide screen starring Robert Newton with Haskin directing and the script written by Rackin.

* * *

Ann Miller was set to co-star with Esther Williams, Janet Leigh and Debbie Reynolds in "Athena," the color musical which will go before the cameras in January. She plays one of the seven beautiful sisters whose heads and hearts are ruled by numerology and astrology in the picture, which will be directed by George Sidney with Joe Pasternak producing.

(*Continued on next page*)

Hollywood Gears To Produce Its Best Pictures: Rosenberg

"I have a theory about pictures," Frank Rosenberg said in his 20th Century-Fox office. "The business we are in now is very much like Broadway. There was a time when a fair play would run on Broadway. For the past 15 years, it hasn't been true there and isn't true in motion pictures anymore. Mediocre films are available free on TV. Every time you get up to bat now, you have to make a good film. There is no future for an indifferent picture. The motion picture public goes to see films that have something different, and each has a point of view."

Rosenberg just produced "King of the Khyber Rifles" for 20th-Fox, which stars Tyrone Power, Terry Moore and Michael Rennie. It was lensed in CinemaScope, in Eastman color processed by Technicolor. The producer feels that this film will "make CinemaScope even more impressive."



FRANK ROSENBERG

Title Bought Earlier

The story behind the making of "Khyber Rifles" is an interesting one. Talbot Mundy wrote a novel with that title and it was made into a John Ford movie called "The Black Watch" some years back. The title, however, was left over and from 1938 to 1943, 20th-Fox tried to do a film with the name. After awhile, the idea was abandoned.

In 1952, the idea was revived by Darryl Zanuck and an original story was developed to fit the title by Harry Kleiner. Ivan Goff and Ben Roberts wrote the screen play.

The picture deals with the adventures of Tyrone Power as the commanding officer of a cavalry group called "the Khyber Rifles." The action takes place in 1857. Power's general is played by Michael Rennie and the general's daughter, Terry Moore.

Rosenberg is one of Hollywood's youngest producers. He was 35 years old when he was brought to Darryl Zanuck's attention in 1949 by producer-director Otto Preminger. His first assignment after being placed under long-term contract to 20th-Fox was as Preminger's associate producer on "Where The Sidewalk Ends," a story which he helped adapt to the screen. Shortly thereafter he was given full status; his first picture being "The Secret of Convict Lake."

Wrote Publicity Stories

Rosenberg attended Columbia University and during a summer vacation got a job in the New York office of Columbia as an office boy. He wrote a 10,000 word novelization of a Columbia picture, "Virtue," which was published; and at 18 years old he became a publicist.

In 1941, he was made exploitation director of Columbia and in 1942 was appointed national advertising and publicity director of the company.

In 1945, he came to Hollywood as Columbia's publicity director. After two years in this capacity he quit to enter independent production as an associate producer with Monty Schaff Productions.

He bought the picture rights of William L. Stuart's novel, "Night Cry," which became the screen play, "Where The Sidewalk Ends," and was the origin of his introduction to 20th Century-Fox.

After his work on "Khyber Rifles" is completed, he will leave 20th-Fox for his own independent company, Frank P. Rosenberg Productions. He is negotiating for two novels which will be made abroad under his banner and has just purchased a story that appeared in the July "Cosmopolitan" magazine, which he feels has tremendous screen possibilities. It is called "The Lion," by Eleanor DeLamater.

He describes it as "a strong and violent love story." He intends to get the screen play done first and then acquire his top male and female leads, both of which will be name stars. Speaking of "The Lion," Rosenberg said: "this is different. It has what a successful film must have, an area of identification for an audience."

Wants Top Talent

His company will hire top writers, top directors and top players, he stressed. "The only chance a film has today is to be custom made."

"There will always be pictures," he pointed out. "We are on the threshold of an era of the best films Hollywood has ever made. We can't afford to be lazy or careless. We have to be inventive in making pictures today."

Rosenberg intends to make two features a year under his banner. He believes that this is almost an independent production era; it is the era of the quality independent producer. Everybody is available to the indie producer, he cited. "However, it's a time when the independents can't compete in purchasing a big story that has a prohibitive price tag on it."

Grace Kelly For "Toko"

Grace Kelly, whose Hollywood rise has been stratospheric in the last few months, has been signed by William Perlberg and George Seaton to co-star with William Holden, (whose wife she will play) Fredric March, Mickey Rooney and Robert Strauss in James Michener's "The Bridges at Toko Ri" for Paramount release.

HOLLYWOOD

(*Continued from preceding page*)

Universal-International lifted its option on Marcia Henderson, who recently completed a starring role with Edward G. Robinson, John Forsythe and Kathleen Hughes in "The Glass Web." . . . The scripting team of Mel Shavelson and Jack Rose are at work preparing the screen play of "Some of These Days," the Sophie Tucker film biography in which Betty Hutton will star and which Charles O'Curran will direct. The property is owned by Miss Hutton and is being geared for a start early next year.

* * *

Joel McCrea and Mari Blanchard were set by Universal-International to co-star in the Technicolor production, "Wild Horse Canyon," adapted from the novel by Les Savage, Jr. The assignment marks the first teaming of McCrea and Miss Blanchard, one of the studio's rising young stars. The film is a story of the old west and deals with the attempts of McCrea and Miss Blanchard to capture and tame a wild stallion. John W. Rogers is producing and Jesse Hibbs directing from the screen play of Geoffrey Homes.

* * *

Constance Smith has been signed by Robert Goldstein to co-star opposite Richard Conte in "Tiger By The Tail," which will be filmed in London, starting in January. The film will mark the first on a free lance basis for Miss Smith, whose release from her long term 20th-Fox contract became effective on completion of "Man in the Attic," in which she co-starred opposite Jack Palance. . . . Elaine Stewart was named for an important role in "Brigadoon," CinemaScope filming of the Broadway musical hit. Vincent Minelli directs and Arthur Freed produces.

* * *

Fredric March has been signed by William Perlberg and George Seaton for the star role of Admiral Tarrant in their forthcoming production of James Michener's "The Bridges of Toko-Ri." Mark Robson will direct the film. . . . From Columbia comes the news that Phil Karlson has been signed to direct the Technicolor western, "The Wood Hawk," the picturization of Leo Katcher's best selling novel in which Robert Francis and Donna Reed have the principal roles. Lewis J. Rachmil produces. Beverly Garland has been signed by Sam Katzman at the same studio to play the romantic lead opposite Barry Sullivan in "The Miami Story," which Fred F. Sears is directing. Luther Adler and Adele Jergens are also featured.

Rochemont To Produce Second Cinerama Picture

A contract has been signed for Louis de Rochemont and Associates to make the second production in the Cinerama process, according to Simon H. Fabian, president of Stanley Warner Cinerama Corp. Production will start immediately on the film, to be titled "The Thrill of Your Life."

De Rochemont explained that the film will be a "human drama" with an unusual story line and action covering a large portion of the globe.

REGIONEWS

ALBANY

Stanley-Warner's Strand began installation of CinemaScope equipment for opening of "How To Marry A Millionaire," on Nov. 18. . . . Schine theatres in Amsterdam, Gloversville, Watertown, Glens Falls and Oneonta are scheduled to play "The Robe." . . . Ray Pollack, Schine booker for the Albany district, snffered injuries in an auto accident which required hospitalization.

New lessee of the Crane, Schenectady, is John Borgin, not Brogin as previously reported. . . . Just as "Martin Luther" was set for dates at the S-W Ritz, Albany, and Fabian's Plaza, Schenectady, The Evangelist, official weekly of the Albany Catholic Diocese, printed a page 1 article labeling the picture "more anti-Catholic than pro-Lutheran." Albany Federation of Churches and Schenectady County Council of Churches endorsed the film. . . . Van Curler Broadcasting Corp. took temporary office space in the Strand Theatre building. Treas. Paul Jacobson and Richard B. Wheeler are in charge. . . . Schine's Rialto played "The Moon Is Blue" under an "adults only" policy. The picture has not yet been screened in Albany, Troy and Schenectady.

ATLANTA

Six motion picture companies have filed percentage suits in Bartow, Fla. circuit court against James L. and Julia E. Rualerson, operators of the Outdoor Theatre, seeking damages of $30,000. Identical complaints, covering period since 1949, were entered by Paramount, Warners, Loew's, RKO, Columbia and UA. . . . Owner W. B. Young announced the closing of his High Springs Drive-In at High Springs, Fla. . . . N. B. Mills, owner of the Mills Theatre, Moultrie, Ga., opened his new radio station WMTH. . . . Paramount Exchange moved into new quarters on Luckie St. . . . Joe Stuches, owner and mgr. of the Highway Six Drive-In, Cedartown, Ga., together with seven local and one Rockmart merchant, featured a contest offering a 7-day all expense trip to Florida.

A request by Mrs. Alice L. Eckhardt to locate a drive-in in the vicinity of Chattahoochee Ave. and Plymouth Rd., was turned down by the Atlanta Planning Board following protests of nearby residents. . . . Thieves who broke into the Hyde Park Drive-In, Hollywood, Fla., forced open the door of the projection room and took $1,500 worth of theatre equipment. . . . Two armed men held up the Twin City Drive-In at McCaysvilla, Fla., managed by Bud Abbott, and escaped with all the boxoffice receipts. . . . Members of Motion Picture Exhibitors of Florida will be addressed by a representative group of industry execs, including Dr. Wm. H. Alexander, Oklahoma City; Herman Levy, TOA counsel; Dick Pitts, TOA public relations; Lamar Sarra, Jacksonville attorney, and Nat Williams, Thompsonville, Ga. Event is the annual convention in Jacksonville, Fla., Nov. 15-17, Roosevelt Hotel. . . . Buying and booking for the 300-car Rio Drive-In, Adel, Ga., just opened, is being handled by Exhibitors Service of Jacksonville.

Ted Munson was appointed mgr. of the Grand Theatre, Winter Garden, Fla., replacing J. J. James, now managing the Twinkle Star Drive-In there. . . . Extensive alterations and redecorations are planned for the Beacham Theatre, Orlando, Fla., managed by Vernon Hunter. . . . A coroner's inquest was conducted into the death of Grover C. Partee, 31-year-old mgr. of the Starlight Drive-In, who was found shot through the head. . . . The FCC has received application for a TV station from LaGrange Broadcasting Co., which filed for a channel 50 station in LaGrange, Ga. The company operates radio stations WLAG and WLAG-FM. . . . John Thomspon, formerly with Columbia Pictures here, is now owner of the Showplace Theatre, Augusta, Ga. . . . Wm. Richardson, Astor Pictures prexy, announced purchase of eight Range Busters, formerly handled by Monogram.

December will be "Dave Prince Month" in this territory, as RKO's four branches in the southeastern district join forces to pay tribute to their chief. Ira Stone, Atlanta branch mgr., will be drive leader. . . . David Katz, Kay Exchange, back home after a spell at the hospital. . . . J. D. Young just opened his 250-car ozoner at High Springs, Fla. . . . Plans for a 500-car deluxe drive-in have been completed by H. B. Garner, pres. of Talgar Theas. . . . Martin & Thompson will soon have their new 400-car ozoner at Baxley, Ga.



Harry Brandt, pres. of Brandt Theatres, receives a plaque "in recognition of his contribution to the community" at the Motion Picture Industry and Cinema Lodge of B'nai B'rith dinner on behalf of the Joint Defense Appeal, at which he was guest of honor. L to R: Al W. Schwalberg, Paramount distribution head; Brandt; Edmund Waterman, co-chairman of JDA; Max E. Youngstein, United Artists v.p.; William J. German, drive chairman; and Harry Gould, exec. v.p. of the Jewish Theatrical Guild.

BOSTON

Property housing the Kenmore Theatre has been sold to Louis W. Richmond, who has been the lessee for the past 10 years, for a reported $80,000. His first film under the new setup is "The Seven Deadly Sins," and he arranged to have star Michele Morgan in town to meet the press and critics at a luncheon at the Sheraton-Plaza. . . . Edward X. Callahan, Jr. resigned from the sales staff of 20th-Fox to join ZIV, selling films for TV in the New England area. His father, E. X. Callahan, Sr., who also resigned from Fox nearly two years ago, has set up offices in the Statler Bldg. as a buying and booking service for independent theatres.

An application to build a drive-in on the site of the former Falmouth, Cape Cod Airport, was filed by John R. Augusta. A similar request by Augusta was turned down two years ago on grounds that he had failed to meet a completion date deadline specified in the original permit. . . . Leonard Goldberg of the Adams Theatre, Quincy, who retired four months ago and arranged to have his mgr. Vaughan Yerxa take over the theatre, took back the reins of the entire property, is handling the buying and booking, and has retained Yerxa as mgr. with an interest in the business. . . . Larry Laskey, a partner in E. M. Loew's circuit, is in Israel with a group of civic leaders from New England to study conditions in that country. Laskey has been an active member of the Bonds for Israel group.

Wm. Riseman Associates drew up plans for erection of two new ozoners in this state for late spring openings. One is for Redstone Drive-In Theas., a 900-car project in W. Roxbury, and the other a 1,000-car drive-in for Interstate Theas. in Hyannis, near the Airport. . . . Sam Wasserman, operator of the 1800-seat Court Square Theatre, Springfield, has started a Friday thru Sunday vaudeville policy at the downtown house, managed by Burton Bonoff. . . . Joseph B. Callahan, former mgr. for M&P and more recently relief mgr. for American Theas. Corp., passed away.

BUFFALO

Elaborate ceremonies heralded the opening of CinemaScope's "How to Marry a Millionaire" at the Century on Nov. 10,

BUFFALO (cont'd.)

including lobby interviews over Station WEBR and a parade down Main street. Among the guests of honor were Spyros Skouras, Jr., Plato Skouras, Martin Moskowitz, Joe Lebworth, Nicholas Matsoukas, Salah Hassanein and actress Lauren Bacall. . . . A house record toppled at the Mercury Theatre, according to mgr. Philip Todaro, when "Violated" grossed over $10,000 in its first week at this 300-seat house. . . . Dipson's Bailey and Amherst community houses have completed installation of new panoramic screens. . . . Vincent R. McFaul, gen. mgr. of Shea Theas., is recovering at home after major surgery. . . . Catherine Turano, booker at the local branch of Republic, became the bride of Anthony J. Bellavia.

John A. Kane is the new mgr. of the Cinema Theatre, owned by Philip Cohen and Morris Slotnick. . . . The Buffalo Film League opens its annual series of motion picture programs in the Art Institute this month for the third year. . . . The Majestic at Hornell, owned by Lela Theas., has reopened for Saturday and Sunday showings only. . . . Schine's 1100-seat Strand at Oswego will play FS-S, making two changes on a three-day schedule. . . . M. Koneczkowski's Circle at Buffalo is reopening this month with a new policy of SMT-WT-FS.

The Hollywood at Syracuse, formerly a partnership of L. Byer and A. Klayman, is now solely owned by Byer. . . . W. E. Anderson reopened his State at Friendship with a new policy of closing on Wednesdays. . . . The Temple at Fairport, owned by Schine Ent., will play Sunday only. . . . John C. Gieschen & Son picking up the corporation name for their Horseheads Theatre at Horseheads. . . . Stan Kenton and his orchestra gave two performances of his "Festival of Modern Jazz" from the stage of the Paramount last Sunday. All seats were reserved at prices running from $1.80 to $3.60.

CHARLOTTE

The 41st annual convention of the Theatre Owners of N. & S. Carolina, scheduled for the Hotel Charlotte Nov. 22-24, will feature talks by experts on the new techniques and as many exhibits of the new devices as space will permit. . . . South #1 Drive-In, Cary, N. C., formerly known as the Car-Ral, whose screen was demolished in a storm several months ago, repoened with a number of new improvements and a new screen. . . . W. N. Shearer was appointed dist. mgr. for the North Carolina area by Altec. . . . Frank Burton, owner of the Town Theatre, Burlington, N. C. has a new son. . . . Sorry to report that Mrs. Pauline Griffin, secy of Theatre Owners of N. & S. Carolina, is still in the hospital.

Allen Cranford is new owner of the Colonial Theatre and Drive-In at Chesnee, S. C., formerly owned by George Ward who operates the Moonlight Drive-In at Inman, S. C. . . . Exhibitors Service took over buying and booking for the Village Theatre, Robbins, N. C. . . . R. O. Tarkington acquired the theatre at Four Oaks, N. C. and the Gay at Gibsonville, N. C. from Stewart & Everett Theas. . . . The Finklea Drive-In, Finklea, S. C., was taken over by R. L. McCraken. . . . Dwight Fort is new owner of the State at Roseboro, N. C. . . . George Carpenter, Colonial Theatre, Valdese, N. C., entered Memorial Hospital for surgery.



M-G-M and Loew execs pose with the three leading Zeitz brothers at their State Theatre in New Bedford, Mass., where M-G-M's Technicolor film of whaling, "All The Brothers Were Valiant," had its world premiere. L to R: Emery Austin, M-G-M exploi. mgr.; Morton Zeitz; Arthur Canton, M-G-M press rep.; Fisher Zeitz; Ernest Emerling, Loew's ad-pub dir.; Dan S. Terrell, pub. dir. for M-G-M; and Harry Zeitz.

The Wellons interests at Fayetteville, N. C. bought a third interest of Earl Rogers in the Flamingo Drive-In and announced plans for a new 600-car ozoner on an 8-acre tract on Bragg Blvd. . . . The Village, Raleigh, N. C., managed by Philip N. Nance, doubled the size of its screen with installation of a Miracle Mirror screen and also added stereophonic sound. . . . Wilby-Kincey, owners of the Skyland Drive-In at Greenville, S. C. are defendants in a $10,000 damage action arising from injuries allegedly suffered by a child in the Skyland's playground.

CHICAGO

Abe Montague will head the Columbia main office delegation due in Chicago for the fall sales meeting at the Drake Hotel, starting Nov. 15. . . . Attorney Richard Orlikoff filed an answer for the Civil Liberties group to the city's petition asking continued rejection of "The Miracle" in this territory. . . . Local exhibitors were guests of M-G-M at a trade showing of "Kiss Me Kate," shown partly in 3-D and also in 2-D. . . . B&K completed a major redecorating job at the Chicago Theatre at a cost of $350,0000, which was accomplished during the last six months without interruption to operation of the house. . . . Jack Kirsch, pres. of Illinois Allied, and Charles Becker, mgr. of the Alamo Theatre, will be called by film company attorneys for pretrial questioning in Alamo's $600,000 antitrust case, set for Jan. 11 in Judge Sam Perry's court. . . . Theatre boys are congratulating Ralph Smitha, Essaness gen. mgr., on his good voice, heard on the Tony and Dorothy Weitzel broadcast. George Stevens, Warner director, and his son were on the same program.

Nov. 20 has been set as opening date for "The Robe" at the Coronado Theatre, Rockford. . . . Jack Berendt of Movie Supply Co. has returned from two years' service in the army and is back on the job in Film Row. . . . James Coston, circuit owner, was named chairman of the committee handling arrangements for the Cardinal Stritch dinner at the Conrad Hilton Hotel. . . . Hanns Teichert, theatre painting contractor, completed a job for Pedora's Byrd Theatre in Chicago. . . . Harry Nepo, Kimbark Theatre, is at Michael Reese Hospital for a checkup. . . . A. Teitel Flm Co. announces subsequent runs for "Seven Deadly Sins" start in this territory Nov. 13. . . . Times Theatre at Hessville, Ill. has been sold to C. D. Green. . . . John Krajilof of the Kedzie Theatre was married to Rose Bonner of the theatre's concession dept. . . . Martin Maritz, mgr. of the Roanoke Theatre, Roanoke, Ill., is recovering from a stroke.

Russell Hull and his wife reopened the Girard Theatre in Girard, Ill. They sold the Rex at Waverly, which they formerly managed, to William Jackson. . . . William Purple and William E. Meyers, veteran members of the Operators Union, passed away. . . . Richard Doyle was named mgr. of the Aedelphia Theatre. . . . Sargoy and Stein, film company attorneys, are checking several theatres in this territory on percentage reports. . . . Farrell Davidson returned to his editorial duties with the Chicago offices of Variety after several months with Zenith Radio public relations dept.

B&K booking dept. is trying to line up some well known names for fall and winter programs. They booked Julius LaRosa for two weeks at the Chicago Theatre. . . . Film company attorneys have filed suit in equity and right to inspect books of Bland's Ideal and Dale theatres. . . . Local theatre trade is showing great interest in the licensing of Bell & Howell by 20th-Fox to manufacture an improved 35mm anamorphic lens for projection of CinemaScope films. . . . October theatre tax collections showned an increase of $6,00 over Oct. last year, and 10 months total an increase of $45,000. . . . FCC has granted permit for an educational TV station here. Edward L. Byerson, chairman of the committee, reports $785,000 raised to operate the station but goal is $1,100,000, which will give the city 30 hours of education TV news weekly. . . . The RKO Grand showed "Key Largo" and "Treasure of Sierra Madre" recently due to the shortage of suitable first-run films.

CINCINNATI

Louis Wiethe is now ready for showing of CinemaScope films. Mid-West Theatre supply installed an Astrolite Magniglow screen in his Valley Theatre, Cincinnati, together with stereophonic sound. . . . Another local theatre to install Astrolite screen is the Monte Vista, owned by Charles Shaw. National Theatre Supply handled this. . . . Roy Wells installed a wide screen in his St. Paul Theatre, Dayton. . . . CinemaScope screen was installed in the Liberty Theatre, Covington, Ky. by Tom Hill, who operates a number of theatres there. . . . CinemaScope installation is scheduled

CINCINNATI (cont'd.)

soon at the Jur Circuit's Smoot Theatre, Parkersburg, W. Va. . . . "The Robe" was given a gala premiere showing by Ronald Coleman at the Kearse Theatre, Charleston, W. Va.

Lee Heidingsfeld, RKO sales representative, will handle the Cincinnati territory as well as Dayton, filling the vacancy caused by Lloyd Krause becoming branch mgr. here. . . . Jack Furrer, W. Va. salesman for RKO, resigned as of Nov. 16. Heywood Mitchissun, former head booker at U-I, replaces Furrer. . . . Phil Fox, Columbia branch mgr., his sales staff and office mgr. plan to attend the regional sales meeting at the Savoy Plaza in New York, Nov. 30-Dec. 3. . . . Sam Weiss, Fox salesman, is the newly elected pres. of the Colosseum of Film Salesmen in this city. Other officers include Harold Ruellman, v.p.; Al Kolkmeyer, secy; Manny Naegel, reelected treas. . . . Max Millbauer of the Belmont Auto Theatre is building a new home adjacent to his theatre. . . . Jimmy Herb. gen. mgr. for Semelroth Theas. in Dayton, entered the hospital for a general checkup. . . . Bob Keyes, gen. mgr. of the Victory Theatre, Dayton, is also associated with Schwind Realty Co., which handles property in Dayton.

CLEVELAND

Loew Theatres of Cleveland invited members of the County Board of Tax Revision for a special 3-D show, but it was no comedy. Loew's was asking for an $800,000 cut in tax valuation and board members were supplied with 3-D glasses so that they could see better a series of slides showing interiors of the State, Ohio, Stillman, Park and Granada theatres, which Loew's operates here. Featured in the production were unused orchestra pits, darkened stages and obsolete pipe organs, all victims of the passing of vaudeville and stage presentations.

Jack Silverthorne, mgr. of the Hippodrome, won the 20th-Fox national campaign for "The Thief of Venice." Prize was a trip for two to Venice or the equivalent in cash. Silverthorne, who had been to Venice, took the cash. Earlier this year, he won an automobile, presented by Universal for the best campaign on "Steel Town."

DALLAS

East Texas Theas. Inc. plan a drive-in on a 13-acre site at Nacogdoches, Tex. . . . "One Summer of Happiness," controversial, prize-winning Swedish film, in its first southern showing, played two weeks at the Academy, Houston nabe, to packed houses. A suburban Methodist minister penned a testimonal for Academy adversising. . . . The 250-car, $25,000 Horn Drive-In is under construction just west of Waller, owner Nelson F. Horner announced. . . . Word was received of the death of Herschel Crawford, former owner-operator of the State and Palace in Slaton.

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Joan Leslie and Richard Simmons of Republic's "Flight Nurse" were luncheon guests at the TOA Convention in Chicago, together with Capt. Lillian M. Kinkela, veteran of 275 air evacuation missions and technical adviser on the film. Shown here (l to r): Paul Webster, Republic's midwestern div. sales mgr.; Capt. Kinkela; Simmons; Miss Leslie; William Hollander, B&K public relations head; and R. W. Phelan, Elk Valley Theas., Charleston, W. Va.

Abe Willis was named mgr. of the Palace in San Saba, while Alvie Smith will manage the Rialto at Corwell. . . . Howard L. Arthur is now mgr. of the Port Arthur Drive-In. Bob Harris is managing the Palace, Ritz and Tower Drive-In in and around Memphis, Tex. New mgr. of the Hedley Theatre, Hedley, is T. J. Cheery. At the Spanish-language Teatro Nacional, San Antonio, the mgr. is now Frank Crozier. . . . Henry Worsham, foreman of an adjoining car body shop, rescued four children as a Saturday afternoon fire destroyed the Dixie Theatre, Athens, Tex., packed with some 500 tots. Six were hurt jumping from the balcony.

Houston's two "most typical cowpokes," junior size, were chosen at six neighborhood theatres Nov. 14 and introduced to filmdom's Cisco Kid. They were also guests of Foley's, local dept. store, at the Houston Fat Stock show and rodeo and will march in the store's annual Thanksgiving Day parade. Co-sponsor of the promotion is the Interstate Theatre chain. . . . Houston Board of Health reversed itself and decided that re-used, sterilized 3-D polaroid glasses do not constitute a health menace. The Texas Health Dept. is studying the matter. . . . Permanent but inexpensive Polaroid glasses are being featured by the large retail Texas State Optical chain.

DENVER

Variety Tent 37 has elected and installed the following officers and crew: Ray Davis, dist. mgr. for Fox Inter-Mountain, is the new chief barker; James Ricketts, Paramount branch mgr., 1st asst.; Tom Smiley, Wolfberg exec., 2nd asst.; Arlie Berry, Manley Inc., property master; and Wm. Hastings, Orpheum mgr., dough guy. The crew is made up of Henry Friedel, Marvin Goldfarb, Lewis Marshall Sid Shuteran, Fred Brown and Kenneth Smith. . . . Two local drive-ins suffered losses in holdups. The Monaco lost $700 and the Lakeshore, across town, lost about $150. The Lakeshore stickups were caught before the night was over.

Harold Copeland, RKO salesman, was upped to sales mgr. of the Chicago exchange, with the salesman job going to Robert Evans, recently with Preferred Pictures. . . . Dick Ivy, recent owner of an independent film exchange, has been named salesman for Paramount to succeed Paul Allmeyer, who quit to become associated with Preferred Pictures. . . . A. G. Edwards, office mgr. and booker at Lippert, entered a local hospital for rest and treatment. . . . Also hospitalized are Fred Curtis, Thermopolis, Wyo. theatre owner, and Russell Allen, Farmington, N. M. theatre owner, for back injuries sustained in a car accident. One of the first drive-ins to close in this vicinity is the Corral, Hudson, Colo., operated by M. H. Philipsen. . . . Mr. and Mrs. Sam Rosenthal, Buffalo, Wyo. theatre owners, are headed south on an extended vacation. . . . Lois Mock, daughter of Carl Mock, Canon City, Colo. projectionist, was elected homecoming queen of the Canon City high school.

DES MOINES

Mr. and Mrs. Al Coster retired as managers and operators of the Strand Theatre in Mystic and sold their interests to Mrs. Jennie Cowles, who will retain the same staff. . . . The Dana Theatre in Danbury, owned by Lewis Ahlwardt, closed its doors. . . . Allen Gardiner, operator of the theatre in Logan, is recuperating from injuries received in an auto accident recently. . . . Dick Downey has leased the Colonial Theatre in Hamburg. Downey comes from Hastings, Nebr., where he managed a theatre for seven years. . . . Theatres recently installing new wide screens include the Palace at Vinton, managed by Ernie Kammerer; the Lenox at Lenox, owned by Mrs. Holben; Sunset at Sumner, owned by Harry Pace; Strand at Milford, owned by Jim Travis; Royce Winkelman's Charles at Charles City, and the Croft at Bancroft, which has recently been redecorated.

Julian King announced that his son, Hal, is now gen. mgr. of Lippert Pictures. Hal, formerly a salesman for Lippert, takes over as his father retires from the post to make his future home in Southern Missouri. . . . Jim Logan, owner of the Forest Theatre in Des Moines, reopened the Eastown in the Capital City and announced a new policy of first-runs for both houses. . . . Dist. Judge Wm. P. Butler has declared unconstitutional an Iowa law which was used by the St. Charles township trustees to refuse an operating license for the Charles City Drive-In on Hyway 218. . . . A new policy to make the Elkader Theatre, Elkader, an "outstanding show place in Northeastern Iowa" was announced by mgr. Don Wolf. It will bring to Elkader the newest and earliest pictures from large city engagements.

DETROIT

Carl Dross has put new Cretor popcorn units in five Detroit houses. . . . James N. Robertson, former owner of the Roosevelt and Cinderella, now retired, was a recent visitor. He now divides his time between Canada and Florida. . . . Frank R. Spangle is installing a new wide screen in his De-Luxe Theatre at Utica. . . . Loyal Haight, Butterfield circuit exec, appeared in the current issue of "Candy Industry" magazine with an article on concessions. His company is installing CinemaScope in 11 major upstate houses. . . . Glenn Clark, mgr. of the Dexter Theatre at Dexter, is installing a wide screen, believed to be the first in this area for a town of this small size. . . . James Beck, theatre booker who took over the business established by his father, the late Emil Beck, and recently connected with Clark Theatre Service, is retiring from the film business.

The Flo Theatre at Nashville is being reopened. Owners are reported to be the former operators, Wm. H. Gregg and Earl Harris. . . . Carl Mingione of the Arc Theatre, who developed the Stub-Timer, carbon measuring device, is working on requirements for new models because of changing reel sizes. . . . Harry R. Lush, pioneer suburban exhibitor, has registered title to the Penn and Penniman-Allen at Plymouth. . . . Mrs. Ella Bennett, co-mgr. of the first-run Broadway-Capitol, returned to her post after two months' serious illness. Weldon Parsons, mgr. of the house, was married Oct. 31 to Claire Bowman, formerly in show business. . . . Harold Brown, pres. of United Detroit Theas., set reopening of the Regent Theatre, seriously damaged by fire last Dec., for Nov. 12. . . . The Rialto, operated by Del Ritter, was host to some 700 neighborhood children in a Hallowe'en Party sponsored by the Hnut Station area business men.

INDIANAPOLIS

Admission prices here are edging upward. The Indiana raised its scale, also two neighborhoods, the Uptown and Zaring, with others expected to follow shortly. . . . The Zaring Theatre lost its lessee. Rex Carr, who recently operated the theatre, surrendered the house. . . . Indianapolis Variety Club had another party in the Hotel Antlers ballroom, Nov. 13. . . . Marc Wolf, Y&W gen. mgr. is exhibitor chairman for the Will Rogers Christmas Salute.

The Paikos circuit has acquired the Logan at Noblesville from John Servaas. . . . The local Colosseum of M.P. salesman, Loge 17, donated $100 to the Will Rogers Hospital fund. . . . The two eldest sons of John Schwin, LaGrange, Ind. exhibitor, who were stricken with polio and confined at the Lutheran Hospital, Ft. Wayne, have completely recovered and are now back home. . . . The Regal Theatre, Indianapolis, long dark, reopened Nov. 1.

KANSAS CITY

Exhibitors who attended M-G-M's screening of "Kiss Me Kate" had the opportunity of seeing half the film in 3-D and half in 2-D, some on a wide screen and some on the regular, so that they might compare results. . . . Ed Jordan, mgr. of the Ozark Drive-In at Monett, Mo. held a pep rally when he showed "Hold That Line." High School cheer leaders, football players, band and fireworks were features. . . . "The Robe" was scheduled for Nov. openings at these Kansas theatres: Jayhawker, Topeka; Midland, Pittsburg; Granada, Lawrence; Fox, Hutchinson; Watson, Salina, and the Wareham, Manhattan. . . . Wade Hicks is the new mgr. at the 52 ozoner at Clinton, Mo. . . . The Motion Picture Assn. of K. C. paid half of the cost for 69 boys who had vacations at the YMCA Camp Santosage this summer.

The Uptown at St. Joe has a new Astrolite screen. . . . The Orpheum at Neosho installed an Adjust-a-Curve screen. . . . Mr. and Mrs. Albert O'Rear added 3-D equipment to their Rio Theatre at Bonner Springs, Kans. . . . Gerald Theatre at Gerald, Mo. reopened under management of Elmer Westermann and Mrs. Ethel Vassbrink. . . . A new wide screen has been installed at the Augusta, Augusta, Kans. . . . R. W. Coons bought the Strand at Sharon Springs, Kans. from Geo. Barton. . . . Bernard L. Hoss purchased the Ness, Ness City, from Ralph Larned, who operates the Paramount at LaCrosse, Kans.

MIAMI

Mrs. Edward Claughton of the Claughton chain has a new idea to stop vandalism, which seems to be working. Her managers at houses where kid matinees are played appoint several youngsters as Deputy Sheriffs. . . . Frank Galgano, new ad head for Claughton Theas., replacing Paul Waigo who is going to the Home News. . . . Larry Ifshin, formerly asst. mgr. at the Normandie, now mgr. of the Variety. . . . Herbert Copeland, onetime mgr. of the N. Y. Strand, is now owner of the Miramar, a first-run house in Havana, Cuba. . . . CinemaScope gets a Latin treatment soon in Havana's Paramount—installation now going on. . . . Shores Theatre in Miami Shores honored a Boy Scout who rescued a youngster from certain death at the opening of "Mr. Scoutmaster."



Brig. Gen. James V. McCauley, commander of the 26th Air Div., is the center of attention from Richard Arlen (left) and Larry Morris, gen. mgr. of the B. S. Moss theatre chain, during the Broadway premiere of United Artists' "Sabre Jet" at the Criterion Theatre.



Ilya E. Lopert, pres. of Lopert Films Distributing Corp.; Maurice Evans; Michele Morgan and Robert Dowling, pres. of City Investing Co. (l to r), arrive at the Bijou Theatre in New York for the celebrity-studded American premiere of "Gilbert and Sullivan," Technicolor musical for Lopert-United Artists release. Evans and Robert Morley are starred as the team of the title.

MILWAUKEE

The Fox-Wisconsin was packed for the gala premiere of "The Robe" including exhibitors from all over the state of Wisconsin. The film is breaking all records in this city, and is expected to run longer than the eight-week booking. . . . "Martin Luther" also doing wonderfully in its fourth week at the Fox-Strand. To coincide with Martin Luther's 470th birthday anniversary Nov. 10, the film was shown in a special German language version, mornings only, on Nov. 10, 11 and 12. . . . Al Golden, award winner for being M-G-M's outstanding film salesman in the middle-west, is also the first salesman to be pinched speeding through a radar area. . . . Recently married are Mr. Porcetta, Madison, who held his reception here at the Astor Hotel; Harry Karp of Eskin Theatres. . . . Rosemary Dentice, Louis Orlove's secy, will soon become a Mrs. . . . "Mogambo" is making things look brighter for exhibitors in the territory now affected by TV. The towns include Kenosha, Madison, Oshkosh and Greenbay.

MINNEAPOLIS

A district court jury was to decide whether "Elysia," a film showing life in a nudist camp, is obscene and objectionable, in a showdown fight by the attorney for Sam Berger, operator of the Grand, with the City Council in suspending the theatre's license for 10 days. Film was withdrawn on request of the police morals squad but action on suspension was to be held in abeyance pending the jurors' decision. . . . Ted Mann will take over the Granada, a neighborhood stand, about Jan. 1 and operate it as an art house. The theatre was

MINNEAPOLIS (cont'd.)

formerly operated by Minn. Amuse. Co. for 25 years under lease from Rubenstein and Kaplan.

The Osseo at Osseo, operated by Glen Mayfield and closed since last spring, has reopened with assistance of local businessmen who will purchase tickets to be distributed as business stimulators and who will sponsor screen advertising. . . . Radio City's second film in CinemaScope, "How to Marry a Millionaire," has been set for an extended run opening Thanksgiving Day. Theatre is also equipped with stereophonic sound. . . . M-G-M plans to redecorate its offices. . . . Paul Thompson is the new student booker at Columbia. . . . Bill Mussman, Paramount sales mgr., is back at work after being hospitalized.

A $30,000 damage suit brought by John Krieps against L. L. Garnant and associates, growing out of sale of the Time, Kenyon, Minn., by Garnant to Krieps, was dismissed in federal idstrict court, Austin, Minn. . . . The Durand, Durand, Wis., which is located in the town auditorium, will close Dec. 7 because of inability of operator C. C. Noecker and the town council to get together on a rent moratorium. . . . The Cozy, Wadena, Minn., has reseated its balcony with Irwin Comet chairs, according to operator Clarence Quincer. . . . Bob Komaret has taken over Ideal Pictures, Minneapolis, and is now the sole director of that branch.

NEW HAVEN

Negotiations were reported under way for sale of the Bonoff theatres in Madison and Old Saybrook, Conn. to Israel Gordon's Sons, New Haven. . . . Allan Stewart of



Sid Hyams (left), managing director, and Ben Henry (right), director of Eros Films Ltd. of Great Britain, in the U. S. for conferences with American film representatives, are welcomed to New York by Alfred E. Daff, exec. v.p. of Universal.

the legit Parsons Theatre has started a series of distinguished films during weeks between stage attractions. Films are being booked by Len Sampson and Bob Spodeck. . . . Abraham J. Bronstein of Hartford has filed application for authority to construct a drive-in at South Windsor. . . . Albert M. Pickus, owner of the Stratford Theatre, Stratford, has been appointed to the Stratford Council-Citizens Committee to aid in the proposal to establish the American Shakespeare Festival Theatre and Academy in Boothe Memorial Park. . . . The body of Pfc. Raymond B. Campbell, son of the Hugh J. Campbells, Central Theatre, W. Hartford, arrived from Korea for burial.

Sal Adorno, Sr., gen. mgr. of M&D Theas., has closed the Middlesex Theatre temporarily. He said the downtown theatre will reopen for special attractions. . . . The Whalley Theatre, New Haven, lost 90 seats with installation of RCA Cinemavue equipment, according to Frank Ferguson, mgr. The Whalley is the first in New England to install the RCA project. . . . James F. McCarthy, recently named Conn. dist. mgr. for Stanley-Warner, was guest of honor at a testimonial dinner at the Bond Hotel. McCarthy served as mgr. of the downtown Strand for 20 years .. . . Lockwood & Grodon installed a Cyclorama screen at its first-run Strand in Winsted.

Suburban Hartford theatre prices have jumped to 65¢ for adults and 30¢ for children, with Burnside Theatre making the first move. Barney Tarantul, partner in the Burnside, is in Durham, N. C. recovering from illness. . . . IATSE Local 273, New Haven, has scheduled election of officers on Nov. 19. . . . General Theas. will open a $150,000, 750-car ozoner, now under construction at Mansfield, Conn., in early March. Project is first of several planned theatre units for the W. Hartford corporation, which is headed by Morris Keppner and Lou Lipman.

NEW ORLEANS

Bill Straub, owner of the Straub Theatre, Wiggins, Miss., honored the scouts of Stone County by admitting those in uniform free to the showing of "Mr. Scoutmaster." . . . Fox Theatre, Marksville, La., was rebuilt and reopened Nov. 4 with 465 seats and 4 to 5 changes weekly. . . . The Harlem Theatre, Canton, Miss., will change ownership Dec. 1, from W. B. Robb to Geo. Chadwick. The Harlem is an all-Colored house. . . . H. B. Guillory opened the Jan Tate Theatre, Villa Platte, La., with name changed to Jan Theatre. . . . A district judge in Baton Rouge said that Marilyn Monroe's nude calendar picture was "disreputable" and refused to quash obscenity charges against the drive-in manager who distributed them to promote a double-feature. Attorneys for the theatre operator argued that the calendar was art and had not been censored by the U. S. Post Office Dept.

Mississippi's own Tennessee Williams will have his latest, "27 Wagonloads of Cotton" filmed in Greenville, Miss. next fall with Elia Kazan directing for Warner release. . . . The Ritz Theatre, New Albany, Miss. was detroyed by fire and loss is approximated at $40,000. David Flexer of Memphis, Tenn. was owner. . . . Taking part in the all-Mississippi picture "Jesse James' Women," being filmed at Silver City, are L. L. McAllister, councilman from Meridian, Miss., and Sam Keller, policeman, also of Meridian. . . . The Hodge Theatre, Hodge, La., closed for good.

NEW YORK

Two new managerial replacements at the Rivoli Theatre are announced by managing director Montague Salmon, in the appointment of Sidney Kutler and Adonis Torres to the staff. Frank Frola and Nick Justin complete the managerial staff. . . . Five top editors and execs of the New York Daily News were honored by Associated Motion Piteure Advertisers at the opening luncheon of the Fall season, presided over by Lige Brien, pres. of AMPA. Occasion celebrated publication of the special motion picture issue of the Sunday News rotogravure section, released Nov. 15. . . . Max Herschmann, eastern sales mgr. of Filmack Trailer Co., is a grandfather again. Newcomer is Allan D. Kerner, son of Mr. & Mrs. Ben Kerner.

PHILADELPHIA

Stanley Warner has opened the Ogontz again and is ready to reopen several other neighborhood theatres. . . . The Forum Theatre in the northeast was sold and will be converted into a supermarket. . . . Joseph Leof, retired motion picture operator, who was with the old Victoria Theatre for 25 years, passed away. . . . Byrd Theatre in West Philly presents the first wide-screen showing of "The Red Shoes." . . . The former site of the Frankford Theatre was sold at auction for $68,500. It may be used temporarily as a parking lot. . . . Earl Sweigert, who for many years was local mgr. for Paramount, is back in Philadelphia as mgr. for Universal Pictures.

A $450,000 treble damage suit against 11 producing companies and National Screen, filed by Independent Poster Exchange in 1949 under the Sherman anti-trust act, has been dismissed. . . . The Circle Theatre was sold and will be used as a five and ten. . . . The Liberty Theatre has not been resold but will eventually be used as an automobile showroom. . . . Film stars Anne Baxter, Tyrone Power and Raymond Massey in person at the Academy of Music plugging their picture "John Brown's Body." . . . The Philadelphia Inquirer is having its 21st movie poll to name the ten best pictures of the past year. Both adult and junior polls will be conducted and winners will be announced on Dec. 6.

Watch These Dates!

Nov. 15-17: Jacksonville — Motion Picture Exhibitors of Florida annual convention —Roosevelt Hotel.

Nov. 22: Hollywood — Screen Producers Guild—Milestone dinner—Statler Hotel.

Nov. 22-24: Charlotte—Theatre Owners of North and South Carolina convention.

Dec. 6-7: Kansas City — Kansas-Missouri Theatre Association convention — President Hotel.

Dec. 7-8: Oklahoma City—Theatre Owners of Oklahoma annual convention—Biltmore Hotel.

Dec. 7-9: Memphis—Motion Picture Theatre Owners of Arkansas, Tennessee and Mississippi annual convention—Gayoso Hotel.

Dec. 14-15: St. Louis—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois annual convention —Sheraton Hotel.

1954

Feb. 2-4: Cincinnati — National Drive-In convention—Netherlands Plaza Hotel.

Feb. 4: New York — Amusement Division, National Conference of Christians and Jews, dinner, Waldorf-Astoria.

Feb. 5-6: Cincinnati—Allied States board meeting—Netherlands-Plaza Hotel.

May 2-7: Washington, D. C.—SMPTE 75th convention—Statler Hotel.

March 22-25: Dallas—Variety Clubs International convention—Adolphus Hotel.

PORTLAND-SEATTLE

Evergreen's Mayfair Theatre, Portland, will be closed for complete alteration to include increased seating capacity and a 68-foot-wide CinemaScope screen. It is expected to be ready in time for the Christmas holidays and will reopen as the New Fox Theatre, with Oscar Nyberg, now mgr. of the Paramount, in charge. Stage shows which previously played ths house will go to the Oriental. . . . "The Moon Is Blue" increased ts continuous run record when it went into its 15th week at the Mayfair, Portland, and the Blue Mouse in Seattle. . . . Jack O'Bryan, Ore. representative for UA, reports his big "Show of Shows" talent is ready for the annual benefit staged in Portland for Shriners Crippled Children. . . . Paul D. McElhinney, Seattle Republic mgr., beak from Hollywood conference. . . . Mickey Rooney "One Man Band" clubs now being formed in all Sterling theatres in western Washington.

The Dalles Drive-In at The Dalles, Ore., will be enlarged and completely modernized at a cost upwards of $40,000, according to Richard Lacy, city mgr. for Sterling Theas. Capacity will be increased from 304 to 713 cars and a CinemaScope screen installed. . . . John Hamrick Theas. announced closing of the Orpheum in Seattle because of the present scarcity of quality pictures. Exec. v.p. Will J. Conner reports the theatre will reopen when Hollywood has geared itself to full production in the new media. . . . The Aladdin, leading Portland suburban theatre, is now specializing in foreign films, with first to be shown "Laughter in Paradise." . . . Portland's Paramount reopened under new management, headed by M. M. Mesher, pres.

PROVIDENCE

Petition for a zoning change on some 20 acres of land on the Post Road in nearby E. Greenwich, for erection of a drive-in, will be reviewed at the next meeting of the Town Council. The project is backed by Harry, Peter and George Erinakes, owners of the Greenwich and Kent theatres there, Clifford McKenna, local contractor, and John Scurti, a cafe owner. . . . "The Robe" had a Hollywood type premiere at the Majestic Theatre, managed by Willard Matthews. After invited guests were seated, tickets went on sale to the public and it is estimated about 2,000 were turned away. . . . With the Carlton and the Playhouse up for sale, and the huge Metropolitan offering only an occasional show, also the Royal and Olympia in the Olneyville section closed, it is believed merchants in the vicinity of the shuttered houses would lend financial support to anyone willing to reopen the theatres.

Dave Levin was the only local manager to feature a special Halowe'en performance, and at regular prices. Starting at 11:30 p.m., the RKO Albee presented "Dracula" and "Frankenstein" to a well filled auditorium. . . . The problem of vandalism by young hoodlums has reached such proportions here that a conference to combat the situation has been scheduled by theatre owners, managers and local authorities. Newspapers are covering the conditions with front page feature stories. . . . General dissatisfaction among theatre patrons has been voiced locally due to the constant jockeying of admission prices.

ST. LOUIS

John Marlowe, who operates theatres in Herrin and Murphysboro, Ill., filed suit in Marion, Ill. Circuit Court against Wayne Smith, owner of the Egyptian Drive-In near Herrin, seeking $95,000 damages. Suit is based on allegations Smith made against Marlowe in an anti-trust action filed several years ago which were not sustained by the courts. . . . The 536-seat Grand Theatre at Mount Olive, Ill. reopened Oct. 25 under management of Louis Odorizzi, who also owns and operates the Sunset Drive-In near there. Odorizzi leased the Grand from Mrs. Josie Lawson. . . . A new Walker Hi Intensity wide screen has been installed by National Theatre Supply in the 900-seat Roseland Theatre at Pana, Ill., owned by the Tanner family. . . . In Overland, Mo., a new bill to impose a 10:30 curfew on youngsters under 17 was given its first reading by the Board of Alderman on Oct. 30.

The 500-seat Gem Theatre at Cairo, Ill., a unit of the Rodgers Theatres, was closed several days for repairs and remodeling. . . . A three-story commercial building is going up on the site of the closed Ritz Theatre at E. Alton, Ill. . . . The annual Christmas party of the Better Films Council, for benefit of homes for the aged, will be staged at F&M's Fox Theatre on Dec. 18. . . . Andy Dietz, head of Dietz Ents. and Co-operative Theas., retmrned to St. Johns Hospital after undergoing an operation there recently. . . . The Southtown Players, a local amateur theatrical group, leased the old Dakota Theatre and will put on their first show late in Nov. . . . "From Here to Eternity" ran for a week at the Criterion, Poplar Bluff, Mo.; Rodgers Theatre, Carbondale, Ill., and the Ritz, Blytheville, Ill., for the first time any picture has played a week at those houses. It goes into the Malone, Sikeston, Mo., at an early date. . . . Thomas L. Bloomer of Belleville, Ill., pres. of MPTO, has a new arrival at his home named Deborah Kay.

Suit of Hugh Graham, operating lessee of the LaCosa Theatre, St. Louis County, to prevent picketing by Operators Local 142, was scheduled to go to trial at Clayton on Nov. 10. . . . The local chapter of the Muscular Dystrophy Assn. seeks to raise $25,.000 in its November drive. . . . Some 200 persons attended a birthday testimonial luncheon tendered to Nat Steinberg, former St. L. mgr. for Republic Pictures. . . . Frank Speros, owner of the Marquette Theatre, is in De Paul Hospital for a checkup. . . . Bernard McCarthy is to handle a district for I.F.E. . . . National Theatre Supply closed a contract with Fox Midwest to install Simplex Penthouse sound heads, reproduction and amplification equipment in ten of its houses in this area.

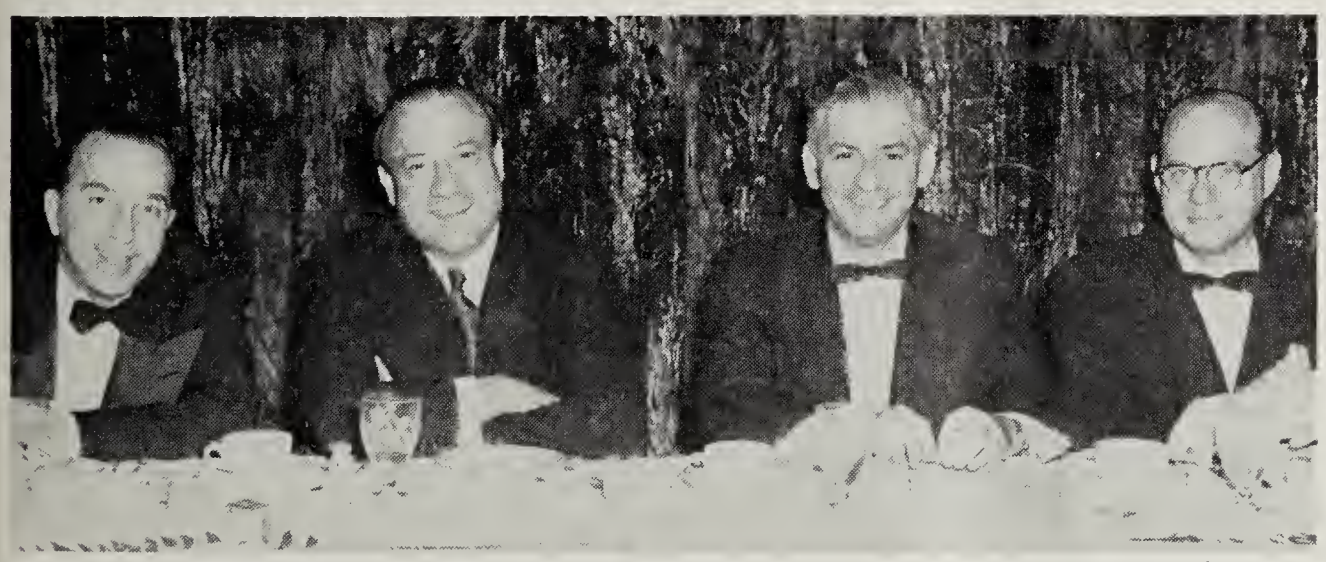
The Rex Theatre in Waverly, Ill., has a new program schedule. Instead of running the same feature Saturday and Sunday nights, it will have a Sun.-Mon. feature, a change of shows Tues. and Wed., and a one-night stand on Sat. No shows will be given Thurs. or Fri. . . . Engagement of "The Robe" at the St. Louis Theatre is the first at prevailing popular prices, with children under 12, if accompanied by parents, admitted Mon. thru Thurs. free. . . . Ray J. McCafferty of Republic was elected pres. of Loge 19 of the Colosseum of M.P. Salesmen. . . . The Missouri Cinerama Corp. plans to present "This Is Cinerama" at the 3200-seat Ambassador Theatre shortly.

Residents of Salem, Ill. had their first view of widescreen projection recently when Loren Cluster unveiled a new radiant Astrolite Screen at the 600-seat Salem Theatre. . . . Jimmy Arthur of F&M has been added to the Bob Goddard list of "Snappy Dressers in Our Town" in Bob's column in the Globe-Democrat.

SAN FRANCISCO

The Orpheum, now closed for Cinerama preparation, has made Columbia and Universal product more available and from now until Christmas has cut first runs to six on Market St. The Fox has CinemaScope, three have been following a policy of single bills, leaving only the Paramount and Golden Gate with double attractions. . . . Executive offices of North Coast Theas. have moved from the Orpheum to the United Artists Theatre. George Brand, formerly asst. at the Orpheum, will remain with the Sherrill Corwin chain as asst. at United Artists. . . . Dist. Mgr. Earl Long of United Paramount, in a gesture of good will, turned over the outer lobby of the now-closed State to the Franciscan Fathers for a California Missions display during the holiday season.

Telenews dist. mgr. John Parsons received approval from the city and Police Dept. for a 2,000 gal. display tank with trained seals to be placed in front of the theatre for opening of "The Sea Around Us." . . . Caroline Mosher transferred ownership of the Roxie, St. Helena, to John P. Aquila. . . . Paramount Studios chose the Paramount Theatre here for first showing of "Knock On Wood." Writer Sylvia Fine was on hand with 15 studio execs to catch first-hand audience reaction to the preview.



Some top industry officials from New York, shown here at the banquet winding up the TOA convention in Chicago, are (l to r): M. R. Goldstein, gen. sales mgr. of Allied-Monogram; Charles Boasberg, RKO gen. sales mgr.; Sol Schwartz, RKO Theatres prexy; and David Lipton, v.p. of Universal-Internationl.

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In this issue

WS

WER, BIGGER PIX SET;
AST PRODUCT SHORTAGE

B, DISNEY SCHEDULE
ORE CINEMASCOPE PIX

IA, ALLIED HAVE
NE-TRACK MIND FOR
EREO SOUND TESTS

LEMETER PREMIERED
VER HOME TV SETS

ST BECOMES RKO
HEATRES BOARD HEAD

VIEWS

ages 10, 14, 15

PLOITATION

ages 22, 24, 26

2, No. 10 November 28, 1953

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CASH and CONFIDENCE

"THE motion picture theatre is here to stay. . . . I would love nothing better than to expand the RKO circuit by 100 houses. . . . Better days are definitely ahead. . . ."

The above statement is an excerpt from remarks made by a newcomer to the exhibition business . . . a man with the courage of his convictions . . . convictions which he has backed up with six million dollars. We refer to the new board chairman of RKO Theatres, Albert A. List, who purchased Howard Hughes' controlling stock interest in the theatre company.

It is always refreshing to get the thinking of big men in the industry who believe the future of motion picture theatres lies before it. It is even more

(See Page 3)

"LET'S TALK THINGS OVER"



A timely report by M-G-M that will pay you to read carefully

There's plenty of business to be done with good product enthusiastically promoted. And we're happy to find that our exhibitor friends go along with us all the way in cooperative teamwork that's getting results.

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Take a look at the business being done with our Technicolor adventure spectacle "ALL THE BROTHERS WERE VALIANT." Exhibitors are using these press book angles: 24-sheet cut-out; the 8-foot standee in their lobbies; the big National Prize Contest, 4 all-expenses-paid round-trips to Jamaica; the colored lobby stills; the ticket-selling ads; action-packed fronts; lively lobbies; the powerful TV trailers; selling of the stars Robert Taylor, Stewart Granger, Ann Blyth. Valiant work gets "Valiant" grosses.

BRAVO FOR "BRAVO"!

We urge you to send for the promotion-packed Press Book right now on the powerful color adventure-romance "ESCAPE FROM FORT BRAVO"! The trade reviews are enthusiastic. The "Curtain of Arrows" scene is something the folks will go out and talk about and it's just one spectacular part of this picture, rich in showmanship angles. Plus star-power: William Holden, Eleanor Parker, John Forsythe and a cast of thousands.

"MOGAMBOXOFFICE"!

"MOGAMBO" continues to clean up. We've had a wonderful response from our recent trade paper ad on its promotion. Theatre men are getting every last dime from this great Clark Gable and Ava Gardner showmanship attraction.

"KATE" GREAT IN 3-D!

Many showmen are presenting "KISS ME KATE" in 3-D as a result of its success. M-G-M's big color musical delights the fans and critics state that the famed stage hit is even better on the screen. It's the first quality picture in 3-D.

WIDE-SCREEN "QUO VADIS"!

For Christmas, spectacular "QUO VADIS" in Wide Screen is a NEW, terrific entertainment. Better than ever in the new medium. A Perfect holiday offering.

"EASY" DOES IT!

Read the rave trade press notices. See for yourself M-G-M's Technicolor Super-Musical "EASY TO LOVE" the Esther Williams-Van Johnson-Tony Martin Big Show, filmed in the Lovers' Paradise of Cypress Gardens, Florida. It is the industry's Top Attraction for Christmas and New Years.

YOU AND M-G-M!

Gentlemen, we've got the product. We've only talked about a few of the many. Share our enthusiasm for the promotional possibilities of the Big Pictures we're making. Success is a partnership. Let's work together!

—★—

P. S.* And watch for the next great industry event, M-G-M's First CinemaScope Picture "KNIGHTS OF THE ROUND TABLE" *(In Color Magnificence)

November 28, 1953
Vol. 32 No. 10

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

refreshing when these veterans put their money on the line to back up this judgment.

This was the case when Si Fabian and Sam Rosen recently pushed through clouds of pessimism surrounding the motion picture theatre industry and expanded their holdings by acquiring the Warner Brothers' interest in Stanley-Warner Theatres. It was evident again when the same gentlemen concluded a deal by which Stanley-Warner took over the production and exhibition of Cinerama.

It is doubly refreshing to witness now the action of a top-flight executive, who has made his mark in other fields of endeavor and proven himself an intelligent investor in giving the motion picture industry his vote of confidence with hard cash.

As a matter of fact, Mr. List stated at his recent press conference that the primary factor that attracted him to buy into RKO Theatres was the excellence of the company's management . . . that he contemplates no changes . . . and that, above all, he harbors no thoughts of liquidating the company. Mr. List has faith in the industry. He subscribes to the view that the industry has taken it on the chin for a while but it is off the bottom and coming up again with new horizons in prospect.

Mr. List's decision that management will continue unchanged is a tribute to Sol A. Schwartz, able president of the theatre company, who has time and again demonstrated his executive ability by bringing the circuit to its position of industry preeminence and having it become known trade-wise as a "solid operation."

Mr. List declared that he is not interested in "rubber stamp" executives and wants company directors to think for themselves and to present their individual ideas for the betterment of the company. He will certainly find . . . and we suspect that he has already found out . . . that Mr. Schwartz is a man who knows the intricacies of the theatre busines from A to Z . . . and a most constructive industry influence.

Having for the first time a holder of stock control "alive" and "capable of being seen," it's a safe bet that RKO Theatres, under the aegis of Mr. Schwartz, will be a company to watch in the future. It's a good omen for the entire industry.

BMI License Fee

Broadcast Music, Inc., more popularly known as BMI, has approached exhibitor associations with the information that it is setting up licensing arrangements for motion picture theatres for the public performance of music contained in its library.

It is no secret that BMI, for many years, did not ask for license fees from theatres and was content to have its music publicly performed in theatres without charge. As a matter of fact, many exhibitors turned to BMI music in order to avoid payment of a license fee to ASCAP.

Now, this will no longer hold true . . . and exhibition must know that it will be subject to legal liability in the near future if theatres use BMI music without paying that organization a fee. BMI, no less than ASCAP, is entitled to a reasonable fee for the public performance of its repertoire.

We suggest that users of ASCAP or BMI music take out the necessary license and use music to greater advantage in their programs.

Thanking A Friend

The INDEPENDENT presents an accolade this week to Edward J. Churchill, president of Donahue and Coe, Inc., for taking the initiative as a friend of the motion picture industry and purchasing expensive full page advertising space in metropolitan newspapers to insert a first-rate institutional message on movie-going as a relaxation from everyday tension.

There are many other business organizations that are closely affiliated with the industry that might very well steal a page from Mr. Churchill's book and emphasize movie-going in their newspaper ads. It is also the type of advertising to which COMPO's newly appointed committee on press relations should give due consideration.

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Fewer, Bigger Pix Set; Blast Product Shortage

Appeals by exhibition to insure a steady flow of product in the face of what appears to be a rising tide of production policy for "fewer but bigger pictures" continued to gather in momentum this week.

Exhibitor leaders hammered home, in no uncertain terms, warnings of the great toll an upcoming product shortage would take of theatres.

Production toppers were declaring, in terms equally as virulent, that the cure-all for the industry's current ills would be found in longer runs for fewer but more costly pictures.

The current controversy was touched off at the Theatre Owners of America convention in Chicago, when Leonard Goldenson, American Broadcasting-United Paramount Theatres prexy, blasted what he termed as a minimum production policy on behalf of the studios.

Balaban Counters Charge

Barney Balaban, Paramount Pictures president, countered Goldenson's charge in a speech before the Motion Picture Pioneers, terming as "nonsense" any "deliberate" plan for a product shortage.

The case for more pictures was presented by Wilbur Snaper and Abram F. Myers, president and board chairman-general counsel, respectively, of National Allied; Sol A. Schwartz, head of RKO Theatres; Herman Levy, general counsel for Theatre Owners of America; Col. H. A. Cole, Texas exhibitor and co-chairman of COMPO's National Tax Repeal Committee, and E. D. Martin, head of Martin Theatres, Georgia.

Speaking for production were Darryl F. Zanuck, 20th Century-Fox vice-president in charge of the studio; Edmund Grainger, RKO Pictures executive producer in charge of two studio units, and, earlier, Jack L. Warner, Warner Bros. studio vice-president.

Zanuck, upon his return last week from Europe, told the trade press that 20th-Fox production policy is to cut down its annual schedule of 33 pictures to 14. All will be filmed in CinemaScope, he noted.

Large Schedule "Difficult"

His company, in previous years and prior to its conversion to CinemaScope, "had difficulty staying in business" under a 33-picture slate, Zanuck stated.

Under the new policy of decreased production, the studio will save between 25-30 percent on what was needed to finance a larger slate of films, the production topper revealed.

He said also that to insure a flow of product until his company's CinemaScope conversion is complete, 20th-Fox will release at least 10 standard pictures from Leonard Goldstein's affiliated production unit. Five of these have already been completed, Zanuck added.

Zanuck went on to say that there would be no product shortage if Hollywood could turn out 10 features annually—each of the calibre of "The Robe."

Grainger, RKO Pictures' executive producer, disclosed that his company's policy for the coming year will be to accent fewer but bigger pictures.

"Audiences have decided for us," he said. "The public will support "big" pictures against all other types of entertainment competition. There is no use putting poor pictures into theatres, just to keep product available. Poor product makes money for nobody—producers or theatres. I think that the extended playing time being given to today's important films has increased the overall gross above last year's figure."

Disclosure of Jack Warner's advocacy of fewer but bigger pictures came earlier at a closed-session general membership meeting of the Screen Producers Guild.

"Instead of producing 42 pictures a year —shoot 16," the production executive explained, "but throw the budgets for those 42 into the 16."

Martin Warns Convention

In Charlotte this week, E. D. Martin, southern exhibitor leader and a TOA vice-prexy, told the annual convention of North and South Carolina Theatre Owners that the product shortage is of "great concern."

Whether deliberate or not, the shortage makes it "apparent that the present philosophy of production, for the most part, is to have fewer and higher-budgeted pictures, demanding exorbitant film rentals and extended playing time, all to the ultimate detriment of exhibitors," he said.

Theatremen, both large and small alike, Martin added, will suffer, "even though it (the shortage) may give to producers a current quick buck."

Martin predicted that "adherence to this (production) philosophy must breed chaos—first to the smaller and subsequent run exhibitor, then to the first run exhibitor, and eventually to the entire industry."

He said that these "disastrous" effects would appear in the boosting of rentals, the extension of runs, the hiking of admissions, the lowering of profits, diminishing of the number of theatres and the "destruction of the theatre-going habit."

Small Town Impact

Martin added that "the first to feel the impact will be the sub-run and small town exhibitor."

According to the southern exhibitor leader, "the possible solution to the problem . . . for exhibitors to stimulate small company and independent production by paying a fair film rental — through exhibitors going into production directly or indirectly. Knock on the doors of production and distribution and tell them the facts of life."

A warning from Snaper that "thousands of theatres will find themselves with no merchandise for exhibition purposes" was sounded in a special bulletin sent to National Allied members.

Snaper said it was of little importance whether "a product shortage is intentional or not." He said "the results are the same."

Also charged by Snaper as an evil of a product shortage was that the situation

(*Continued on page* 20)

Warners, Disney List More Films In CinemaScope

The CinemaScope bandwagon, which has been moving along merrily ever since the world premiere of "The Robe" last September, has taken on the aspect of a diesel-engined streamliner with announcements from Warner Bros. and Disney Productions. Former has released a product schedule of 16 CinemaScope features, while the latter has revealed that it will produce every one of its films suitable for CinemaScope in that medium.

The Warner statement, coming from studio official Jack L. Warner, followed several days of conferences with Ben Kalmenson, vice-president in charge of distribution. The 16 films on the Warner list is in addition to "The Command," the company's first CinemaScope release set for an early February release.

"The Command" is an out-door action drama starring Guy Madison, Joan Weldon and James Whitmore. It was produced by David Weisbart and directed by David Butler.

Calls List "Important"

Warner called the list "the most important and exciting production schedule in the history" of the company. He explained that this was true "from every viewpoint, including quality of stories, name talent involved and overall magnitude."

Actual production has already begun on five of the films on the list, he revealed. All will be in Technicolor or WarnerColor.

The Disney announcement came from Roy Disney, president of Walt Disney Productions, who revealed that shooting has already begun on "20,000 Leagues Under the Sea," first of the Disney CinemaScope feature releases. A number of Donald Duck shorts in the new medium will soon be available, he added.

A Disney unit is now experimenting with a CinemaScope True-Life film in Switzerland, the company president disclosed, while from 15 to 18 units are working on other films in the series around the globe. He stated that several wide-screen processes are being contemplated for "Fantasia."

Fear Legal Trouble

Reason given for Disney's handling of the distribution of "The Living Desert" and "Ben and Me" package was that RKO Pictures would not handle the releasing details because of the consent decree. RKO lawyers feared legal trouble should the government decide that the purchase of one film was "conditioned" by the purchase of the other.

The Disney organization felt that the only way it could amortize the $400,000 cost of "Ben" was to sell it as a package with the feature. Therefore, Disney set up the Buena Vista Corp. to distribute both films.

CinemaScope features already begun at Warner Bros. include:

"A STAR IS BORN," produced by Sid Luft; directed by George Cukor; screen play by Moss Hart; songs by Harold Arlen and Ira Gershwin; starring Judy Garland, James Mason and Jack Carson.

"THE HIGH AND THE MIGHTY," a Wayne-Fellows production; produced by Robert Fellows; directed by William A. Wellman; starring John Wayne and Claire Trevor.

(*Continued on page* 34)

EXHI-BITS

Cities Collect Taxes

WASHINGTON. — Local admission taxes were collected by 13 of the largest 41 cities in the U.S. in 1952, according to the U.S. Census Bureau. A total of $7,973,000 was collected, but it is not known what percentage of the amount came from theatres and how much from other forms of entertainment.

Largest collection came from Philadelphia with $2,998,000. Chicago was second with $1,719,000, and Pittsburgh third with $1,090,000. Other cities included Seattle, $494,000; New Orleans, $450,000; Cleveland, $406,000, and Cincinnati, $250,000.

Also, New York, $133,000; St. Louis, $132,000; San Diego, $124,000; Columbus, $107,000; Akron, $64,000, and Washington, $6,000.

BMI Plans Charges

Broadcast Music, Inc., has advised National Allied and TOA that it is planning to charge theatres for the public performance of its music, as is done by ASCAP. The BMI rate schedule is expected to be announced shortly.

Tax Repeal Attempted

PITTSBURGH.—Exhibitors have been continuing their campaign to have this city's 10 percent amusement tax appealed by holding meetings with the City Council. David Roth, counsel for Western Pennsylvania Allied, stated that "the industry is on the brink of financial disaster" unless tax relief is granted. He added that many theatres are operating at a "crushing loss" with many of them "consuming their cash surplus accumulated in the course of years."

"Kate" 3-D Inspected

Seven engineers of the Polaroid Corp. undertook an inspection tour of all theatres that played M-G-M's "Kiss Me Kate" and Warner Bros.' "Hondo" during the Thanksgiving holiday. The experts inspected monitors, filters and all 3-D equipment in from 60 to 75 houses that booked the 3-D films. This was the first application of Polaroid's technical assistance service plan.

Bingo Again?

CINCINNATI.—Following this city's recent decision that charity bingo is legal, the Retarded Children's Council has been considering a plan whereby downtown and neighborhood theatres would co-operate on having the game played in their houses. All proceeds over and above expenses would be turned over to the charity. The state has already ruled against commercial bingo.

Shea's "Kate" Decision

The Shea Circuit, which with its affiliated companies operates more than 40 houses in New York, Massachusetts, New Hampshire, Ohio and Pennsylvania, will play the 3-D version of "Kiss Me Kate" rather than the "flat" one. President Gerald Shea, expressing confidence in 3-D, said his chain's managers viewed the film in both versions and found the 3-D one more effective with additional exploitation possibilities.

TOA, Allied Have One-Track Mind For Stereo Sound Tests

CinemaScope with single-channel sound will be tested by 20th Century-Fox beginning in January or February when several theatres will be allowed to play "The Robe" without stereophonic sound. Audience reaction will then be compared with that found in similar houses playing the film with the regular CinemaScope sound.

Notice of the test first came in a telegram from Spyros P. Skouras, 20th-Fox president, to Abram Myers, National Allied board chairman. The Skouras wire was written in response to Allied's blast at the announced postponement of the test. W. C. Gehring, 20th-Fox official, had stated that it could not be held until spring.

Skouras, while explaining Gehring's mistake, asked for co-operation in the conduct of the tests "in a fair and unprejudiced manner." He added that he is fighting with all of his resources to help keep the small theatres open because "the existence of my company and . . . the entire industry depends upon them."

Reade Supports Tests

Further support for the tests came from Walter Reade, president of Theatre Owners of America. Following the viewing of 20th-Fox's second anamorphic release, "How to Marry a Millionaire," Reade wrote the 20th-Fox president that he was "more convinced than ever of the limitations of stereophonic sound."

The TOA president stated that he found the "Millionaire" sound of "good fidelity and high quality," but, he added, any theatre equipped with a good standard sound system "could have played this picture on a 2.55 screen—and with an equally good audience reaction."

Reade wrote that he felt Skouras was "rendering a great disservice to exhibitors, large and small, by compelling capital outlay on what may well be useless and unnecessary sound equipment." He added that the money could be better spent for other needed theatre improvements.

The TOA topper, speaking at the annual convention of Theatre Owners of North and South Carolina, informed that group that he had received a notice of the test similar to the one sent to Myers. Local exhibitor leaders then suggested that the tests be carried on in each exchange center rather than in a few theatres.

Requests Local Tests

This would enable all exhibitors who so desire to participate in the tests, they explained. They also asked that the ultimate decision as to whether stereophonic sound is necessary in a particular theatre be left to the individual theatre owner.

The Skouras announcement that the tests would take place was greeted with approval by Robert A. Wile, executive secretary of the Independent Theatre Owners of Ohio. It was Wile who had received the Gehring statement announcing the postponement of the test till next spring.

Wile wrote in his group's bulletin that both Spyros Skouras and William C. Gehring have now proved themselves to be big men. The ITOO official revealed that the theatres to be used for the experiment will be the Star Theatre, Upper Sandusky; the Wellman Theatre, Girard, and the St. Paul Theatre, Dayton.

Myers thanked Skouras for allowing the tests to go ahead, although he pointed out that "the problem has not been solved for the exhibitor who cannot install CinemaScope equipment."

Meanwhile, the Interstate Theatres' belief that stereophonic sound would add tremendously to presentations has been "very definitely proved correct," according to Robert J. O'Donnell, circuit official. He agreed that the sound is very expensive, placing it beyond the means of many small houses, but, he added, "that situation should not prevent other theatres from modernizing and presenting the ultimate in entertainment."

The belief that the next few months will see "installation of many smaller and less expensive stereosound systems" in hundreds of small theatres has been expressed by L. D. Netter, Jr., Altec general sales manager. Netter revealed that a great many installations were being made in small theatres throughout the country. He added that exhibitors now realize that the audience impact in small houses equals the results achieved in the largest theatres.

Telemeter Premiere Held On Home Television Sets With New Para Feature

Inauguration of the "pay-as-you-see" television system of the International Telemeter Corp., in which Paramount holds a majority interest, will take place this weekend in Palm Springs, Calif. First show will feature the world premiere of Paramount's "Forever Female" and two one-reelers, a Grantland Rice Spotlight, "Rough Ridin' Youngsters," and a Paramount Pacemaker, "Million Dollar Playground."

Arrangements have been made to follow this show with other current pictures from major studios, as well as important sports, musical and cultural attractions, according to Barney Balaban, president of Paramount Pictures.

To watch the show, subscribers will have to drop the admission price, which will vary according to the program, in a coin box attached to the set. This will unscramble the image on the closed circuit channel. At the same time the barker's voice announcing the details of the program will be replaced by the dialogue of the film itself.

First Spanish Remittances Of U. S. Net Due Soon

First remittances from Spain of blocked American film earnings under a plan agreed to by the Motion Picture Export Association is set for January. Pact calls for a 40 percent remittance of the approximately $1,500,000 of American funds blocked in Spain.

New plan assures 145 permits for MPEA member companies in place of the 136 proposed by Spain. It is reported that American independents will have access to an additional 40 to 50 permits from Spanish domestic distributors. Cost of permits is 600,000 pesetas for black and white features and 700,000 for color ones.

THE Hollywood REPORTER

EXHIBITORS DEMAND MORE FILMS

MOTION PICTURE HERALD

TOA, LOOKING FORWARD, DEMANDS MORE PRODUCT

By MARTIN QUIGLEY, JR.

CHICAGO: Striking proof of the renewed vitality and enthusiasm of the industry was given here this week.

The TOA convention and the concurrent TESMA and TEDA ... and conventions established an all-time high ... registration of substantially over 2,000. ... and surrounding areas

Bryant and Lamar Sarra; legal advisory, Herman Levy; film reviewing, H. F. ... cey; drive-in theatres, Jack Ba... tration, Robert Wi... building and safety c... concessions, Herbert ... Krappman; theatres ... Zarr and Lucian Pope... mer Rhoden and Emil ...

Mr. Starr announced ... board meeting that the ...

BOXOFFICE

NO. 1 WORRY OF EXHIBIT... IS PRODUCT, NOT PRO...

So Theatremen Indicate ...

SHOWMEN'S TRADE REVIEW

Product Shortages to be Voic... By Jersey to National Allied

... of New Jersey Allied held a one-... the Hotel Astor, New York, ... Irving Dollinger, dele... ... in Boston, ... to ... ews

... con- ... owing ... Allied ... ational

... and distribution to 3D would ... that subject matter must ... use 3D advantageously. ... distribution was not inter... 3D had added to exhibit... to "have any chance" o... to be one-projector 3D ... The members for t... had no opinions on ... cept for a few, they ... As to large scree... been a general feeli... our screens ... u...

MOTION PICTURE DAILY

Acute Situation

Product Pinch Here; Snap... Sees Threat

Says Part-Week Closing Might Be Advisable

By AL STEEN

The predicted product shorta... rently has arrived and ... becom... in...

VARIETY

TOA Conclave, Alarmed By Pix Paucity –

Chicago, Nov. 3. — Entry of exhibitors into the film production field as ... s of offsetting high rentals and picture shortages was urged ... ers of Theatre Owners of America today by Leonard H. ... n. ... A convention ... roadcasting ...

YOU CAN

U

...and to keep on delivering it's present high number of releases...a continuous flow of top product to fill the needs of *all* theatres, whatever their screen dimensions may be!

FILM ...

U-... 34 ...

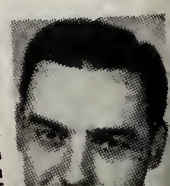
T... hat...

Universal To...

Biggest Program from Expenditures Standpoint Revealed After Confabs

West Coast Bureau of THE FILM DAILY

Hollywood — Universal-Interna... tional in the year from Nov. 1 wil... produce 34 features, including 22 ir... Technicolor, it is announced by Edward Muhl, vice-president in charge of production. Schedule, he declared, is the biggest undertaken by U-I in recent years from



..but one thing IS certain..

COUNT ON IT TO DELIVER..

BOXOFFICE

U-I Production to Go Up In '54 With 34 Features

Universal Will Release 50 Shorts for 1953-54

HOLLYWOOD—Exemplifying in concrete terms its faith in the [illegible] and the industry, U[illegible] scheduled 34 featu[illegible] color, for productio[illegible] beginning Novembe[illegible]

The slate, disclos[illegible] a series of high-leve[illegible] the studio, was dea[illegible] vice-president in c[illegible] the biggest to be und[illegible]

MOTION PICTURE HERALD

U-I ANNOUNCES 34 NEXT YEAR

22 Technicolor Pictures Included in Plans for Year Beginning Nov.

HOLLYWOOD: Thirty-four picture[illegible] color by Technicolor, w[illegible]

U-I TO RELEASE 50 SHORTS IN 1953-54

[illegible] will [illegible] the [illegible]ating [illegible]me- [illegible]rving [illegible]r.

[illegible] DAILY

[illegible] With 22 in Technicolor

8,500 Exchange Workers

FILM BULLETIN

U-I Hits Top Production Peak Since Early Summer

UNIVERSAL - - INTERNATIONAL [illegible]e mid-October production parade, [illegible]x pictures in work. This is the highest peak since early summer. [illegible]tures are in Technicolor, and [illegible]r is "Black Lagoon" [illegible]dams, Richar[illegible] Allan [illegible] O [illegible]: "T [illegible] Rom [illegible] —Aa [illegible]n, di [illegible]tis, P

MOTION PICTURE DA

22 in Color

34 Set by 'U- In 1953-1954 Muhl Reports

Program Was Adopted Top Level Coast Meet

HOLLYWOOD, Oct. 26.—Thir[illegible] four motion pictures, 22 of them color by Technicolor, will be produc[illegible] at Universal-International studios du[illegible] ing the year be- ginning Nov. 1, it was an- nounced by Ed- ward Muhl, vice - president in charge of production.

From a stand- point of expen- ditures involved and scope of



[illegible] REPORTER

[illegible] HEDULES 34 FILMS IN '54

22 in Technicolor Listed

[illegible] Production Policy [illegible]'s Rackmil

INDEPENDENT FILM JOURNAL

[illegible] Sets 34 Pix

[illegible] in recent years, from the [illegible]d scope of product, Uni-

"[illegible]" in 3-D at Hall [illegible]'s "Kiss Me Kate," pre- miering Nov. 5 at Radio City Music Hall, will be shown in the 2-D version, it is learned. It is said Music Hall officials feel the picture is just as entertaining in 2-D.

VARIETY

UI SKEDS 34 PROD'NS NEXT YE[illegible]

Meet Albert A. List

"Don't Sell Exhibition Short:" RKO Circuit Board Chairman

One man who has elected to place his faith and his money, to the extent of more than $6,000,000, in film exhibition is Albert A. List, whose purchase of 886,353 shares of RKO Theatres stock from Howard Hughes represents a $4,000,000 investment. List has offered to buy an additional 400,000 shares from minority stockholders because, he explains, it is his "moral obligation" to give them the same opportunity he gave Hughes.

The newly elected board chairman, who made his first contact with the industry 18 months ago when he purchased 200,000 shares of RKO Pictures stock, presented a highly optimistic story to the members of the press gathered to meet him last week. He advised people "not to sell the theatre business short, despite television."

Operates Against Trend

When queried as to why he put so much money into the film industry now when so many exhibitors are complaining about poor business, List stated that it is his policy to operate against the trend. He said that he expects a better return for his money from RKO Theatres than from the government securities in which it had been placed.

He named the combination of good management, which first attracted him to the company, and the business experience he can contribute as the factors which decided him that the organization should do very well—especially through long range planning. In line with this, the industrialist said he would like to add 100 theatres to the chain eventually.

List explained that he is still learning the theatre business, and therefore has no policy or plans for the organization. He stated that since it was the excellent management that elicited his interest in the company, he thought it best to let management continue to run it.

Therefore, he is willing to go along with the recommendations of Sol A. Schwartz, RKO Theatres president, concerning streamlining and expansion of houses now in the 90-odd theatre chain. Less than six of those theatres are now operating at a loss, the new stockholder declared.

Calls Directors Individualists

The position of board chairman he called merely a title without power. Denying that he would use his controlling stock interest to force the board to agree with his decisions, he asserted that the directors are a group of individualists. If they did not have minds of their own, they would be bad for the company, he stated.

Elected along with him to fill the vacancies resulting from the resignations of Ben-Fleming Sessel and William J. Wardall, who represented the Irving Trust Co., was Dudley G. Layman, who has been associated with the new chairman in several other ventures.

Other members of the board include A. Louis Oresman, Edward C. Raftery, Schwartz and David J. Greene, who was originally reported as the major purchaser of the 929,020 shares of stock sold by Hughes.

It is now known that Greene picked up less than 30,000 shares of theatre stock, for which he turned over to Hughes 33,000 shares of picture company stock. Hughes also received List's 200,000 shares of picture stock as partial payment for the theatre block he purchased.

In commenting upon the transaction, Schwartz stated that he thought it would benefit the company to have as its major stockholder a man who was interested in the business and willing to accept his share of the responsibility. He joked that this was probably the first time such a person " has been alive and could be seen."

This was a reference to the fact that Hughes had been unable to participate in RKO Theatres activities since he elected to remain a member of the RKO Pictures operation. Because of the consent decree, the Hughes stock has been voted by the Irving Trust Co.

List, in turn, told an anecdote concerning Hughes' availability. The stock deal was scheduled to be closed on the east coast at 11 a.m., E.S.T. Before List's counsel would turn over the check to the other's representatives, he demanded to call Hughes to make certain that he was alive.

Waits For Call

Hughes waited on the west coast for the call, which came through at 8 a.m., California time. Sleepily, he murmured that he usually went to bed at 6 a.m. but had waited up two hours for this call. Then he reportedly added, almost to himself, "I wonder whether it's been worth it."

The offer to buy 400,000 shares of stock from minority stockholders resulted from his belief that some of them might want to sell their interest in the company now that Hughes was out of it, the new purchaser declared. He offered $4.50 per share, which he considered equal to $4.60 or $4.70 if the seller had to pay brokerage fees, which List will assume.

Time and again during the interview he stressed his belief in the film industry as a solid investment. He predicted better days ahead as better films are made. Also, he declared that people like to go out in the evening. When asked whether he was a movie fan, he answered that his four daughters certainly are.

To the question of why had he sold his picture company stock and decided to go into the theatre company, List answered that he preferred going "the route of the theatres" rather than of pictures.

His 200,000 shares of RKO Pictures stock made him second largest shareholder in that company, and he tried at one time to buy a large amount of Hughes' film company stock without success.

Born in Fall River, Mass., List has been concerned with textile companies for a good part of his business life. Just last month he acquired a large interest in the U. S. Finishing Co., a textile firm, of which he was voted board chairman. His start in business came in a loan company venture with his two brothers.

Other present interests include the Aspinook Corp., board chairman; General Charities Foundation, president and trustee; Cleveland Arcade Co., president and director; Otis Realty Co., trustee; Otis Terminal Warehouse Co., vice-president and director, and Carolet Co., president and director.

Holiday "Robe" Bookings

At the same meeting Schwartz disclosed that he expects to book "The Robe" in about 30 RKO houses in New York City for the holiday season. By the first of the year, the chain would have from 55 to 60 theatres in the U. S. equipped for CinemaScope, he predicted.

The present product shortage doesn't worry him too much, the company president declared, because he realizes that this is a transitional period that will soon pass. He noted that the new techniques have people definitely more interested in movies today than they were six months ago.

As for theatre television, he said that his group was among the first to make installations and that it was still interested in the medium. At present five RKO situations are equipped to receive the telecasts and more will be added if the tests prove successful, he declared.

RKO Theatres Leads Stock Market Trading

Typical of the bullish quality of RKO Theatres stock resulting from the change of controlling interest to Albert A. List was the 17,800 common share turn-over reported for one day this week. On that day the circuit led all other stocks in activity on the New York Stock Exchange.

The stock gained one-eighth of a point for the day, closing at four and five-eighths. This is slightly below the year's high for the stock, four and three-fourths, and well above the year's low, three and one-fourth.



Albert A. List (second from left), new RKO Theatres board chairman, at trade press interview with (l. to r.): Morton Sunshine, editor of THE INDEPENDENT; Sol A. Schwartz, RKO Theatres president, and Philip Handler, staff writer for THE INDEPENDENT.

Financial Notes

National Net Gains

National Theatres, Inc., and subsidiaries announced this week a tentative consolidated net income of approximately $2,500,000 for the fiscal year ended Sept. 26, which would be an increase over the $1,877,391 earned in the preceding year. The 1953 net is equivalent to 90 cents per share, while last year's net equalled 68 cents per share.

The 1952 figures are the ones reported by Wesco Theatre Corp. and Roxy Theatres, Inc., former subsidiaries of 20th Century-Fox, which were dissolved and replaced by NT. For the quarter ended Sept. 26, 1953, the tentative consolidated net was $626,000 or 23 cents per share, while Wesco and Roxy reported a combined $687,535, or 25 cents per share, for the corresponding quarter of 1952.

Paramount Earnings Rise

Paramount Pictures has announced consolidated earnings for the nine months ending Oct. 3, 1953 to be $4,996,000 after taxes, equivalent to $2.21 per share. Comparable period of 1952 was reported at $4,663,000, including $500,000 of net capital gains, representing $1.99 per share and $1.78 excluding capital gains.

Third quarter earnings came to $2,005,000 or 89 cents per share after provision for taxes, the report noted. The same quarter of 1952 accounted for $1,878,000 earnings, of which $500,000 were the above-mentioned capital gains. The net was equivalent to 80 cents per share, of which 59 cents resulted from operations.

Earnings accruing from Paramount's interest in partially owned non-consolidated subsidiaries were reported as $115,000 for the third quarter and $594,000 for the first nine months as compared with $123,000 and $340,000 for the corresponding periods of 1952.

Fox Profit Increases

Twentieth Century-Fox Film Corp. and wholly owned subsidiaries reported consolidated net earnings of $1,433,037, or 52 cents per common share, for the 39 weeks ended Sept. 26, 1953. This is an increase from the $1,277,268, or 46 cents per share, earned in the similar period of 1952.

Third quarter earnings were also slightly up from last year, with a reported $1,274,728 in 1953 and $1,122,864 in 1952. The company has announced that is expects fourth quarter earnings to be considerably improved because of the success of its first two CinemaScope releases. Meanwhile, it declared a dividend of 25 cents per common share payable Dec. 24 to holders of record Dec. 10.

Eastman Net Climbs 31 Percent

Consolidated net earnings before taxes for the first three quarters of 1953 at Eastman Kodak Co. were $112,949,175, a 31 percent increase over last year's $86,411,089. Net after taxes was $34,966,635 or $1.99 per share, as compared with $28,585,716 or $1.71 per share a year ago. Third quarter earnings were $12,434,802, or 71 cents per share, which is up 19½ percent from the $10,407,328, or 63 cents per share earned in the comparable period of 1952. The Eastman board declared a 45 cents cash dividend and an extra one of 20 cents per common share and 1½ percent of preferred stock, payable Jan. 2, to holders of record Dec. 4 Total 1953 cash dividends amounted to $1.85 per common share.

Ike Nets Variety Life Card; Club In Lewis Tribute

President Eisenhower is scheduled to receive a gold card honorary life membership in Variety Clubs International next week. Presentation will be made by international chief barker Jack Beresin, who reported on his trip to Europe at the group's mid-winter conference held last week.

The chief barker told the conference that "this country has exported many great things to Europe, but the greatest export of all was the religion of the Variety Clubs to the showman of the British Isles and the continent."

John Rowley of Dallas, outlined plans for the spring convention that will be held in the Texas city March 21-24. The Dallas Tent then showed a film about the Boys' Ranch, one of its major charities.

The second session was devoted to approving the script of a forthcoming two-reel film to be made by the organization for the purpose of explaining its charitable activities. Film will be titled "Miracle Moutain."

Give Fund Reports

Fund raising reports were given by Michael Lewis, Houston, past chief barker; William Koster, executive secretary of the Boston Tent, and George Hoover, Miami. Nathan D. Golden, chairman of the Heart Fund, outlined some of his group's plans.

At the meeting, Col. William McCraw, executive director, read a memorial to the late Chick Lewis, long time Variety Club official and publisher of "Showmen's Trade Review." The tribute was signed by all attending members from the U.S., Canada, Mexico and England, and forwarded to Mrs. Lewis.

Final event was the annual humanitarian award dinner, at which Dr. Selman Waksman, developer of anti-biotics was presented with the humanitarian award. At the same time, the local tent gave Jane Froman its "show business" award.

Theatre TV Installations Surpassing 50 By March

A minimum of 50 new theatre television installations by March has been predicted by William Rosensohn, general sales manager of Box Office Television. His prediction is based on the hundreds of requests for information received from exhibitors, he explained. The sales official added that the installations could be completed by next month if line clearances are procured.

BOT is trying to advance theatre TV in small cities, making installations along the long lines of American Telephone and Telegraph Co. to bring down line costs. Areas under consideration are Western Pennsylvania, New Jersey, Ohio and Illinois.

UA In New "Blue" Suit

BOSTON.—United Artists has filed suit against Mayor John J. Buckley, of Lawrence, protesting the city official's ban of "The Moon is Blue." Scheduled to be tried this week in Suffolk Court, suit involves the UA contention that the mayor had banned the film before he had seen it. Film was set for the Stanley Warner Broadway.

New Appointments

M. L. "MIKE" SIMONS was appointed director of customer relations for M-G-M, succeeding the late Henderson M. Ritchey. Simons, a member of the company since 1927, became Ritchey's assistant shortly after the latter assumed his post, and helped Ritchey address exhibitor conventions and otherwise represent the company. The new director has been active as an exhibitor, producer and director of stage musicals, booker, salesman and editor of the M-G-M house organ, "The Distributor," a post he still retains. Customer relations policy at M-G-M will continue to be the same as in the past, the company has announced.



MIKE SIMONS

KENNETH CLARK and G. GRIFFITH JOHNSON, assistant to MPAA prexy Eric Johnston and head of the MPAA economics department, respectively, were elected MPAA vice-presidents.

PAUL CHRISTMAN was promoted to salesman at Ansco's professional motion picture department from the post of New York office sales correspondent.

RAYMOND M. MILES, former assistant controller of Universal Pictures Co., Inc., was elected controller and assistant treasurer, succeeding Eugene F. Walsh, now vice-president and treasurer of the company. Miles, who joined Universal in 1942, has an accounting background, is a CPA and a member of the American Institute of Accountants.

IRA S. STEVENS was elected treasurer of Cinerama Productions Corp., succeeding E. L. Scanlon, resigned. At the same time, IRVING N. MARGOLIN was elected assistant treasurer.

IRA SICHELMAN, formerly sales manager of 20th Century-Fox's Washington office, was promoted to the post of branch manager, succeeding J. B. Rosen, resigned.

ANN DAGGETT HIGGINBOTHAM, who has worked for Macfadden Publications for the past six years, was named editor of the "Photoplay" magazine and supervising editor of "Radio-TV Mirror" magazine. CARLTON BROWN was appointed executive editor of both magazines. Brown has been covering the entertainment field for several years.

DEE PHILLIPS (Mrs. Jack Holland) was named west coast editor of the Biltmore magazine chain, including "Movie Spotlight," "Movie Play" and "Movie Time." RUTH ERICSON continues as editorial director in New York.

JOSE O. MANDING was named manager of the Philippines office of RKO Pictures. Manding has been acting manager since former manager, Ricardo Canals, was appointed Far East supervisor in July. A native of the Philippines, Manding joined the RKO Radio office in Manila in Feb., 1938, less than two months after the office was established.

Staff Reviews

"Hondo"

(Warner Bros.) 3-D WarnerColor 84 Min.

Cast: John Wayne, Geraldine Page, Ward Bond, Michael Pate, James Arness, Rodolfo Acosta, Leo Gordon, Tom Irish, Lee Aaker, Paul Fix, Rayford Barnes.

Credits: A Wayne-Fellows Production; Produced by Robert Fellows; Directed by John Farrow; Screen play by James Edward Grant; Based on a story by Louis L'Amour.

A great audience potential is present in this latest John Wayne western adventure, and the performing, story and outdoor settings make the most of it. Fusing human interest elements with Cavalry vs. Indians conflicts, "Hondo" tells a story that carries as much appeal for women as for men. Satisfaction for the distaff side will stem from the strong performance of newcomer Geraldine Page in the spotlighted role of a frontier wife and mother who must bring up her son in an atmosphere of strife between white and red man. As the man in this tale, Wayne delivers what is expected in the realm of hard-hitting action. The plot affords him plenty of opportunities to rough up villains and take command in a rousing, climactic battle against marauding Indians.

Utilizing the additional lures of WarnerColor and three-dimensional photography, "Hondo" comes across with more than the usual amount of visual excitement. The outdoor settings register with brilliance; the best results to date in the WarnerColor process. Gimmicks of the 3-D photography are few but effective. The tossing of lances and the firing of rifles into the audience, plus the clouds of dust generated by galloping horses, lend dramatic illusions of depth to the action scenes.

STORY: John Wayne, dispatch rider for the U.S. Cavalry, borrows a horse from Geraldine Page's ranch and returns to his outfit. There he quarrels with Leo Gordon, a ne'er-do-well who turns out to be Geraldine's husband. Meanwhile, Geraldine is menaced by Michael Pate, an Apache chief, who develops a liking for Lee Aaker, her son. As Wayne returns with Geraldine's horse, he encounters and kills Gordon in self-defense, then is captured by Pate. Geraldine saves his life, but decides against marrying him when she learns he killed Gordon. But Geraldine changes her mind, decides to go to California with Wayne, thus preventing Aaker from learning the truth about his cowardly father. On their way west, Wayne leads the Cavalry in a victorious battle against the Indians.

●

"Rob Roy"

(RKO) Technicolor 85 Min.

Cast: Richard Todd, Glynis Johns, James Robertson Justice, Michael Gough, Finlay Currie, Jean Taylor-Smith, Geoffrey Keen, Archie Duncan, Russell Waters, Marjorie Fielding, Eric Pohlmann, Ina de la Haye, Michael Goodliffe.

Credits: A Walt Disney presentation; Produced by Perce Pearce; Directed by Harold French; Screen play by Lawrence E. Watkin.

A rousing tale of derring-do, set in early 18th Century Scotland, is unfolded against gorgeous Technicolor locales of the countryside of that land in this latest Walt Disney live-action adventure. Because the story is extremely absorbing, and presented in expert narrative style, "Rob Roy" should click solidly with audiences of all ages. As the title character, Richard Todd breathes life into the role of the Scots leader who helped gain recognition from the British for his people. In this venture, Todd executes countless feats of bravado in dashing manner, also woos Glynis Johns in humorous fashion. With its exciting plot, authentic costumes and host of picturesque personalities, "Rob Roy" will leave an audience with more than a taste of heather nectar in its mouth.

STORY: Richard Todd, leader of nationalist Scots, is captured by Scots loyal to Britain's King George I in order to force surrender of Todd's men. But Todd escapes and is unsuccessfully hunted. Meanwhile, he marries Glynis Johns and lives a life of hiding from the British. James Robertson Justice, a Scot moderate, intercedes for Todd at King George's court, but Todd refuses to quit fighting until justice is meted out. Only then does he journey to the King, where pardon is granted and his clan is recognized.

●

"Three Sailors And A Girl"

(Warner Bros.) Technicolor 98 Min.

Cast: Jane Powell, Gordon MacRae, Gene Nelson, Sam Levene, Jack E. Leonard, George Givot, Veda Ann Borg, Archer MacDonald, Raymond Greenleaf, Henry Slate.

Credits: Produced by Sammy Cahn; Directed by Roy Del Ruth; Screen play by Roland Kibbee and Devery Freeman; Based upon a play by George S. Kaufman; Original songs by Cahn and Sammy Fain.

Diverting song-and-dance routines are the distinguishing features of this rollicking Technicolor musical, which sports enough comedy to keep things going at a steady pace throughout. The box office should carry a profit from runs of "Three Sailors and a Girl" since the star names are valuable and the tunes are gay. An eventful story, detailing the absurd but amusing attempt of a trio of gobs at getting rich quick by running a Broadway show, also adds to the allure. Based on a play by George S. Kaufman, the plot affords Sam Levene and Jack E. Leonard ample opportunities to make with the jokes. A capable assist in this category is given by George Givot, veteran Greek-dialogue comic. But the height of this picture's entertainment is reached through the performing of the three stars, Jane Powell, Gordon MacRae and Gene Nelson. Their vocal and terpsichorean feats are the key points of this musical.

STORY: A trio of gobs, Gordon MacRae, Gene Nelson and Jack E. Leonard, impulsively invest the pay of their shipmates in a Broadway musical show that seems destined to fall by the wayside. MacRae, in love with Jane Powell, the star, replaces George Givot as leading man when the play fails out-of-town. MacRae and his associates then take over the job of bettering the show. They induce a Marine outfit to invest additional money needed for a Broadway opening. But MacRae's talents are insufficient to produce and direct a hit. Unknown to him, Jane secures talent aid from Moss Hart, George Abbott and Ira Gershwin. The show is a hit and MacRae gets a swell head. Jane, however, whittles him back to size by revealing her ace. They clinch.

●

"Cease Fire!"

(Paramount) 3-D 75 Min.

Cast: Roy Thompson Jr., Henry Goszkowski, Richard Karl Elliott, Albert Bernard Cook, Johnnie L. Mayes, Cheong Yul Bak, Howard E. Straight, Gilbert L. Gazaille, Harry L. Hoffelich.

Credits: Produced by Hal B. Wallis; Directed by Owen Crump; Screen play by Walter Doniger; Story by Crump.

Filmed in three dimensions on the spot in Korea with a cast composed of G.I.s, "Cease Fire!" is a pungent commentary on the recently ended conflict with an interesting story basis that is absorbingly maintained most of the way. Picture should benefit from advance publicity and ride in via a studied exploitation campaign. Owen Crump's direction of his own story idea secures the realistic effects of grim backgrounds and, when an infantry patrol goes into combat action, the doings are spectacular, noisy but also quite impressive in their sound and fury. The soldiers appear with simple, sincere application to script demands. The language gets pretty rough at times.

STORY: At Panmunjom and in the correspondent's tent it appears this will be the last day of fighting. But with Easy Company it is otherwise for they are ordered to move out and secure information on enemy troops. Under Lt. Thompson the men set out. With considerable care and stealth they at length reach an observation position. They spot the enemy, relay the info back to headquarters, engage in a skirmish action. Their mission is accomplished on this last day of conflict.

●

"Forbidden"

(Univ.-Int'l.) 85 Min.

Cast: Tony Curtis, Joanne Dru, Lyle Bettger, Marvin Miller, Victor Sen Yung, Alan Dexter, David Sharpe, Peter Mamakos, Howard Chuman, Weaver Levy, Harold Fong, Mai Tai Sing.

Credits: Produced by Ted Richmond; Directed by Rudolph Mate; Screen play by William Sackheim and Gil Doud; Story by Sackheim.

An adventure melodrama with a healthy slice of romance thrown in, "Forbidden" emerges as a slick piece of work that should do all right with general audiences. Box office lure is provided by Tony Curtis, whose fans will be happy with the way he battles thugs and makes love to Joanne Dru. Also to be played up is the film's exotic setting, Macao, depicted as abounding in gambling houses, mansions and international smugglers. Plot is familiar, but the alternate slug-fests and love-making come fast enough so that interest is fairly well maintained throughout. An exciting climax, in which a shipboard battle results in a major explosion, should add to the enjoyment.

STORY: Tony Curtis is hired by a mobster to come to Macao to find Joanne Dru, gangster's widow, and bring her back to the U. S. He finds her living with club owner Lyle Bettger, who hires Curtis to work for him. Curtis and Joanne renew a romance they had started long ago, but when Joanne discovers Curtis' mission she marries Bettger. Latter is a vicious smuggler, who decides to kill Curtis because of his interest in Joanne. She warns Curtis, and the two run away. Bettger follows them, but dies in a shipboard explosion following a terrific battle. Both the Macao smugglers and U.S. gangster mob are caught by the police, and Joanne and Curtis return to the U.S. together.

●

"Wicked Woman"

(United Artists) 77 Min.

Cast: Beverly Michaels, Richard Egan, Percy Helton, Evelyn Scott, Robert Osterloh, William Phillips, Frank Ferguson, Bernadene Hayes.

Credits: An Edward Small presentation; Produced by Clarence Greene; Directed by Russell Rouse; Written for the screen by Green and Rouse; Songs by Buddy Baker and Joe Mullendore.

United Artists has a sure-fire exploitation picture in "Wicked Woman." It is the story of a loose woman and her neurotic attempt at winning a man away from his wife. The man, in this case, is a barkeep and the wife is an alcoholic. Main selling point of "Wicked Woman" is the outlandish performance of tall, blonde Beverly Michaels as the title character. Her sluttish walk, her exaggerated grimaces and aggressive love-making should titillate any adult audience. It is evident from the direction that all this is made for the guffaw—and that it will get. Opening and closing the action is an off-screen rendition of the title song by Herb Jeffries.

STORY: Beverly Michaels arrives in a small town dead broke. She entices Percy Helton, an older man, to pay for her clothes, which she wears to win a job as bar girl in the saloon

(*Continued on page* 14)

"Big Squeeze" Ad Boosts Trade Morale

A major boost to industry morale resulted from a full-page institutional ad placed this week in the New York "Times" and "Herald Tribune," and signed: "a friend of the motion picture industry." The "friend" turned out to be Donahue & Coe, an advertising agency with several industry accounts. Headed "The Big Squeeze," the ad urged film attendance as an escape from the pressures and tensions of life. It was inspired by an actual experience of one of the agency's copywriters.

Late one afternoon, the adman was feeling "all in." With problems at home and a particularly tough assignment before him at work, he suddenly decided to call it a day. Phoning his wife, he arranged for her to get a babysitter for their child and for her to meet him at a theatre.

When he came home from the show, he was so refreshed that he tried to write about it in an ad. Edward J. Churchill, head of the agency, read the copy the next day and liked it enough to print it. He agreed that movies are the best means of relaxation, the point made by the ad.

Five-Man Group Drafts Expanded Press Relations Plan For COMPO Okay

The drafting of an expanded press relations program for approval by the COMPO triumvirate has been placed in the hands of a five-man committee, according to an announcement by Robert W. Coyne, COMPO special counsel. The committee, which will elect its own chairman, may increase its membership if it deems necessary.

Serving in the group are Oscar A. Doob of M-G-M, Maurice Bergman of Universal, Harry Goldberg of Stanley Warner Theatres, Harry Mandel of RKO Theatres and Art Arthur of the Motion Picture Industry Council of Hollywood.

Appointment of the committee, which is scheduled to meet in the near future, was authorized at the COMPO executive committee's annual meeting held Sept. 21 at the Hotel Astor. Decision was made because of the press criticism which greeted the industry's efforts to remove the 20 percent federal admission tax.

Kiddie 'Robe' Admish Cut By New Roxy Budget Plan

A "Junior Budget Plan" at specially reduced prices will allow youngsters 16 years of age and under to see "The Robe" at the Roxy Theatre, N.Y.C., for 65 cents weekday mornings and $1.00 at other times. Plan, to start next week, was undertaken because of the success of the "Group Service Plan" for adults which earlier was put into effect.

Latter idea permits for payment of tickets in advance. It is being used by clubs, schools, colleges and religious groups, who see the film as a unit. Method allows for entire parties to be admitted at the house's executive entrance.

Special telephone operators have been added to the Roxy staff to expedite the "Personalized Service" idea.

AA Boasts Largest Backlog Ever As Company Profits Take Jump

Zanuck Receives SP Guild Award

HOLLYWOOD.—Darryl F. Zanuck, production chief at 20th Century-Fox, received this week the Screen Producers Guild Milestone award at the Guild's third annual dinner. More than 700 persons, including President Eisenhower's personal representative gathered to pay tribute to the film executive for his contributions to the industry. In accepting the award from Carey Wilson, Guild president, Zanuck lauded the organization for its powerful influence in unifying the production phase of the industry. He predicted for the near future greater films which would attract record crowds to match the new large size screens.



DARRYL F. ZANUCK

Governmental Figures Attend

Among the governmental figures joining in the tribute was Dan Thornton, governor of Colorado, who brought a message of praise for Zanuck from President Eisenhower. California's Senator William Knowland, Governor Goodwin Knight and Norris Poulson, mayor of Los Angeles, were also present to honor the 20th-Fox official.

In addition to Jack Benny, who emceed the proceedings, other film personalities speaking of the achievements of the guest of honor included Shirley Temple, who stated that Zanuck had produced her greatest hits. Jack L. Warner spoke about the production expert's early activities on the Warner lot, where he first rose to prominence.

Allied Artists has the largest product backlog in its history, declared Steve Broidy, company president, while commenting upon the company's official name change. Formerly called Monogram, the company has gone "far beyond that operation . . . for which Monogram originally was established," he explained.

Walter Mirisch, A.A. executive producer, personally will produce three pictures, all in Technicolor and one in CinemaScope, for the company during 1954. He first will put "The Annapolis Story" before the cameras, with this film to be given a January starting date.

It will be followed in May with "The Black Prince," to be done in CinemaScope in England with Associated British Pictures participating in the production, and "Wichita," which will roll in mid-summer.

Approve Share Increase

Broidy announced profits before taxes for the quarter ended Sept. 26 of $224,990, compared with $125,897 for the comparable period of 1952. Profit after taxes was reported as $98,990 for this year's quarter, an increase over the $68,897 of a year ago. The 1953 quarter showed a $2,781,491 gross, as against $2,206,517 for the 1952 period.

A board proposal amending the articles of incorporation to permit increasing the number of $1.00 common shares from 1,000,000 to 1,500,000 was approved by the company's stockholders at the same time that they approved the name change.

Officers named to serve with Broidy include W. Ray Johnston, board chairman; George D. Burrows, executive vice president and treasurer; Norton V. Ritchey, foreign vice-president; G. Ralph Branton, Harold J. Mirisch, Edward Morey, Maurice Goldstein, and Herman Rifkin, vice-presidents.

Also, Sam Wolf, secretary; G. N. Blatchford, comptroller and assistant treasurer; Earl Revoir, assistant treasurer, and J. P. Friedhoff and Barnett Shapiro, assistant secretaries.

M-G-M Sets 10 Releases To April

M-G-M will release 10 features, including two in CinemaScope, during the first four months of 1954, according to a tentative schedule announced by the company. All but one of the films, "The Great Diamond Robbery," will be in color.

Set for January are "Give a Girl a Break," starring Marge and Gower Champion and Debbie Reynolds, to be followed by M-G-M's first CinemaScope release, "Knights of the Round Table," starring Robert Taylor, Ava Gardner and Mel Ferrer. This same month will see release of "Diamond Robbery," a Red Skelton starrer.

The company will release two in February: "Saadia," starring Cornel Wilde, Mel Ferrer and Rita Gam, and "The Long, Long Trailer," starring Lucille Ball and Desi Arnaz. In March will come "Tennessee Champ," starring Shelley Winters, Dewey Martin and Keenan Wynn, and the second CinemaScope film, "Rose Marie," starring Ann Blyth, Fernando Lamas and Howard Keel.

For April, three more films will be released: "Gypsy Colt," starring Donna Corcoran, Ward Bond and Frances Dee; "Rhapsody" starring Elizabeth Taylor, Vittorio Gassman and John Ericson, and "Flame of the Flesh," starring Lana Turner, Pier Angeli and Carlos Thompson.

U-I Slates Sales Exec Conference For Studio

Universal Pictures Co. will hold a national sales executive conference at the U-I studios from Dec. 7-11 to be attended by the company's top domestic and foreign officials, according to an announcement by Charles J. Feldman, general sales manager. In addition to the product discussions, the delegates will see four new U-I releases.

Scheduled for screening are "The Far Country," "The Magnificent Obsession," "Saskatchewan" and "The Glenn Miller Story," all in Technicolor. Earlier, the visitors will be hosted by Walter Lantz, cartoon producer, at a pre-conference reception.

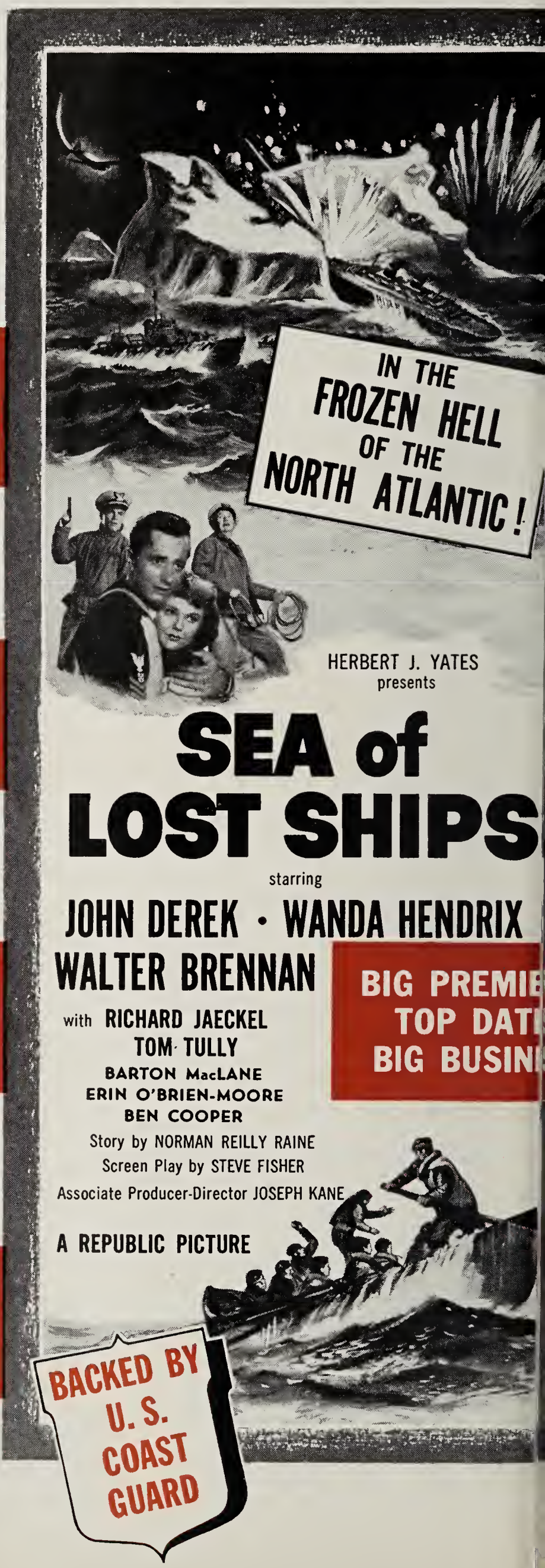
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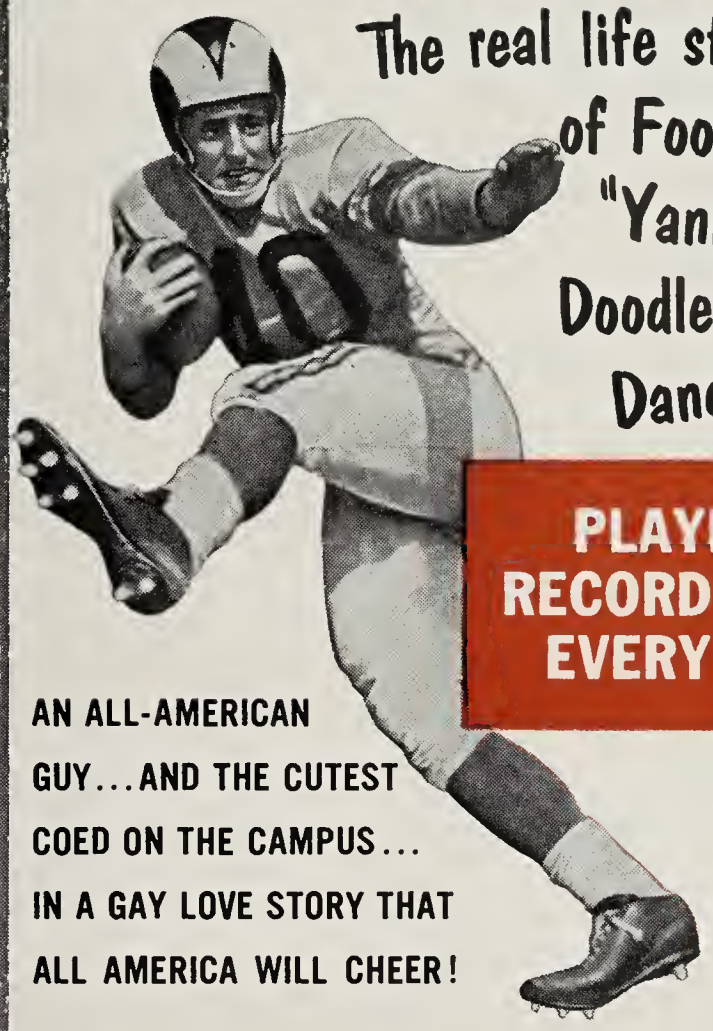
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featuring JAMES MILLICAN JAMES BROWN





BACKED BY AMERICA'S TEEN-AGERS

Written and Produced by Hall Bartlett

Directed by Francis Lyon

A REPUBLIC PRESENTATION

Staff Reviews

(Continued from page 10)

owned by Richard Egan and Evelyn Scott, husband and wife. Beverly succeeds in vamping Egan's interest to the degree where he plots to sell the saloon, ditch his wife and flee with Beverly to Mexico. Egan, however, finds Beverly in the arms of Helton, who is blackmailing her. Beverly takes a physical beating from Egan, who, in turn, succumbs to a mental drubbing from his wife. Beverly leaves town to continue her exploits.

●

"Tumbleweed"

(Univ.-Int'l.) Technicolor 79 Min.

Cast: Audie Murphy, Lori Nelson, Chill Wills, K. T. Stevens, Russell Johnson, Madge Meredith, Roy Roberts, Stan Jolley, Lee Van Cleef, Ralph Moody, Ross Elliott.

Credits: Produced by Ross Hunter; Directed by Nathan Juran; Screen play by John Meredyth Lucas; From a novel by Kenneth Perkins.

"Tumbleweed," Technicolor western about a man falsely accused of helping the Indians attack the whites, contains the right proportions of action and suspense to do well in its market. Along with the riding and shooting sequences, film contains human interest material via involvements with a wonder animal, Tumbleweed, a scrawny-looking dirty white horse. Good marquee values are to be found in the names of Lori Nelson, who provides the romantic attraction, and Audie Murphy as the hero. Highpoint of a routine script is the desert sequence, in which the horse saves both Murphy and an avenging posse by finding urgently needed water. Indians raids and hand-to-hand fighting contribute to the action.

STORY: Audie Murphy is about to be lynched by an angry mob that thinks he betrayed Lori Nelson's brother-in-law and friends to the Indians. Escaping with the help of an Indian friend, Murphy rides to the Indian camp to make the chief declare his innocence. Roy Roberts, ranch-owner, lets him take a prize horse, Tumbleweed, and he starts off with a posse right behind. Eventually the posse catches him, but at that moment the Indians attack. Murphy captures the chief and forces him to reveal the true villain, Russell Johnson. The Indians keep attacking, but re-inforcements arrive in time. Murphy kills Johnson in combat and then clinches with Lori.

●

"Song of the Land"

(United Artists) Color 71 Min.

Credits: Produced and directed by Henry S. Kesler; Narrated by Marvin Miller.

Culled from close to 1,000,000 feet of film by Henry Kesler, "Song of the Land" is a profoundly interesting documentary film that will move into a rightful place alongside other similar and recent offerings that dealt out natural history and the like. The audience seeking after the unusual and off-beat in their film fare will buy this one. This is a revelation of the elements, natural phenomena, eruptions, the passage of life, the efforts of species to survive; mere existence. Not once does a human appear. It has dignity, taste and skillful arrangement. The color by Color Corp. of America is rich and revealing; the footage is striking and varied but always makes for perfect visual impact. Particular high spot in "Song of the Land" is a study of the California condor and its problem of looming extinction. On display, also, are over 50 varied species of bird and animal life. Actor Marvin Miller narrates.

STORY: The basic intent is to display creation. To effect this, the narrative details the violence of Nature, destruction and rebirth, a full cosmic cycle, which has occurred countless times in the history of the Earth. Life stirs; creatures mature, procreate, pass from the scene. And then the process is repeated.

●

"Captain John Smith and Pocahontas"

(United Artists) Pathe Color 75 Min.

Cast: Anthony Dexter, Jody Lawrance, Alan Hale Jr., Robert Clarke, Stuart Randall, James Seay, Philip Van Zandt.

Credits: An Edward Small Presentation; Produced by Aubrey Wisberg and Jack Pollexfen; Directed by Lew Landers; Screen play by Wisberg and Pollexfen.

Ably produced and otherwise creditably handled for a semblance of quality readily apparent, this relating of early U.S. history as it happened in Virginia comes off rather well and rates a recommendation. This type of production has appeal for a diversified audience which would also include youngsters. The familiar tale is told with ease and dispatch against colorful backgrounds. Anthony Dexter is the stalwart Smith. Easy on the eyes and just as effective is the appearance of Jody Lawrence. The action pattern of the script is expertly strewn through the narrative in the direction of Lew Landers.

STORY: Returned to England and the court of James I, Anthony Dexter reveals the details of life and times in the Jamestown colony and his part in first fighting off angered Indians, gaining their friendship and otherwise keeping his scheming cohorts in check. The famous incident of Pocahontas saving Smith's life is related. He marries the girl. Smith is injured in the final phase and returns to England, leaving Pocahontas. She marries John Rolfe. Smith never returns. Other adventures engage his attention.

●

"Sins Of Jezebel"

(Lippert) AnscoColor 74 Min.

Cast: Paulette Goddard, George Nader, John Hoyt, Eduard Franz, John Shelton, Margia Dean, Joe Besser, Ludwig Donath, Carmen D'Antonio.

Credits: A Robert L. Lippert Jr. Production; Produced by Lippert Jr.; Directed by Reginald LeBorg; Written by Richard Landau.

"Sins of Jezebel" was a big undertaking for a company like Lippert Pictures to go into, but the finished product is something that this organization can be proud of and a film which will do exceptionally well at the box office. A Biblical drama, the film is told sensitively and with power, and yet has its moments of sex and other exploitation factors. Paulette Goddard as Jezebel turns in a fine performance, while John Hoyt is a standout as Elijah the prophet and George Nader as a charioteer captain shows promise of becoming a top leading man in the not too distant future. The screen play cleverly keeps the picture within its budget limitations without weakening the telling of the story. AnscoColor is an asset and Carmen D'Antonio's dance is a highlight in the picture. Another exploitation factor is the wide screen lensing.

STORY: In the 9th Century B.C. the prophet John Hoyt warns Israel's King Eduard Franz not to marry Phoenican Paulette Goddard. Franz ignores this and sends charioteer George Nader to escort Paulette to the city. Before her wedding, Paulette makes a conquest of Nader. Paulette and her advisor, John Shelton, bring in their god Baal, and Elijah, angered by the false God, predicts there will be a drought. His prophesy comes true and he challenges Shelton to use his god to bring rain. Shelton fails, but Elijah shows his belief is true by praying for rain and seeing rain fall. The people destroy the idols of Baal and Paulette persuades Franz to order the death of Hoyt and his followers. After allowing the refugees to escape, Nadar joins them. Franz is slain by the Syrians and Nader becomes King. Margia Dean is his queen. Nader leads the march on Jezreel that ends in Paulette's violent death.

●

"Project M-7"

(Univ.-Int'l.) 86 Min.

Cast: Phyllis Calvert, James Donald, Robert Beatty, Herbert Lom, Muriel Pavlow, Noel Willman, Walter Fitzgerald, Patric Noonan, Maurice Denham, Marjorie Fielding, Cavan Watson, Herbert Lomas.

Credits: Presented by J. Arthur Rank; Produced by Anthony Darnborough; Directed by Anthony Asquith; Screen play by William Fairchild; From a novel by John Pudney.

This British import, about a new type of aircraft capable of traveling three times the speed of sound, comes alive only when the action leaves the ground. As a result, it should find its best market on lower halfs of double bills. Using models and other bits of invention, the plot shows how the aircraft, called "M-7," is put through its test flight. Story derives its human interest by focusing on the ordeals of the test pilots involved. No star names, however, are present to give this offering a needed box office lift.

STORY: Scientific aeronautical research is the main reason for Port Amberly. There James Donald applies himself diligently to "M-7," neglects his wife. There is also a foreign agent among the top workers. The day for the manual testing of "M-7" arrives and the ship comes through. Donald wants to make another test but is thwarted by the director of the station. He does manage to go aloft, this time in company with Noel Willman, who turns out to be an enemy agent. Willman is killed trying to hijack the plane. Ground control saves Donald. He returns to wife Phyllis Calvert. She still loves him.

●

"Fighter Attack"

(Allied Artists) Cinecolor 80 Min.

Cast: Sterling Hayden, J. Carrol Naish, Joy Page, Kenneth Tobey, Anthony Caruso, Frank Dekova, Paul Fierro, Maurice Jara, Tony Dante, David Leonard, James Flavin, Harry Lauter, John Fontaine, David Bond, Louis Lettieri.

Credits: Produced by William Calihan Jr.; Directed by Lesley Selander; Written by Simon Wincelberg.

"Fighter Attack" is a good action feature that should do okay in the general market today. The film boasts a top-notch screen play that gives cast toppers Sterling Hayden, J. Carrol Naish and Joy Page a good story to work with. The picture has some exciting aerial stock footage that is woven into it very skillfully. The CineColor photography is excellent and the scenic values of the film are very good. There are plenty of exploitation angles in this feature along with the title, which is good marquee bait.

STORY: Major Sterling Hayden has finished his tour of duty and is about to go home when a big raid is planned. Hayden decides that he will stay on the job with Harry Lauter, John Fontaine and Kenneth Tobey. Tobey is shot down and Hayden follows suit, landing in Italy. He is found by a member of the underground, Joy Page, who takes him to their leader, J. Carrol Naish. Hayden and Joy fall in love. Naish, infuriated by the Germans, uses his men to blow up a supply dump that Hayden's squadron had planned as a target. U.S. planes help with the job. Helped by Joy and a priest, David Bond, Hayden gets back to his flight group. After the war ends, he returns to Joy, who has waited for him.

"Undercover Agent"

(Lippert) 68 Min.

Cast: Dermot Walsh, Hazel Court, Hermoine Baddeley, James Vivian, Archie Duncan, Alexander Guage, Frederick Schrecker, Hugh Latimer, Bill Travers, John Penrose, Gwenn Bacon, Maxwell Foster, Howard Lang.

Credits: An Abtcon Production; Presented by Herman Cohen; Produced by W. H. Williams; Directed by Vernon Sewell.

Lippert has a strong little action programmer in this English mystery which sports lots of suspense, plenty of novelty and some excellent acting. Picture should bolster any bill in the general market. The picture moves fast and is filled with well-etched acting characterizations. It deals with a packet which contains a formula and top secret details for the manufacture of jet engines.

STORY: Dermot Walsh is called in to audit some books. He is talked into regaining some jet plane plans for an attractive young lady, but after walking in on a corpse, Walsh mails the plans to himself, just as the spies, headed by Alexander Guage, descend on him. Meanwhile, the police are out to get Walsh to save him from the spies. When Hazel Court, Walsh's wife, gets the package, she contacts the police. Working with them, she shows up in the spies' den with a phoney packet. The spy ring kidnaps both Hazel and Walsh. Just as they are about to harm Walsh the police arrive and the ring is captured.

"Clipped Wings"

(Allied Artists) 62 Min.

Cast: Leo Gorcey, Huntz Hall, Bernard Gorcey, Renie Riano, Todd Karnes, June Vincent, Fay Roope.

Credits: Produced by Ben Schwalb; Directed by Edward Bernds; Screen play by Charles R. Marion and Elwood Ullman.

"Clipped Wings" stays right up to the level that has been set by the previous Bowery Boys films. The series keeps right on rolling along and this one should find favor in the pictures' regular situations. As usual, Leo Gorcey and Huntz Hall manage to get everything possible out of their characterizations. Direction keeps the picture moving fast and manages to get laughs along the way. Renie Riano joins right in the fun adding quite a bit of comedy as a hard-boiled WAF sergeant.

STORY: Huntz Hall and Leo Gorcey unintentionally join up in the U.S. Air Force by signing papers which they believe are visitors' passes, but which turn out to be enlistment papers. They want to see their buddy, Todd Karnes, a lieutenant, who is being held on an espionage charge. Gorcey gets all the rough duty, but Hall, who has the same name as a female recruit, is sent to the WAF barracks in a paper mix-up and has quite a time. The twosome try to aid Karnes, not knowing that he is working with the U.S. Air Force in a maneuver to trap spies June Vincent and Philip Van Zandt and their aides. All works out well with Hall and Gorcey helping to capture the spies and ending up heroes.

"Killer Ape"

(Columbia) 68 Min.

Cast: Johnny Weissmuller, Carol Thurston, Max Palmer, Burt Wenland, Nestor Paiva, Paul Marion, Eddie Foster, Rory Mallinson Ray Corrigan, Nick Stuart, Tamba.

Credits: Produced by Sam Katzman; Directed by Spencer G. Bennet; Screen play by Carroll Young and Arthur Hoerl.

This Jungle Jim film fits the usual niche of its predecessors. It will probably delight the matinee and juvenile trade but adults will find it just an average programmer. This one deals with a drug that makes whosoever take it lose his will power. A man ape, that goes around murdering people, is also in the story. It's par for the course in all departments with an added asset in Max Palmer, one of the tallest men in the world, playing the title role.

STORY: Johnny Weissmuller travels to the land of the man ape, where he learns that animals are being drugged. He finds that Nestor Paiva and his band have set up a lab to test out a horrible drug that they will sell to some antagonistic nation. Weissmuller also warns a tribe of hunters headed by Paul Marion and his sister, Carol Thurston, of the man-ape, a half-man, half ape creature. The man-ape kills Marion and does away with some of Paiva's followers. Weissmuller finally kills it. The villains also get their just desserts.

"The Yellow Balloon"

(Allied Artists) 79½ Min.

Cast: Andrew Ray, Kathleen Ryan, Kenneth More, Veronica Hurst, William Sylvester, Stephen Fenemore, Sandra Dorne, Hy Hazell.

Credits: A Marble Arch Production for Associate British-Pathe; Produced by Victor Skutezky; Directed by J. Lee Thompson; Screen play by Anne Burnaby and J. Lee Thompson.

Allied Artists has a good supporting feature in this English film, which highlights one of the top child actors today, Andrew Ray. Young Ray adds a touch of realism to the picture with his acting. A story about a sensitive youngster, who is shocked after seeing his playmate fall to his death in a chase, which he feels responsible for, the picture has some very moving moments. Other factors that aid the film are top photography and music.

STORY: After Andrew Ray snatches his balloon and runs, Stephen Fenemore gives chase and falls to his death in a bombed-out London buiding. William Sylvester, who has seen the accident, plays on the small boy's emotions and Ray becomes his tool. Ray's parents, Kathleen Ryan and Kenneth More are worried by his actions. Sylvester, feeling the time is ripe to start Ray on his life of crime, uses him in a robbery with his girl friend, Sandra Dorne. Sylvester loses control of himself and murders a man. Ray witnesses it and runs away with Sylvester in pursuit. Just when it looks like Sylvester is going to finish off Ray in a London underground, the police close in and Sylvester falls to his death. Ray tells his story to his mother and becomes a normal boy again.

"Hot News"

(Allied Artists) 61 Min.

Cast: Stanley Clements, Gloria Henry, Ted de Corsia, Veda Ann Borg, Scotty Beckett, Mario Siletti, Carl Milletaire, James Flavin, Hal Baylor, Paul Bryar, Myron Healey.

Credits: Produced by Ben Schwalb; Directed by Edward Bernds; Screen play by Charles R. Marion and Elwood Ullman.

Here is a fast-moving-action-packed programmer that will go over well in the general market. Stanley Clements is fine as a breezy reporter and although this plot will win no awards for newness, the picture has been produced and directed with skill and given an air of freshness due to the script and performances of the supporting characters.

STORY: Sports columnist Stanley Clements starts crusading against Ted de Corsia in his column, with the help of his editor, James Flavin, after a fighter friend of his, Myron Healey, is in a fight in which he was forced by de Corsia's gambling ring. When his articles get too hot, the newspaper's legal department asks for documentary proof to back up each word. Clements contacts Healey's manager, Paul Bryar, but Bryar is murdered before Clements can reach him. de Corsia's downfall comes after he has put the pressure on basketball player Scotty Beckett to shave points in a hoop game to keep his sister's name from being blackened. Sister Veda Ann Borg, learning that Beckett was caught in the act and expelled from college, commits suicide leaving a note exposing de Corsia and his activities. The law takes over and Clements has time to date his girl, Gloria Henry.

Foreign Films

"Ettore Fieramosca"

(IFE) ITALIAN 91 Min.

Cast: Gino Cervi, Elisa Cegani, Mario Ferrari, Andrea Checchi, Osvaldo Valente, Lamberto Picasso, Clara Calamai.

Credits: A Nembo Film Production; Directed by Alessandro Blasetti; Screen play by Blasetti, Giuseppi Porchedu and Ottavio Scotti.

This episodic period adventure tale, filmed in Italy, should do best in predominantly Italian-speaking neighborhoods where Gino Cervi, playing a dashing knight, should serve as a draw. It's a big production, with scores of extras involved in the staging of huge battle scenes which occupy most of the footage. Rambling plot has both Spanish and French armies after the same Italian feudal castle, which Cervi finally saves for his native Italy and his beloved. This allows for some exciting feats of derring-do and scenes of courtly romance, sometimes obscured by hazy photography.

STORY: In 1500 both the French and Spanish armies are trying to conquer Italy, and they are both after Elisa Cegani's castle. She hires Italian mercenaries to defend it, one of whom, Gino Cervi, she loves. However, she quarrels with him and marries Mario Ferrari, her traiterous captain. Ferrari sells his services to the French, who take the castle. Cervi joins with the Spanish to help defeat the Gallic invaders. This accomplished, he next wins Elisa for himself when Ferrari is killed by his fellow Italians.

"La Favorita"

(IFE) ITALIAN 78 Min.

Cast: Sofia Lazzaro, Gino Sinimberghi, Paolo Silveri, Alfredo Colella, Franca Tamantini, Giorgio Constantini.

Credits: A M.A.S. Production; Directed by Cesare Barlacchi; Adaptation by Gaetano Mazzulo; Based on the opera by Gaetano Donizetti.

Main support for this Italian film version of Donizetti's "La Favorita" can be expected from lovers of Italian opera, who almost never get the chance to hear the work in an opera house any more. These devotees, prepared to sacrifice a credible plot and performance for fine singing, should find a good measure of enjoyment from the film. Met baritone Paolo Silveri and La Scala tenor Gino Sinimberghi put on a show of vocal fireworks, and the rest of the cast is always vocally adequate. Film suffers from long static stretches, but the action is always of secondary importance to the singing.

STORY: In 14th Century Spain, Gino Sinemberghi falls in love with Sonfia Lazzaro, but he goes off to fight the Moors before he can marry her. The king, Paolo Silveri, also becomes enamored of Sofia and decides to marry her despite the fact that he is already married to Sinemberghi's sister. When Sinemberghi returns from the wars a hero, he is granted the right to request anything he wants. He asks for Sofia as his bride, and Silveri reluctantly gives her to him. However, Sinemberghi's father stops the wedding by telling his son the truth about the bride. Sinemberghi pushes Sofia away, but later he forgives her as she dies of remorse in his arms.

WHAT PRODU

Reports from I.F.E. representatives throughout the country and my own experiences with bookers, buyers and exhibitors indicate a growing concern regarding possible shortage of Hollywood product. At this very opportune moment, we at I.F.E. Releasing Corporation can offer to U. S. showman a ready-for-immediate-booking line-up of 12 pre-sold, exploitable English-language feature attractions plus a Technicolor special for roadshow bookings.

Today the booming Italian film industry is producing more pictures, bigger budget pictures, pictures starring both Hollywood and Italian personalities with proven American marquee value, pictures which contain those fresh, strong, unusual story values which give Italian films a "plus" value to the American audience. With the rapid development of American-language dubbing in the past year — "a fast growing part of film business," Life Magazine notes—millions of movie-goers have had their firs opportunity to see Italian-pro duced films in the American-lan guage in their regular theatres *They liked what they saw an are asking for more!*

Astute editors of national mag azines, newspapers, syndicate columns, radio and televisio have devoted unusual attentio to our films and star personalities In addition to this national pre selling, we have developed fo each attraction a practical, hard hitting point of sales exploitatio program. Our national sales rep resentatives in the 31 exchang areas are equipped and eager t help you put these showmanshi campaigns into action.

Our release schedule throug the end of this year includes: "Th Greatest Love," Ingrid Bergman' first new picture in four years and Jean Renoir's new Techni color production "The Golde Coach" starring Anna Magnan in her first English-speaking role In "Sensualita," another year-en

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·elease, we will introduce a new sultry Italian star sensation, Eleanora Rossi-Drago, who, we predict, will electrify American fans in the same volcanic way as Silvana Mangano did in her "Bit-ter Rice" debut.

Out of the vast reservoir of snowballing Italian production, I.F.E. Releasing Corporation is now mapping its 1954-55 program which will include a half-a-dozen color features as part of an 18-picture schedule.

Many progressive exhibitors, perhaps you among them, have already discovered that our features, properly promoted, can ring up comparable dollars to Hollywood product. These exhibitors face the future with more confidence because they know how to guarantee their theatres a continuing flow of product through any crisis.

To sum it up:—The danger is not in a shortage of films, but in a shortage of vision and showmanship.

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	TITLE	CAST	SYNOPSIS	RUNNING TIME
Bergman's Back! Her first picture in 4 years!	**INGRID BERGMAN** in **The Greatest Love** with ALEXANDER KNOX · directed by **ROBERTO ROSSELLINI**		A contemporary romance of a glamorous socialite who leaves her husband and home in search of happiness. Bergman's greatest dramatic role.	115 MIN.
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Still red hot at the box office	**Anna**	SILVANA MANGANO VITTORIO GASSMAN RAF VALLONE	The dramatic story of a night-club singer torn between fateful infatuation and love.	96 MIN.
Backed by the SMASH nation-wide tour!	**3 girls from Rome**	LUCIA BOSÉ COSETTA GRECO LILIANA BONFATTI	Fresh, romantic comedy of lives and loves of 3 Roman beauties of Fontana's famed fashion salon.	85 MIN.
Great for the BIG Caruso loving audience	**The Young CARUSO**	GINA LOLLOBRIGIDA Voice of MARIO DEL MONACO	Authentic, aria-filled romance of Caruso's early struggles—filmed against beautiful Neopolitan locale.	77 MIN.
Greatest mountain adventure of all!	**White Hell of PITZ PALU**	HANS ALBERS	Thrill-packed adventure of daring trio pitted against mighty Pitz Palu. Filmed in the Alps.	98 MIN.
Available for ROADSHOW ENGAGEMENTS	ANNA MAGNANI in Jean Renoir's **The GOLDEN COACH** in Color by TECHNICOLOR		Renoir's first since "The River." Magnani's 1st English-speaking role. Italy's 1st Technicolor production. Outstanding in story, color, performance and quality	105 MIN.

This full listing of I.F.E. Releasing Corporation available product is on its way to you now. Here's new product when you need it now!





"Walking My Baby Back Home" Technicolor December



"Tumbleweed" Technicolor December

U-I Schedules 34 Major Productions For 1954

Universal-International's heavy winter schedule of important box office productions which will be available to the nation's exhibitors during the months of December, January and February is being matched by the studio's ambitious production slate which affords a steady flow of top box office pictures to the nation's theatres.

Demonstrating its faith in the future of the motion picture industry, U-I has announced that it will produce 34 major motion pictures, 22 of them in Technicolor, during the current fiscal year which started Nov. 1.

In line with these plans, facilities at the studio were being expanded to meet the demands of the increased activity planned for the future.

Included is a $350,000 construction program already well under way for a new two-story building to house the studio advertising and promotion departments as well as new bungalows to provide offices for producers and stars.

There are also many improvements being made on the studio back lot, including roofing over some of the permanent street sets, so that they can be used for interior as well as exterior scenes; the enlarging of Pollard Lake to an area of one and one half acres to give the studio three back lot lakes covering a total area of more than six acres and having a combined water capacity of 6,500,000 gallons as well as the enlargement of other facilities.

U-I's present construction program is the first to be undertaken by a Hollywood film company in some years and is designed to meet the long range needs of the studio in keeping with the increased activities planned for the future.

During the past two months, when exhibitors have been complaining about the potential shrinkage in the number of pictures being turned out, U-I has been averaging between four and five pictures in production simultaneously.

Winding up during the past month have been "Johnny Dark," Technicolor, starring Tony Curtis, Piper Laurie, and Don Taylor; "Tanganyika," also Technicolor, starring Van Heflin, Ruth Roman, Howard Duff; "The Creature From the Black Lagoon," 3-D, starring Richard Carlson and Julia Adams; "Black Horse Canyon," Technicolor, starring Joel McCrea and Mari Blanchard; "Drums Across the River," Technicolor, starring Audie Murphy and Lisa Gaye.

The schedule calls for steady production at these levels throughout the coming months. This gives U-I a substantial reservoir of pictures which have been completed but not yet scheduled for release, including "Magnificent Obsession," Technicolor, starring Jane Wyman and Rock Hudson; 'The Far Country," Technicolor, starring James Stewart, Ruth Roman, Corrinne Calvet and Walter Brennan; and "Ma and Pa Kettle at Waikiki," starring Majorie Main, Percy Kilbride and Lori Nelson.

U-I's talent development program, calling for an expenditure of one million dollars annually and which has been responsible for all of the stars now under term contract, will be another high point in the coming year's activity.

Pictures to be made during the coming production season will draw heavily on important story properties by well-known authors. Included are "Foxfire," adapted from Anya Seton's novel of the same title, to be filmed in Technicolor with June Allyson and Jeff Chandler starring; "Men of Iron," adapted from the Howard Pyle novel of England in the days of chivalry, also in Technicolor with Tony Curtis and Janet Leigh as stars; "Dawn at Socorro," Technicolor, and "Sign of the Pagan," a story of the conquests of Attila the Hun, also to be in Technicolor. Also, "The Galileans," based on the Biblical novel by Frank G. Slaughter and to be shot in Technicolor; "Bengal Rifles," another Technicolor production adapted from the novel by Hall Hunter; "Song of Norway," a Technicolor adaptation of the famous operetta; "The Long Hunters," a Technicolor story of the War of 1812 featuring such colorful characters as Davy Crockett, Sam Houston and Andrew Jackson in their younger days.

Also, "Rose and the Flame," in Technicolor and adapted from the novel by Jonread Lauritzen; "Dolly Hessian," based on a novel by MacKinlay Kantor; "Pillars of the Sky," in Technicolor; "To Hell and Back," a Technicolor version of Audie Murphy's book on World War II in which Murphy will star; "Tacy Cromwell," an outstanding love story

(*Continued on next page*)

"Border River" Technicolor January



"The Glenn Miller Story" Technicolor February





"Forbidden" January



"War Arrow" Technicolor January

Eight Releases Slated To Cover Four Months

Universal-International will release during December, January and February, seven of its top box office productions, six of them being in Technicolor and one in 3-D and featuring such important stellar names as James Stewart, June Allyson, Alan Ladd, Donald O'Connor, Janet Leigh, Shelley Winters, Audie Murphy, Jeff Chandler, Maureen O'Hara, Tony Curtis, Joanne Dru, Joel McCrea, Yvonne DeCarlo and Rock Hudson.

With the product representing one of its biggest box office bids in recent years, U-I is using the slogan, "Pictures With Universal Appeal." In the group is "The Glenn Miller Story," Technicolor musical starring James Stewart and June Allyson. It is being backed by one of the most comprehensive advertising and promotional campaigns in the company's history.

Starting with the January releases, practically all of U-I's pictures will be suitable for wide screen projection in ratios up to 2 to 1.

The same wide variety of themes which have spelled box office success for exhibitors with U-I's product in the past are embodied in U-I's winter releases, the company claims.

Television, radio and comprehensive national promotional tie-ups; extensive national magazine advertising and the touring of stars and featured players as well as special personalities to key cities, will all be highlighted in the promotional campaigns of U-I's winter product.

The month-to-month schedule has been set up to provide a well-rounded program for U-I's exhibitor customers from coast-to-coast. December releases are "Walking My Baby Back Home," Technicolor musical, starring Donald O'Connor and Janet Leigh and "Tumbleweed," also Technicolor, a western starring Audie Murphy.

January releases are "Forbidden," drama starring Tony Curtis and Joanne Dru and set against a background of Macao; "War Arrow," Technicolor adventure film, starring Maureen O'Hara, Jeff Chandler and Suzan Ball, and "Border River," a semi-historical Technicolor drama starring Joel McCrea, Yvonne DeCarlo and Pedro Amendariz.

February releases are highlighted by "The Glenn Miller Story," also, "Taza, Son of Cochise," in 3-D and Technicolor, starring Rock Hudson and Barbara Rush.

"Saskatchewan," Technicolor outdoor drama starring Alan Ladd and Shelley Winters, is scheduled for a March release.

The campaign on "The Glenn Miller Story" is already underway leading up to the world premiere which will be held in Miami Jan. 19 with Stewart and Miss Allyson making personal appearances and following through thereafter with a tour of more than a dozen key cities.

"Walking My Baby" is also being given a record national magazine advertising and national promotional tie-up campaign. Color ads are scheduled to break during December and January in 11 national magazines and three major Sunday newspaper supplements.

Highlighting U-I's television promotional activities on its winter releases will be the use of a special 15-minute "behind the scenes" TV program prepared for "Forbidden."

As in the past, all promotions developed on a national level for U-I pictures will be completely adapted for use on the local level.

U-I Sets 34 Productions

(Continued from preceding page)

based on the novel by Conrad Richter, and "Captain Lightfoot," a Technicolor version of W. R. Burnett's novel of the same title.

Also, "Chief Crazy Horse," a Technicolor story of the famous Indian chief; "Spring Song," a light romantic musical comedy to be filmed in Technicolor; "Francis Joins the Waes," fifth in U-I's popular series starring Donald O'Connor and the famous talking mule, and "The Stunt Men," another Abbott and Costello starrer harking back to the old Mack Sennett days.

Also, "Pantage," a colorful South Sea Island story to be done in Technicolor; "Electronic Man," an exciting science-fiction story; "Three Sons of Zantar," an adventurous story of the Near East during the middle ages which will be done in Technicolor, and "Play Girl," a modern story of a small town girl, plus other stories as yet untitled.

"Taza, Son of Cochise" Technicolor February



"Saskatchewan" Technicolor March



Fewer, Bigger Pictures Slated; Product Shortage Receives Blast

(*Continued from page 4*)

would make it possible for distributors to demand terms and general practices they would not otherwise attempt for rental of pictures.

The release of pictures in some territories has almost been cut off due to extended key situation runs and engagements in CinemaScope, the Allied prexy additionally charged.

"Conclusions must be drawn of either a deliberate attempt to knock out many theatres or a short-sighted policy on the part of film companies that will eventually break the backs of many exhibitors," Snaper asserted.

He noted that due to a tighter product situation "new releasing methods" must be obtained in certain territories since the clearance situation has been disrupted.

Levy Shares Theories

Snaper's theories were in large measure shared by TOA's Levy, who addressed the Motion Picture Exhibitors of Florida, convening annually at Jacksonville last week.

Speaking for the small exhibitors, whom he termed the "forgotten men" of the industry, Levy said that they are "confused and . . . weakened by indecision and . . . fear.

"They are victims," Levy continued, "of the present policy of most producers to release fewer and fewer pictures and to charge more and more for the fewer and fewer released.

"It does not matter whether that policy is deliberate or not," the TOA general counsel emphasized. "The fact is that it exists and is being encouraged and fostered by production."

Later in the week, RKO Theatres President Schwartz expressed concern over a product shortage. He attributed a slackening in production and releases mostly to uncertainties brought about by introduction of the new techniques.

Schwartz said he thought the product supply problem would be "worked ont" as technical questions are resolved.

Renewed pleas for 20th Century-Fox to release conventional prints of its CinemaScope product to exhibitors who cannot use the new medium came from Myers and Col. Cole.

Problem Not Solved

Myers said "the problem has not been solved for the exhibitor who cannot install CinemaScope equipment." In this category he placed drive-in owners, those with theatres architecturally incompatible with the medium and those who "simply cannot stand the expense."

He called for 20th-Fox to "immediately abandon" its equipment restrictions, to supply one-track sound to theatres electing not to use stereophonic sound and to furnish conventional prints to those that cannot use CinemaScope prints.

The Allied general counsel added that he disagreed with Skouras in the latter's contention that a convention resolution passed at the Allied conclave in Boston distorted the facts concerning CinemaScope procedure.

Myers explained that the misunderstanding resulted from the fact that Skouras had not left a copy of his statements.

He also quoted from a letter sent by Col. Cole to the 20th-Fox head, in which the Colonel took the position that about 15,000 theatres unable to install CinemaScope equipment would be "in one hell of a spot." Should the estimated films in the new medium be produced next year, they would have that many fewer films to play.

Cole added that even victory in the tax fight would not save the industry if an estimated 98 percent of the theatres didn't have enough product to keep them going. He explained that "survival of the small theatre is a must if our industry is to survive."

Myers summed up by stating that Skouras "is now teetering on the edge of greatness." He called for him to do the things asked by exhibition, declaring that "he will become, overnight, the exhibitors' hero," with great monetary rewards both to his film company and also to theatre-owners everywhere in the nation.

Improvement in Technique

Regarding CinemaScope, the 20th-Fox vice-prexy stated that forthcoming productions in the new process would carry great improvements in technique.

"Night People," which his company filmed in Germany, will prove that the process can be used successfully for intimate as well as spectacle stories, he said. "Night People," according to Zanuck, possesses intimate scenes which make up 75 percent of the total footage.

Zanuck predicted that once the public has seen more than three or four CinemaScope features, it will no longer be content with "pinched" screens.

The RKO studio will meanwhile film high-budget features with "The Big Rainbow," a possible Robert Mitchum-Jane Russell starrer, and "Susan Slept Here," co-starring Dick Powell and Debbie Reynolds, scheduled to begin production in the immediate future, Grainger revealed.

Properties which Grainger said may follow the above before the cameras are "The Conquerors" and "The Long Wire," both under Dick Powell's production aegis, and "Pilate's Wife," which King Vidor has prepared from an original story by Clare Boothe Luce.

Still Watching 3-D

Grainger said that release in 3-D or 2-D of "Son of Sinbad" and "The French Line," both shot with the stereopticon camera, will be at the discretion of exhibitors.

He noted that RKO has adopted a policy of watching to see what happens in areas throughout the nation regarding the popularity of 3-D.

"French Line" and "Sinbad," plus six other films, will be placed into distribution by RKO Pictures during the next four months, Grainger revealed.

Pictures are: "She Had to Say Yes," Carnival Story," "Secret Mission" (tentative title,) "Jet Pilot," "Rob Roy" and "Target, Earth!" (tentative title.) Latter two are from Walt Disney Productions and W. Lee Wilder, respectively.

Overhaul Press Books! Fabian To AMPA Class

A complete reform of the press book, which has remained a "static item in the arsenal of local selling," was demanded by S. H. Fabian, president of Stanley Warner Corp., in a speech before the AMPA Showmanship School. He explained that they are "particularly deficient in suggestions for the use of the new media."

The industry is going through a technological revolution, the circuit head asserted, but press books have not kept up with the times. They are "largely unchanged from pioneer days" and present little help to theatre managers who must rely on them for advance exploitation of films they have not yet seen, he said.

Fabian advised the class to study some typical press books for themselves. He warned that the students would find them all "routine stereotypes with very few exceptions." They should be so changed as to put "vital and effective sales helps in the hands of our managers," he insisted.

Huge "Reef," "Rifle" Drives Planned By Fox

Twentieth Century-Fox is planning huge advertising, publicity and exploitation preselling campaigns for its forthcoming CinemaScope productions "Beneath the 12-Mile Reef" and "King of the Khyber Rifles," according to Charles Einfeld, distribution vice-president. Films are slated for December and January release, respectively.

Openings will be backed by promotion in all principal media and will be handled in a manner similar to that used for "The Robe" and "How to Marry a Millionaire," the company's first two CinemaScope films, the executive added. Films of this quality must be presented "in a manner keeping to the times," he stated.

To Mull "Teen" Ban Lift

ALBANY.—The possibility of appealing a court decision which reversed their ban of the film "Teen Age Menace" is scheduled for discussion at the December meeting of the state regents. Justice Daniel Imrie had held that the film would not "tend to corrupt morals" nor "tend to incite to crime." Reversal was the first suffered by the regents in a censorship case during the past 10 years.

See Good Pix Aiding 3-D

CHICAGO.—A. Montagne, general sales manager of Columbia, declared that the industry's previous 3-D experiences have been hampered by the "growing pains" of the medium. He predicted that quality 3-D product, such as his company's forthcoming "Miss Sadie Thompson," would add greatly to the grossing potentials of stereoscopic films.

Collins Loew's Director

G. Rowland Collins has been elected a director of Loew's, Inc., to succeed Henry Rogers Winthrop, resigned. Collins is Dean of the School of Business of New York University, Public Governor of the American Stock Exchange and director of the Manhattan Life Insurance Co.

20th CENTURY-FOX'S

FIRST 2

GREAT PICTURES IN

CINEMASCOPE

ARE THE INDUSTRY'S

FIRST 2

BOXOFFICE LEADERS!



VARIETY

National Boxoffice Survey

'Robe' Champ 8th Straight Week, 'Millionaire' 2nd

"The Robe" (20th) again is first for the eighth week in a row, playing in some 25 keys covered by VARIETY. Although out for the first time to any extent this stanza, "How To Marry a Millionaire" (20th) is copping second money. This second CinemaScope pic is playing in seven houses this session.

BALLYHOO PROPELS "SABRE JET"

Colorful street promotions keyed to the aeronautical innovation of jet propulsion, tie-ups with local Army Air Force recruiting drives and novel lobby stunts all served to keynote publicity campaigns for primary engagements of United Artists' "Sabre Jet" at theatres in numerous localities. Much of the ballyhoo, engineered at the UA top level, will be useful in plugging second runs of this topical feature.

The New York premiere at the Criterion Theatre was keyed to Air Force promotional co-operation, available to exhibitors in local situations throughout the country.

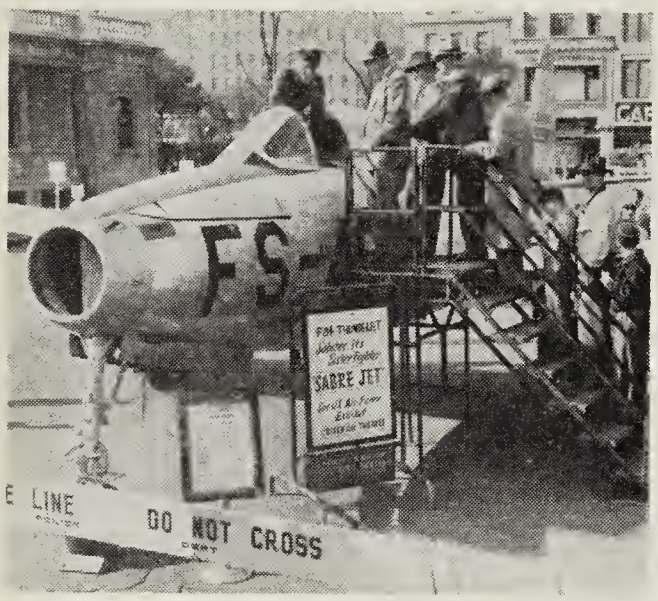
Engineered by Manager Milt Schwartz, UA director of special events Lige Brien and Jerry Sager, publicity director for the Criterion, the campaign sold the jet excitement of the film with an all-media effort that blanketed the city.

Several days before opening, a jet fighter plane, with a large "A" board plugging the Criterion date, was put on display in Union Square. The plane was open to public inspection and Air Force personnel were on hand to explain its operation.

Concurrently, 500 recruiting poster boards in the five boroughs and Westchester were prominently posted with "Sabre Jet" credits and playdate.

The Air Force also came through with a cutaway model of a jet engine, which piled up the crowds in the Criterion's outer lobby.

An electronically operated mannikin, supplied by the Bell Telephone Co., was dressed in complete jet flying rig and placed beside the engine. The dummy answered questions about jet motors by means of an amplifier



An F 84 jet fighter was displayed on Union Square to plug the Criterion Theatre run.

and microphone concealed in the inner lobby.

Other attention-drawing theatre displays included a handsome lobby board with photographs of the Air Force's 39 jet aces, exhibit of the G-suit used by jet flyers to prevent blackouts and a miniature movie screen showing Air Force recruiting films.

Another effective recruiting tie-in featured 20-foot streamer on the roadway fence opposite the Criterion reading, "Join the U.S. Air Force—Fly a Sabre Jet."

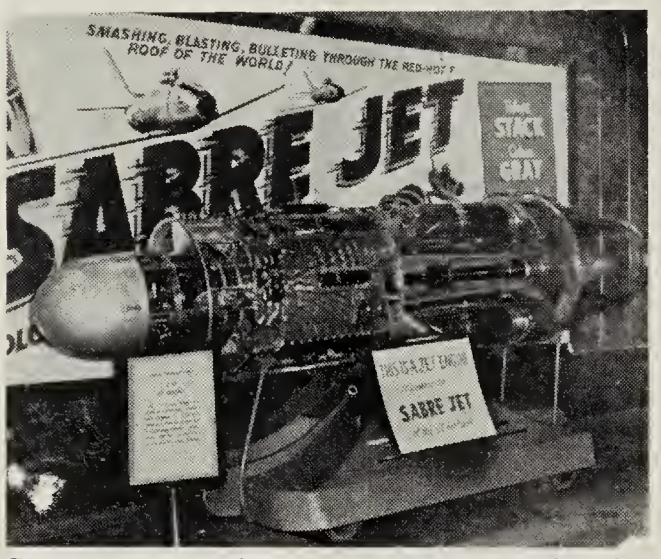
The premiere fanfare was boosted by an illuminated float carrying a replica of a Sabre Jet fighter, still blow-ups and two shapely models. The huge display was parked in front of the Criterion after touring the midtown area.

Giveaways of ice cream by two Broadway belles in abbreviated costumes built additional crowds in the vicinity of the theatre, which had been rigged with a lively flash front.

The front was built around a replica of a Sabre Jet's cockpit and nose section, with blinking red lights to simulate gun fire.

Clarabell Ice Cream streamers, carrying "Sabre Jet" ad copy and playdate, spotlighted the opening in drug store and ice cream shop windows throughout the city. The Norelco Electric Shaver company, which is promoting "Sabre Jet" in a series of national co-op ads, also distributed window streamers in the five boroughs.

Norelco contributed also six electric shavers as the top prizes in a letter-writing contest conducted by the Criterion. The contest, ballyhooed on a lobby "A" board, is pegged to a letter of 50 words or less explaining "Why you think 'Sabre Jet' best portrays the true spirit of our courageous Air Force."



Cutaway model of a jet engine was supplied by the Air Force for a Criterion lobby exhibit.

Prizes included models of the Sabre Jet.

The Paramount Theatre, Wilkes-Barre, run got off to a flying start with a triple-faceted campaign designed to appeal to men, women and children. Highlighted by the swearing in of a group of Air Force enlistees on the theatre's stage, drive included the use of street bally.

Campaign started with a bang the night before the opening when a group of Air Force enlistees paraded to the theatre in a



Retail store window display boosted the Criterion engagement.

cavalcade of bannered Hudson Jet cars. Upon reaching the house, they continued marching right up to the stage, at which time proper officials swore them into the service.

The feminine slant was used when manager ran special ads on the women's pages of the local papers two days in advance of opening. His copy stressed the theme of wives who wait for their men to return from deadly sky battles over Korea.

A display of books on jet planes combined with a captioned set of stills from the picture was adroitly spotted in the public library.

For street bally, a man was dressed in a jet flying suit provided by the Air Force. The authentic costume included crash helmet, goggles, survival kit and oxygen cylinder. Garb drew a great deal of downtown attention.

Manager had stunt hangers attached to the handles of parked cars to bring motorists into the campaign. Copy read: "Don't speed. Obey traffic laws in Wilkes-Barre. If it's fast, exciting thrills you're looking for, see 'Sabre Jet.'"

Final phase of the campaign, designed to interest the children, included the distribution in schools of "'Sabre Jet Glider" throwaways.



Models manned an illuminated float for a midtown tour to bally the Criterion opening.

Off To A Flying Start!



SABRE JET

The Thundering Sto
of Uncle Sam's
"Flying Bullets"
. . . and Their Women!

IN COLOR
Color Corp. of America

CLEVELAND*
KICKS OFF SATURATION REGIONAL BOOKING!
HUNDREDS OF ENGAGEMENTS ZOOMING IN!

THEN WATCH THESE KEY CITY DATES COMING UP:
LOS ANGELES (Loyola, Uptown, Iris, Los Angeles); PORTLAND, ORE. (Liberty); SAN FRANCISCO (United Artists); MILWAUKEE (Palace); DETROIT (Broadway-Capitol); NEW YORK (Criterion).

***Gala opening with coast-to-coast television, radio and press coverage!**



THE SKY'S
THE LIMIT
WHEN YOU
BOOK IT!

THRU

ROBERT STACK COLEEN GRAY RICHARD ARLEN JULIE BISHOP LEON AMES

Carl Krueger

"Lion In Streets"



Usher wearing inexpensive paper machier lion's mask, one-piece coverall outfit and extra-sized gloves walked Cincinnati streets attracting attention for run of Warner Bros.' "A Lion Is in the Streets" at the RKO Palace. Stunt was thought up by Ed McGlone, theatre manager.

Many Tie-Ups Carry "Baby Back Home"

A myriad of national tie-ups have been promoted by Universal-International to secure maximum penetration for "Walking My Baby Back Home," Technicolor musical scheduled for release this Christmas. Tie-ups, numbering more than seven at this stage of the drive, include those with fashion, record and baby carriage firms. Additional promotions are to be announced shortly.

Already launched is the tie-up with the Penobscot Shoe Co., Boston, which was begun with a full page ad in the October issue of "Seventeen." Page featured film's stars Donald O'Connor and Janet Leigh in several poses from the feature.

Local level co-operative ads and contests as well as window and counter display material are planned by the shoe firm.

Create O'Connor Suit

The Forest City Manufacturing Co., St. Louis, has scheduled a two-page spread to break in one of the fashion magazines based on dresses worn by Miss Leigh in the film. Local fashion contests are being arranged to allow playdates to benefit from this promotion.

A Donald O'Connor suit has been manufactured by Westbrook Clothes, which is crediting the picture in its national advertising.

A contest to find the most beautiful baby in cities from coast to coast is being set up by the Biltrite Baby Carriage Co., which also features the picture and its stars in its national advertising. Theatres will be focal point of the contest.

Decca Records is concluding last minute details on a promotion stunt based on its Scat Man Crothers recording of the film's title song and "Honeysuckle Rose." Special display material and local tie-ups will be included in the plans.

The "Miss Universe" beauties under contract to U-I provide the springboard for another tie-up arranged with Spring Mills. Ads are designed to credit musical.

Other national tie-ups are still in the final discussion state.

Nocturnal Parade Lights Top Drive On "Torch Song"

The prize winning "Lucky 7" campaign for M-G-M's "Torch Song," created by Manager Gerry Collins for the Uptown Theatre, Toronto, can serve as a guide for other exhibitors seeking to boost runs of the Joan Crawford starrer. As main campaign points, Collins arranged for a college torchlight procession and a model carrying a paper machier torch to arouse interest in the run.

Marching in the torchlight parade were a group of university fraternities, holding aloft a banner with theatre credits. The model who walked the downtown area carried a sign reading, "If You're Carrying the Torch, See Joan Crawford in 'Torch Song' now at Loew's Uptown."

Clubs Play Songs

In other phases of the campaign, a group of night club owners agreed to employ tunes from the film in their shows while crediting the playdate. Another plug came from a spread on the women's page of the local newspaper based on the outfits Miss Crawford wears in the film.

These same costumes were used to garner window displays in the town's leading fashion shop. Other windows were netted from music and record shops, who took their cues from the numbers sung in the picture.

The theatre itself posted a large set-piece in the lobby as well as a 40x60 standee with special stills from the film accentuating the musical numbers. Another 40x60 was used to display details of a contest promoted from the local newspaper. In addition, Collins placed 100 silk-screened window cards.

Disc Spinners Churn Heavy "Kate" Bally

An attempt to repeat the success M-G-M enjoyed with its disc jockey contest on "Band Wagon" will be made for "Kiss Me Kate." Campaign has been prepared by Donahue & Coe, advertising agency, in which all d.j.'s and station managers are to receive a special manual and album of film's score. Listeners will be asked to name five popular titles containing one of the three words in the film's title and to fill in the middle line of the rhyme: "I'm going to see 'Kiss Me Kate' . . . I understand it's simply great."

First prize in each city for listeners is a cash award of $50; a second prize of $25, and $5 in cash for the next 10 best entries. Other prize winners will get record albums of the film and passes to the theatre. Disc jockey who receives the best responses will be awarded $60, with a second prize of $40.

Air Force Lends Support To "Flight Nurse" Preem

WASHINGTON.—A tableau paying tribute to the nursing profession highlighted the activities arranged via a tie-up with the U.S. Air Force for the world premiere of Republic's "Flight Nurse" at the Ontario Theatre. Attended by high ranking officials, the premiere festivities included a performance by the 94 piece Drum and Bugle Corps.

Film's stars Joan Leslie and Richard Simmons were introduced to the audience from the stage, which was decorated with the flags of all United Nations members who had sent troops to Korea. Later, the actors made personal appearances on TV and radio shows.

"Slade" Gratis TV Plug

A television show decided to use a song from and plug a motion picture purely on a good-will basis Nov. 15 when "The Whistler" show in 11 western states used the song from Allied Artists "Jack Slade," and also credited the production. Signal Oil, TV producers, are also servicing 100 western papers with material calling attention to the "Jack Slade" song.



Theatre owners seeking bally stunts to plug runs of Allied Artists' "Jack Slade" can latch on to the cowgirl idea in this display set up at the recent TOA convention. Nicky Goldhammer, company's eastern sales manager, is with model dressed in outfit that should be fairly easy to duplicate. Attention can also be garnered by the stills and posters for theatre fronts and lobbies on board behind Goldhammer.

COLUMBIA'S

THE BIG HEAT"...IS IN...THE BIG LEAGUE

'Big Heat' Tops Chillers

"THE BIG HEAT," a Columbia picture. Produced by Robert Arthur. Directed by Fritz Lang. Screenplay by Sydney Boehm, based on the story by William P. McGivern. Now playing at the Paramount Hollywood and Downtown Theaters.

THE CAST

Glenn Ford — Gloria Grahame
Jocelyn Brando — Alexander Scourby
Lee Marvin — Jeanette Nolan

By Kay Proctor

LOS ANGELES movie-goers have never had it so good, as a glance at the town's theater marquees will confirm.

There's "From Here To Eternity" for human drama, "The Robe" for spectacle; "Roman Holiday" for romantic comedy; "Mogambo" for sexy adventure; and "Little Boy Lost" for tender charm.

Add now to that brilliant roster "The Big Heat" for powerful murder melodrama.

(L. A. Examiner)



Setting a sizzling pace, rolling up record-smashing business on opening days, first-weeks, hold-overs and move-overs!

Check:

BOSTON ✓
LOS ANGELES ✓
PROVIDENCE ✓
SAN FRANCISCO ✓
PHILADELPHIA ✓
CHICAGO ✓
OKLAHOMA CITY ✓
TOLEDO ✓
NEW YORK ✓
LONG BEACH, CALIF. ✓
KENOSHA ✓
DETROIT ✓
ATLANTIC CITY ✓
NEWPORT NEWS ✓
ATLANTA ✓

THE BIG HEAT

starring GLENN FORD · GLORIA GRAHAME · JOCELYN BRANDO

with Alexander Scourby • Lee Marvin • Jeannette Nolan • Screen Play by SYDNEY BOEHM • Based upon the SATURDAY EVENING POST serial by William P. McGivern

Turn-of-Century Motif Adds Depth To 'So Big' Campaigns

Exhibitors trying to devise novel ballyhoo campaigns for runs of Warner Bros.' "So Big" can take their cues from theatres across the country that have arranged tie-ups with teacher organizations, the Police Athletic League and local merchants to garner civic good will along with free publicity for their various engagements.

Double pronged drive was set for the Indiana premiere of the film at the Circle Theatre, Indianapolis, encompassing both the general public and 15,000 teachers gathered for a convention.

With star Jane Wyman playing a schoolteacher in the picture, a special ad was placed in the "Indiana Teacher Magazine" and posters and heralds were distributed at the convention halls.

For the benefit of local citizens, the theatre got both the mayor and local police chief behind a "PAL Is So Big—But It Can Be Bigger" promotion. A recruiting booth was set up in the lobby to entice both youngsters and adults to join the organization.

Winner Gets Plaque

To bolster the competitive spirit, and to get more interest in the run of the film, a Warner Bros. "So Big" plaque was awarded to the top recruiting sergeant. The Indianapolis "News" gave editorial support to the drive with other endorsements coming from leading members of the community.

In addition, a "So Big Basket Party," based on one of the big scenes of the film, was set with a local television station for two of its women's shows.

A hostess gave the women on each show who compiled the best "basket party" list a complete basket with the articles chosen as compliments of the theatre.

This same basket party idea, only this time to benefit a charity organization, was used to garner advance publicity on an engagement of the film at the United Artists Theatre, Chicago. A local hospital was set to receive the funds when Chicago's top social leaders brought saleable baskets to a private screening of the film.

Event evoked a great deal of interest in the women's and society pages of the local newspapers. Story also was covered in the regular news section of the papers.

Turn-of-the-century setting of the Edna Ferber story, from which film was adapted, inspired a "Carriage Trade Premiere" at the Paramount Hollywood Theatre, for which film stars and other notables arrived at the theatre in carriages and horseless carriage automobiles. Event was used as the prologue to a two-week celebration of Hollywood's 50th birthday.

Stunt was devised to net a host of publicity as stars and other celebrities assembled for press photographers, correspondents and the television cameras at a special area designated as "Stage One." Bleachers were erected so that the fans could get a better view of the event.

Another group of hospitals reaped the harvest of books collected by the Paramount Theatre, N. Y., in an exploitation gimmick worked at that house for the "So Big" run.

Book Donors Admitted

Theatre admitted free on week-day afternoons anyone donating a hard covered copy of one of Miss Ferber's books to the city hospital's libraries. The fact that "So Big" is this author's ninth novel to be filmed was stressed in huge posters placed on the theatre front.

Co-operative ads with many local merchants based on the theme that "Our Values Are So Big" keyed the engagement drive put on by the Paramount Theatre, Toledo. Furniture, jewelry and automobile retailers used poses of Miss Wyman from the film in these ads, which augmented the regular newspaper campaign announcing the engagement.

In addition, the city's only TV station plugged the opening on its women's shows, while a "Man On The Street" radio program was done in front of the theatre. Also, 250 window announcements were used as well as handbills designed to interest a local teachers' convention.



Float designed to exploit whaling theme of M-G-M's "All the Brothers Were Valiant" toured streets of New Bedford, Mass., where film had its world premiere at the Zeits brothers' State Theatre. Copy on vehicle proclaimed to townspeople that the picture told "New England's Own Story."

Search For City 'Jane' Aids Run



Poster in front of Paramount Theatre, N.Y.C., announced details of contest plugging run of Warner Bros.' "Calamity Jane." Theatre asked for photos of girls in riding outfits; awarded prizes to those most resembling Doris Day, star.

Both Gotham's city slickers and westerners from the Black Hills of South Dokata have been hit by sharpshooting campaigns designed for runs of Warner Bros.' "Calamity Jane." For a Paramount Theatre, N. Y., engagement a contest was run to find a city-bred version of the film's heroine, played by Doris Day.

A sign posted in front of the house advised any girl resembling Miss Day to send a photo of herself on horseback to the contest judges, one of whom was model discoverer Walter Thornton. Latter agreed to give the winning girl a contract to model.

Second and third prize winners were to receive a two week vacation at "The Chalet" in Canada and a set of western style luggage, respectively. All contestants, whether or not they won, were guests of the theatre.

Special Day Set

Governments of the Black Hills of Dakota, film's locale, proclaimed a "Calamity Jane Week" and planned parades and celebrations for showings at the Elks Theatre, Rapid City, and the Homestake, Lead. Third city in the area, Deadwood, joined in the event by sending the original Deadwood stagecoach to Lead for the premiere.

All activities were covered by local radio stations and newspapers, with the mayors and chambers of commerce of the towns giving their full support. Invitations to attend the festivities were sent to all nationally known South Dakotans, including the state's Senators, Governor and Congressmen.

Distribute "Robe" Manual

A 40-page exhibitor manual for 20th Century-Fox's "The Robe" is being distributed to theatres across the country to help power runs of the first CinemaScope feature. Book includes six pages of publicity stories, celebrity profiles and other topical features. Illustrating the news material is an assortment of star and scene cuts, running in size from half column to five column specials.

Tests prove Pola-Lite Best!

NEW YORK TESTING LABORATORIES, INC.

POLA-LITE in a comparative test with another important competitor excelled in optical specification standard for light transmission for 3-D viewing according to latest tests conducted by the New York Testing Laboratories.

And now, not only can you get these superior all-plastic 3-D glasses that are proven best by exhaustive tests conducted by N. Y. Testing Laboratories, but in addition, POLA-LITE announces an arrangement to provide every exhibitor with the revolutionary new MOROPTICON Single Projector, Single Track 3-D System . . . absolutely FREE!

MOROPTICON is the long awaited, history-making method of projecting 3-D on a single film strip. It is an attachment that can easily and quickly be adapted to any conventional projector.

MOROPTICON eliminates the outmoded two-projector system, expensive handling, time-consuming changeovers, etc. MOROPTICON permits 3-D to be as simple and as low-priced to run as 2-D!

Switch From 2-D To 3-D In Two Minutes!

Yes, the amazing compact Moropticon unit can be attached or detached from your regular projector in two minutes!

How to Order MOROPTICON: We will furnish the exhibitor with the complete MOROPTICON one-film-strip projection system absolutely FREE of charge. The only provision required is that the exhibitor purchase 30,000 pair of POLA-LITE all-plastic glasses in a period of one year, at the minimum rate of 2,500 pair per month. A $500 deposit will apply against the last two months commitment.



ORDER YOUR MOROPTICON ONE-STRIP SYSTEM NOW!

Applications filled in order of receipt.

Pola-Lite Is Distributed Through All Branch Offices Of National Film Service

Pola-Lite CO.
TRADEMARK
19 Rector Street, New York 6, N. Y.

GIVE YOUR PATRONS THE NEW LOOK IN 3-D AND THE Proven BEST GLASSES TO SEE IT WITH!

REGIONEWS

ALBANY

CinemaScope installations have been made in James Papayanakos' Roxy at Potsdam, Mrs. Genevieve Wolfe's Town at Lowville, Alec Papayanakos' American at Canton and Stanley-Warner's Troy in Troy. . . . Col. Bill McCraw, exec. dir. of Variety Clubs International, Gen. James A. Van Fleet, S. H. Fabian, Congressman Leo W. O'Brien were among speakers at the local Variety Club's $50-a-plate kickoff dinner for Camp Thatcher. . . . Donald G. Schine presented Gen. Van Fleet with a check for $18,000, the Schine Circuit's collections in the drive for the American Korean Foundation. . . . Fabian's Grand attracted 1200, the biggest audience in the Boxoffice TV series, for the final football game between Notre Dame and Iowa. Admission was 85¢. Mgr. Paul Wallen said it augured well for future football telecasts in theatres.

BOSTON

Stanley-Warner and RKO signed a deal to bring "This Is Cinerama" to Boston for showings to start Dec. 30 at the RKO Theatre for one year with two 2-year options. The 2867-seat theatre was closed for conversion to the medium and will reopen with only 1500 seats. James "Red" King has been engaged to handle the publicity. . . . Al Swerdlove of Screen Guild and Lippert Films is now distributing "Martin Luther" in the New England territory. Film is currently at the Majestic Theatre on an indefinite run. . . . Harry F. Goldstein, after 27 years with RKO, resigned as city salesman to devote full time to his soft drink machine business.

Mayor Buckley of Lawrence, Mass. withdrew his objections to the playing of "The Moon Is Blue" at the Broadway Theatre and suit filed by United Artists, set for Nov. 23, was withdrawn. . . . The earliest morning screening on record here was put on at 7:30 at Stanley Sumner's University Theatre, Cambridge, when Polaroid Co. and Warner's arranged a showing of "Hondo," 3-D thriller, to check some of the details in technique before presenting film to the public. . . . Representatives from RKO's home office and Walt Disney's N.Y. office met with some 150 exhibitors from this area at a luncheon in the Hotel Statler to announce their plans for the re-release of "Pinocchio" in the New England area in mid-February.

South Station Theatre, closed for three years, was reopened by Maynard Levin, who is operating it as a newsreel theatre. . . . Redstone Drive-In Theas. has two new ozoners under construction for spring openings. One is in W. Roxbury for 850 cars and the other in Burlington, Mass. for 1150 cars. . . . Joe Stanzler of Providence, has also been granted a permit to erect a drivein for 500 cars in Quonset Point, R.I. . . . Wm. S. Koster, exec. dir. of the Variety Club, has been appointed a member of Archbishop Richard E. Cushing's committee for the Nazareth Home, a non-sectarian institution for children.

BUFFALO

Mr. Phil Todaro reports terrific response to the fourth week of "Violated" at the Mercury. The picture is not named in his newspaper advertising, merely captioned "The Picture Everyone is Talking About." . . . "Martin Luther" played to a full house in its fourth week at Shea's Teck, according to mgr. Lapitina. This is a record since Buffalo is predominantly Catholic. . . . "The Robe," which was announced to close after seven record weeks at Shea's Buffalo, was held over for an eighth. . . ."From Here to Eternity" closed at the Cinema after nine weeks.

Stanley H. Zaborowski closed his 336-seat Williamson Theatre at Williamson. . . . The Colonial Theatre at Moravia, owned by Wade and Son, adopted a new policy of closing Tues. to Fri. inclusive. . . . Lela Theatres also announced that their Majestic in Hornell will be closed Tues., Wed., Thurs. . . . The Temple at Wellsville, owned by Max Friedman and seating 613 announced its closing this month.



Columbia's sales force, home office execs and personnel from 16 branches in the south and midwest convened in Chicago for the first of the company's three special regional meetings called by gen. sales mgr. A. Montague. Among those present were (l. to r.), seated: M. Grad, short subjects; I. Wormser, circuit sales; J. Freiberg, sales accounting; Montague; E. Jackter, asst. g.s.m.; L. Weinberg, circuit sales; and standing: G. Berman and S. Singerman, exchange operations; S. Raisler, contract dept.; H. C. Kaufman, exch. operations mgr.; V. Borrelli, circuit sales.

CHICAGO

Manny Smerling of Confection Cabinet Co. was elected chief barker of Variety Club; Nat Nathanson named 1st asst.; Ralph Smitha, 2nd asst.; Jack Rose, property master, and Harry Balaban, dough guy. . . . Fox, Columbia and UA have given Guzzolo's Imperial Theatre improved runs in west side territory. . . . John Courtesy was named mgr. of the Woodlawn Theatre, succeeding Morris Salkin. . . . Essaness' four screen outdoor theatre, which was closed this season, is being rebuilt into a one-screen ozoner. After two seasons tryout, management found cost of operation, requiring several booth operators, out of proportion to receipts. . . . Melvin Ginter joined the Clark Theatre managerial staff.

Jack Kirsch, pres., announced that Allied Theatres of Ill. will celebrate its 23rd anniversary with a dinner party at the Chez Parce on Dec. 21. Van Nomikos, v.p., is gen. chairman of the event; Jack Clark in charge of arrangements; Chas. R. Lindau and Jack Rose, ticket sales; and Bruce Trinz, publicity chairman. . . . "How to Marry a Millionaire" opens the last week this month for an extended run at the independent Oriental Theatre. . . . Armed gunman held up Herbert Trader, asst. mgr. of B&K's Will Rogers Theatre and got away with $525 in theatre receipts. . . . Barney Klas of United Film Service is in Columbus Hospital.

Attorney Seymour Simon reports complete out of court settlement in loop Grand Theatre case. . . . Jack Clark, chairman of Allied of Ill.'s equipment committee, is preparing a survey form for use of sound service and projection equipment firms in making surveys of member theatres. . . . Nat Stern's Colony Theatre is getting a complete paint and cleanup job. . . . Film Row reports that Sol Best's Holly Theatre has been sold for business use. . . . Essaness loop Woods Theatre is getting a $50,000 improvement setup, including wide-screen, stereophonic sound, CinemaScope, new seats and new equipment. . . . Coston's Hamilton Theatre is being painted and decorated and adding CinemaScope equipment.

John Dromey, Great States chief booker, reports "Martin Luther" opened at their Apollo, Peoria, and Tivoli, Aurora, for extended runs at advanced admissions and will be routed over the entire circuit this fall. . . . J. Harold Stevens, Paramount exchange mgr., is back on the job after five weeks illness. His son Rod is now working in the booking dept. . . . Mgr. Walter Mandy of B&K's Belmont Theatre started Saturday kiddie matinees. . . . More theatres in this territory than ever before are booking Italian films, according to Henry Walders, mgr. of IFE's local office. . . . Ted Meyers, former veteran film salesman for Universal, passed away after lengthy illness.

(*Continued on page* 30)

"..*and for*

CHRISTMAS...

Please have Everybody help the CHRISTMAS SALUTE



...it's for the Will Rogers Hospital where everybody in show business can get free tuberculosis treatment. But I guess you know about that— You must have *started* it!"



It's your Hospital!

The Variety Clubs—Will Rogers Memorial Hospital is owned by everybody in the Amusement Industry. Anyone in the industry who needs TB attention can get it here AT NO COST...families included.

The Hospital is supported by every employee in our industry through contributions to the Christmas Salute. Everybody's protected—Everybody should share. Employers, get everyone in your organization to contribute. Employees, sign the Salute Scroll, and contribute at least "an hour's pay".

Variety Clubs Will Rogers Memorial Hospital

National Office: 1501 Broadway, New York 36, N.Y. *Saranac Lake, New York*

The Will Rogers Hospital gratefully acknowledges the contribution of artwork, and plates by United Artists Corp., and of the space by this publisher.

CINCINNATI

A note to Louis Wiethe, owner of the Valley Theatre, signed by Lloyd Dahlheimer, mgr. of the theatre since its opening, was the first inkling Wiethe had of the missing Dahlheimer's theft of $5,700 over a two-year period. . . . Chakeres Circuit tis temporarily closing down the Markay Theatre, Jackson, O. They also operate the Kaymar there. . . . A recent stag dinner at the Dayton Variety Club was hosted by Fred Krimm and his associate exhibitors. . . . Variety Club charities benefited from a theatre collection at downtown Keiths Theatre, owned by S&S Amuse. Co., when stars of WCPO-TV "Pantomine Hit Parade" put on an hour show following "The Big Heat."

The Women's Auxiliary of the local Variety Club will be re-organized at a luncheon on Dec. 2 at the Netherlands Plaza under the same constitution as the Variety Club with elections to take place the same day. Mrs. Sam Weiss is the current president of Variety Wives. . . . "Sins of Jezebel," new Lippert picture distributed by Realart, is scheduled to open first run Dec. 5 at the Capitol here and on Dec. 16 at the RKO Grand, Columbus, as top half of a double bill. . . . Bob Laws resigned as booker for RKO and is taking up new duties in the booking dept. of Columbia. . . . Mid-West Theatre Supply installed CinemaScope screens in the Dale, Davue and Dabel theatres, Dayton.

Screen Actors Guild, AFL, has opened an office here at 505 Walnut St., with Ben Gettler as legal counsel and exec. secy. . . . Emil George of Wapakoneta recently sponsored a community concert in his Wapa Theatre. . . . George Pekras, operator of the Ritz and Rivoli, Columbus, confined to the hospital with arthritis. . . . Waverly Drive-In Waverly, O., owned by H&S Theas. of Columbus, has been taken over by theatre interests in Toledo. . . . Paul (Bud) Wessel of States Film Service won a 7-day trip to Florida at the recent dinner-dance held by Variety Club at Beverly Hills. . . . Mr. & Mrs. Mark Cummins leave around the middle of Dec. for St. Petersburg, Fla., where one of their theatres is located.

DALLAS

Al Reynolds was elected chief barker of Variety Tent No. 17 for 1954. Kendall Way was named 1st asst.; Charles Darden, 2nd asst.; Meyer Rachofsky, dough guy, and Harold Schwarz, property master. . . . "The



M-G-M exec. E. J. Mannix (right) gives Lucille Ball and Desi Arnaz their long, long contract to sign at the start of "The Long, Long Trailer," the film in Ansco color in which they are starred.

Sinners," French sex thriller, did holdover business at the Academy Theatre, Houston. . . . Loew's State, Houston, is installing CinemaScope equipment at a cost of some $20,000 and will inaugurate the medium just before Xmas with opening of "Knights of The Round Table."

"The Robe" stretched its run at the Metropolitan to six weeks, a recent record for downtown Houston. "Lilli" exceeded this with 11 weeks at the 900-seat nabe River Oaks Theatre. . . . Plans for the proposed new $1,500,000 "Town and Country Shopping Center" to be built on land owned by the pioneer Blankenship family in Lubbock, Tex. do not provide for a theatre, but Wallace Blankenship, pres. of Wallace Theatres, plans to locate his main office in the center.

DES MOINES

Atty. Gen. Lee Hoeg has declared bank night illegal in Iowa and is giving theatre owners 30 days or until the matter is decided on at a re-hearing, if there is one, to abandon the practice. . . . Mr. and Mrs. Bill Hutt have leased the Sun Theatre in Woodward from Fred Bullen. . . . The Allison Comercial Club has leased the State Theatre in Allison and will operate it for a 10-week period. . . . Churches of Cedar Falls sponsored the 3-day showing of "Martin Luther" at the Regent Theatre in Cedar Falls. . . . Al Hansen, Atlantic Theatre mgr., and a group of eight local businessmen have taken over operation of Radio Station KJAN in Atlantic under corporate name of Nishma Broadcasting Co. and headed by Hansen.

A. F. Palmquist, operator of the theatre in Everly, purchased the Prim in Pringhar from Mr. and Mrs. Harold Klingman. Palmquist is making improvements at the Prim before reopening the house. . . . George Lindsley has bought the theatre building in Tripoli from Tripoli Opera House Assn. . . . Henyr Obermeyer will take possession of the Rio Theatre in Wall Lake Feb. 1, 1954, which he purchased from L. G. Ballard. . . . L. A. Miller, 49, who served as mgr. of both the Strand and Railto theatres in Fort Dodge, passed away. . . . Bob Savercide announced an increase in admission at his Dysart Theatre. Prices are now 60¢ for adults; 50¢ for children from 12 years up; 20¢ for children under 12.

A $15,000 improvement program is underway at the Uptown in Muscatine, owned by Ludy Besten. . . . The Clarion Theatre in Clarion is installing a new curved screen. . . . Joe Gerbrach, operator of the New Ames, Collegian and Varsity in Ames announced installation of panoramic screens in all three houses. . . . Other theatres planning new screens are the Lake at Clear Lake; Grand Oelwein; Breda at Breda; Odeen at Marshalltown; State at Holstein; Capitol at Newton; Alamo at New London; Princess at Eagle Grove, and the Palace at Orange City. . . . Bill Haver, mgr. of the Paramount in Des Moines, had a full house and 41 standees for the closed circuit TV broadcast of the Iowa-Notre Dame football game. Fans traveled from all over the state to see the telecast and reception was perfect throughout.

DETROIT

Alan Levy was named mgr. of the Midtown by London Circuit to succeed Robert Hislop. . . . Fox is reopening the Fox Theatre at Mason, Mich. . . . The Lyric Theatre Co. is being organized by Nina Sartori of suburban Highland Park. . . . Wm. Gregg, former partner, is reported to be reopening the Flo Theatre at Nashville and will handle booking directly this time. . . . Joseph P. Uvick, Jr. installed a new wide-screen and adopted a policy of two changes a week, playing top product seven days after first run at Flint. . . . Robert Parine, mgr. of theatre concessions for Confection Cabinet Co., passed away after a short illness.

DeWitt Theatre Co., is reopening the DeWitt (Mich.) Theatre, closed last spring for dismantling, with Jerome B. Vincent back as mgr. . . . Ernest T. Conlon, Allied exec. secy., is planning a meeting of exhibitors with the State's Congressman prior to their return for the next session. . . . Mgr. Norman Meyers is installing a new Miracle Mirror Screen and stereophonic sound at the Adams Theatre to be ready for opening of "Kiss Me Kate." . . . James Easson, mgr. of the east side Woods Theatre, presented special achievement certificates to four neighborhood boys who stood guard over an open sewer found to be a hazard in the community. . . . James A. Clark, pres. of Clark Ents., operators of the Ford-Wyoming Drive-In, Dearborn, passed away.

Miss Dale Young, mgr. of the suburban Northwest Theatre, drew over 1,000 youngsters to a matinee of the 3-D film, "Charge

FILMS TELEVISED NOV. 14 to 27

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	*Cast*	*Original Release Date*
Bowery Boy	Dennis O'Keefe	Rep. 1-3-41
Clouded Crystal	Pat Waddington	
Crooked Passage	James Mason	
Danger On The Air	Donald Woods	Univ. 7-1-38
Dangerous Holiday	Jack LaRue	Rep. 6-25-37
Dude Bandit	Hoot Gibson	
G.I. War Brides	Anna Lee	Rep. 9-7-46
Girl From Alaska	Jean Parker	Rep. 4-9-43
Here Comes Trouble	William Tracy	UA 4-15-48
I Am With You	Nils Dahlrgen	Carlson Prod.
Mysterious Mr. Davis	Henry Kendall	
Pagliacci	Gina Lollobrigida	
Peck's Bad Boy At The Circus	Tom Kelly	RKO 12-1-38
Tenth Avenue Kid	Bruce Cabot	Rep. 8-29-38
Three's A Crowd	Pamela Blake	Rep. 9-12-45
Undercover Woman	Robert Livingston	Rep. 4-11-46
Who Goes Next	Jack Hawkins	

DETROIT (cont'd.)

at Feather River." . . . David M. Idzal has inaugurated block seat buying for groups, providing a partially reserved seat service at regular prices for showing of "The Robe." . . . The five-year-old lawsuit against Co-operative and UDT Theas. by the Society of Ind. M.P. Engineers is due for a court trial shortly. . . . Mrs. Lillian Stembaugh, owner of the Heart Theatre at Hartford, was held up by three men recently but managed to elude them and save the day's receipts.

KANSAS CITY

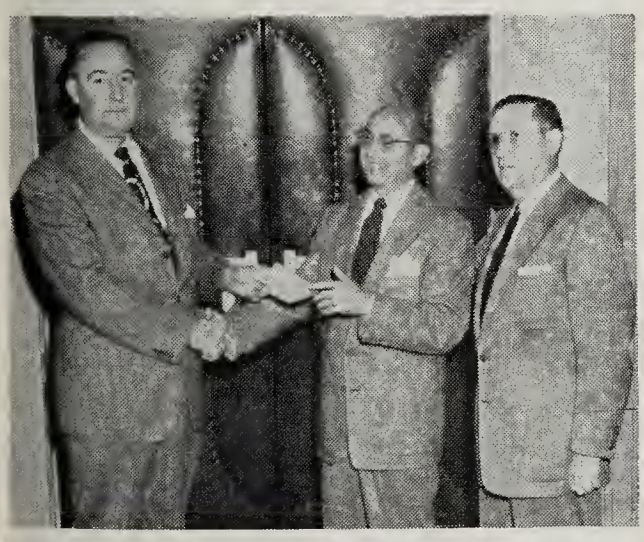
Winners of Commonwealth's special-week contests were: Employers' Week — Mgr. Dewey Balls and staff at the Royal, Hoisington, Kans.; Verne Peterson and staff at the Go-Show in Clinton, Mo. Managers' Week—Chas. Masner, Plaza, Lindsborg, Kans.; Chuck Rees, the Sherman, Goodland, Kans.; Eldon Howard, Uptown, Carrollton, Mo. Final Week—Leon Hoofnagle, the Page, Shenandoah, Ia.; Verne Peterson; Frank Jones, the Calvin, Washington, Mo. . . . Warm weather has kept drive-ins open.

Wm. Luther, formerly of Portland, Ore., is asst. to Maurice Druker at the Midland Theatre. . . . The Kaw, a Dickenson house in Topeka, Kans., has been closed. . . . Ed Resnick resigned as salesman at Universal. . . . Astrolite screens have been installed in the Pic at Iola, Kans. and in Commonwealth's Waldo. . . . Wm. Beckley, former mgr. at the Waldo, has been transferred to Columbia, Mo., where he will do promotion for the Missouri, Uptown, Boone and Broadway Drive-In. Eddie Mansfield is temporary mgr. at the Waldo.

As part of a get-acquainted-with-business week, a group of teachers visited Film Row, where they saw a screening of "History Brought to Life," and heard talks by Arthur Cole of Paramount, Jim Lewis of RKO, W. Gaddoni and Woody Sherill of M-G-M. They saw a portion of "The Robe" at the Orpheum and a screening of "Julius Caesar," and were hosted at a luncheon by Fox Midwest.

MIAMI

"The Glenn Miller Story" will have its world premiere at the Wometco first-run theatres Jan. 16. . . . Sidney Meyer, co-owner of Wometco, is in John Hopkins for a checkup. . . . Mrs. Edward Claughton has the honor of being the first woman to be chairman of the Membership Committee of Motion Picture Exhibitors of Florida. . . . Hal Kopplin leads his ads with "A Two Hour Vacation is Yours at the Movies." . . . Ed Melnicker, chief barker of Variety Tent 33 of Miami left for the mid-winter meeting of Variety Clubs in Washington, accompanied by Florida State Theatre George Hoover and Al Weiss.



Arnold Gould (center), city mgr. at Jefferson City, Mo., for Durwood Theatres, receives check for first prize, won in M-G-M's "Torch Song" showmanship contest, from Lt. Gov. James T. Blair, Jr., in presence of Bernie Evans, field press representative. M-G-M, in addition to the cash award, will pay the cost of putting Gould's suggested campaign into effect.

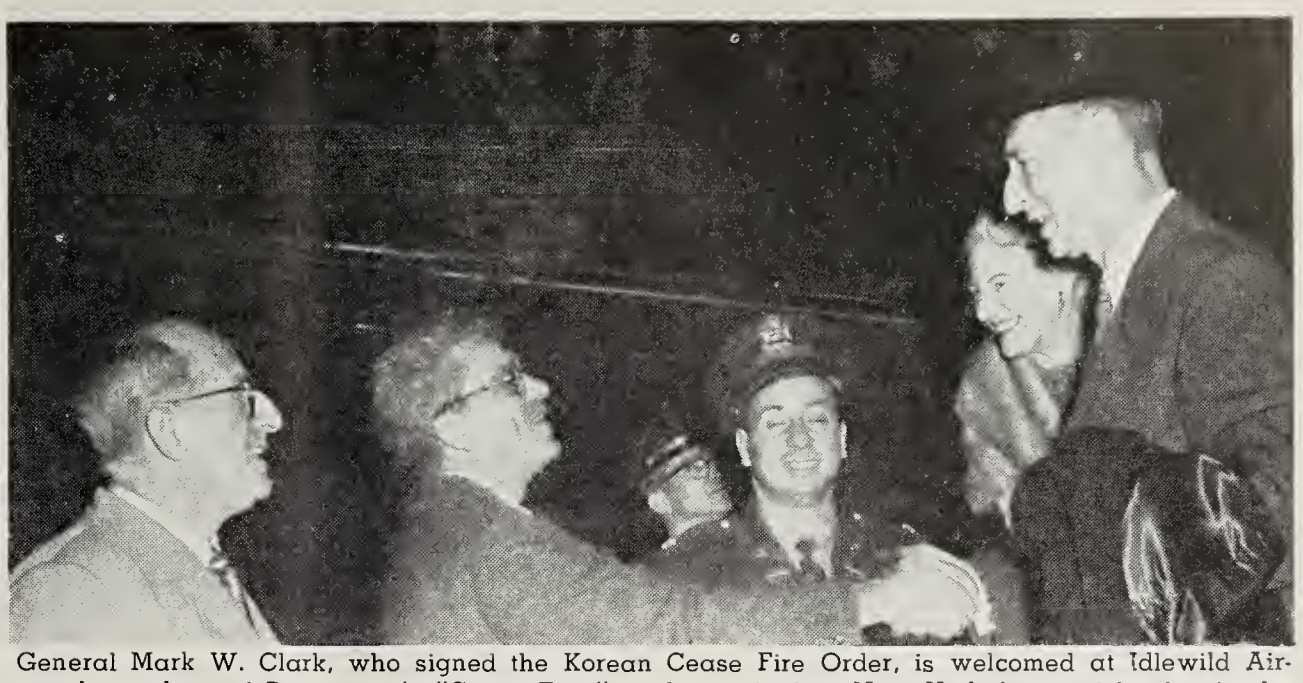
Lincoln and Mayfair opening Dec. 2 with "Martin Luther" should do great with Miami clergy plugging picture from the pulpits. . . . The Cameo reopened with a new face lifting. . . . CinemaScope going into the Beach. . . . Paramount and Gables start "How to Marry A Millionaire" Dec. 11. . . . Curtis Miller proud of his wide screen at the Royal in St. Petersburg, designed by Claughton's engineer, Walter Good. Theatre sayed open and screen was constructed back stage on rollers. . . . Top prize in Florida State's managers drive went to Fred Lee of the Florida in Hollywood and Ralph Puckhaber of the Florida in Miami.

MILWAUKEE

New officers of Variety Club, Tent No. 14, are the following: Ben Marcus, chief barker; John Schuyler, 1st asst.; Jack Lorentz, 2nd asst.; Ed Johnson, property master, and Harold Pearson, dough guy. Marcus appointed Sam Kaufman chairman of the Heart Committee, the club's main sponsorship. . . . The Majestic Theatre, Cudahy, owned by Oliver and Ray Trampe, was rented out to a cooking school for one week during the day. . . . $4,929 was embezzled from the Viking Theatre in Appleton by former mgr. Richard Phillips, 35, whose whereabouts are unknown. The Viking is an S&M house.

Lou Elman, RKO branch mgr., has been appointed distributor chairman for COMPO in Wisconsin. Sig Goldberg and A. D. Kvool are exhibitor co-chairmen, with Harold Pearson, Allied's exec. secy. as COMPO secy. District chairmen are Stanley Gere, Racine; F. J. McWilliams, Portage; Leo Gohlmann, Cuba City; Edward Johnson, Milwaukee; Eric Brown, Plymouth; Wm. Ainsworth, Shawano; Russell Leddy, Green Bay; Fred Minor, Rice Lake Frank Han, Ashland.

Commemorating John P. Adler's 45th year in show business, the town of Marshfield will have a gala celebration, including a free showing of "Miracle on 34th Street" and giveaways. On Dec. 3, in conjunction with the mid-west premiere of "Escape From Fort Bravo" ceremonies honoring Adler will be held on the stage of the New Adler Theatre, to which Allied board members and other industryites have been invited, followed by a dinner at the Elks Club. . . . Bob Gronert, mgr. of the Alhambra, visited with a disk jockey over Local station WOKY, talked about his successful run of "Arrow Head" and promoted his next attraction.



General Mark W. Clark, who signed the Korean Cease Fire Order, is welcomed at Idlewild Airport by makers of Paramount's "Cease Fire," on his arrival in New York for participation in the world premiere of the film at the Criterion Theatre on Times Square. L. to R.: Joseph Hazen, partner of Hal B. Wallis, who produced the picture; Owen Crump, director; Major Ray Harvey, technical adviser, and Gen. and Mrs. Clark.

MINNEAPOLIS

The nabe Granada reopens Christmas Day with an art policy. It's the seventh theatre in the Twin Cities to reopen in the past six months and not one has closed despite a third TV channel opening. . . . Kenny Adams, former northern Minn. salesman, has been promoted to sales mgr. at Universal, replacing Pat Halloran, who was named Milwaukee branch mgr. . . . Don Robertson's State, St. Paul, has adopted a new policy—two new shows (one always a Western) every day, seven days a week. . . . The Delano at Delano, Minn. managed by Duane Clausen, has a new Radiant wide screen.

Arthur T. Soderstrom, 57, one-time mgr. of the now closed Northtown, who disappeared in 1951 with $581 in theatre money, gave himself up at Galesburg, Ill. recently. He was returned to Mpls. and is awaiting trial. . . . District Judge Lesile Anderson indefinitely delayed an injunction suit by Sam Berger, mgr. of the Grand, to stop the City Council from suspending the theatre's license for 10 days for showing of "Elysia." . . . James Rangaard has installed new Astrolite wide screens in his Gilles at Wahpeton, N. D. and his Staples at Staples, Minn.

Cecil R. Hamers is rushing work on his new Midway Drive-In at Ray, N. D., which he plans to open in the spring. . . . Gil Swenberger, gen. mgr. of Berger Amuse. Co., is the proud father of a baby boy. . . . The Rialto and Campus, nabe houses, are running Swedish pictures occasionally. . . . E. Gutzman reopened the Lake at Prior Lake, Minn. . . . Astrolite wide screens and CinemaScope have been installed in all houses of Eddie Ruben's Welworth circuit.

NEW HAVEN

The State Theatre, Hartford's only combination motion picture-vaudeville house, has relighted after being closed since last May. Owned and operated by the Harris Bros., it is running a Sat-Sun. combination policy. . . . Morris Pouzzner moved his offices from the Statler Bldg., Boston, to the Lincoln Bldg., Hartford. He operates the Victory, New London, and United and Central theatres, Westerly, R. I. . . . Joe Minsky, booker for S-W Theas., has a new baby daughter. . . . William Brown, formerly with Loew's Poli-New Eng. Theas. and more recently mgr. at Loew's at Evansville, Ind., has been named mgr. of S-W's Palace, Norwalk, Conn.

The Lord Theatre, Norwich, owned and operated by independent exhibitor Edward Lord, booked "The Robe" to open Nov. 25. . . . A public hearing is being scheduled at State Police headquarters, Hartford, on application of Fred Quatrano to build a drive-in at Watertown. . . . Perakos Associates, operators of seven indoor houses in Conn., will open their first drive-in, an 850-car unit now under construction at Plainville, next May. . . . Destroyed by fire, the Branford Theatre, Branford, is being rebuilt by Irving C. Jacocks at an estimated cost of $300,000. The project will have 1,000 seats and parking facilities for 300 cars. . . . Wm. Barry, 69, veteran stage mgr. at S-W's Sherman, New Haven, passed away.

The Burnside Theatre, E. Hartford, has increased parking facilities to 500 cars. . . . Lou Brown, ad-pub director for Loew's Poli-New Eng. Theas., is celebrating his 20th wedding anniversary. . . . The Certificate of Award has been presented by the Middletown Kiwanis Club to Sal Adorno, Sr., gen. mgr. of M&D Theas., for his service to the youth of Middletown. . . . Irving Davis replaces David Sherman, resigned, as asst. to Jack A. Sanson, mgr. of the Strand, Hartford. . . . Eugene D. Jacobson, son of Morris Jacobson, gen. mgr. of Strand Amuse. Co., will be married in Dec. to Joyce Bravender of Seattle.

NEW ORLEANS

ATO of the Gulf States announced plans to hold its annual convention at the Edgewater Gulf Hotel, Edgewater Park, Miss., March 28-30. . . . Annual convention and trade show of the MPTO of Ark., Tenn. and Miss. will be held at the Gayoso Hotel, Dec. 7-8. . . . 32 managers from 22 cities in the five-state area of Paramount Gulf Theatres, headed by Gaston J. Dureau, attended a two-day convention at the St. Charles recently. H. G. Plitt, v.p., conducted a management clinic.

Closed for good in Nov. were the Istruma Theatre, Baton Rouge, La.; Melba Theatre, Hainesville, La.; Watterall Theatre, Richton, Miss. . . . J. R. Farrell reopened his Royal Theatre at Iota, La. Also reopened was the Joy Theatre, Kinder, La. . . . W. A. Pilcher took over the Joyce Theatre, Gibsland, La., from Mrs. M. Sinnett. . . . Crystal Theatre, Louisville, Ark., has been sold to Van J. Emerson. . . . Page Baker of Theatre Service will now book the Royal Theatre, owned by A. L. Royal. . . . The Lion Theatre, Scooba, Miss. is now under new ownership of Dorothy Slaton.

WOMPI of New Orleans is discussing plans to raise money for some worthy charity during the Christmas season. Abby Cougenhem of Motion Picture Adv. was appointed publicity chairman to succeed Catherine Buffert, who resigned, and will be assisted by Mary Kelly of the UA office. . . . The Max Connett Circuit has spilt its bookings. A portion will be handled by Max Connett with the others booked by Sammy Wright in his new company, Southern Theatre Service.

NEW YORK

Edward L. Fabian was elected chief barker at a membership meeting held this wek of the Variety Club of New York, Inc., Tent 35. In accepting his office, Fabian promised a great amount of activity for 1954. Ira Meinhardt was elected first assistant chief barker and Harold Rinzler, second assistant chief barker.

Martin Kornbluth was named property master and Saul Trauner dough guy. Newly elected canvassmen include: Leon J. Bamberger, Bernard P. Brooks, Nathan Furst, Jack Hoffberg, Arvid Kantor, Harold J. Klein and Bernard Kranze.

Also, Martin Levene, Hugh Owen, Walter Reade Jr. John Schneider, Cy Seymour, Robert K. Shapiro, Spyros S. Skouras, David Snaper, Morton Sunshine, George J. Waldman and Max Wolff.

William J. German, chairman of the "Combat Epilepsy" drive, presented a check for $2,500 to Dr. Merritt on behalf of that charity. This is the group's second contribution to the cause.

In the drawing for 1954 Cadillacs, the cars were won by Saul Lerner, a Long Island exhibitor, and Emil Friedlander, board chairman of Dazian's, Inc.

Guild Enterprises, headed by Norman Elson, continuing its policy of converting its newsreel theatres to first-run art houses, will add another specialized theatre to its operation when it launches the American premiere of "Project M. 7" at the Embassy Theatre on Broadway and 72nd St. . . . Three new metropolitan openings in Dec. will bring to nine the number of cities in which "This Is Cinerama" will be seen by the end of the year, according to Lester Isaac, dir. of exhibition for Cinerama.

The Motion Pictures Club will hold its installation dinner Jan. 18 at the Tavern on the Green. Chairman for the arangements is Max Fried. The club is also sponsoring a theatre party on March 9 for "The Caine Mutiny Court Marshall" at the Plymouth Theatre. . . . Allied Theatre Owners of New Jersey's annual beefsteak dinner will be held on Dec. 1 at the Ritz Restaurant, Passaic, N. J.



At meeting of Greater New York chairmen working on plans for the 1954 Boy Scouts fund-raising campaign, Eva Gabor, starring in UA's "Captain Kidd" unveiled campaign poster and congratulates multi-honor Scouts Joseph Turitter, Troop 261, Queens, and Scott Bonis, Troop 579, Manhattan, as RKO sales promotion mgr. Leon Bamberger, industry chairman, looks on.

Watch These Dates!

Dec. 6-7: Kansas City — Kansas-Missouri Theatre Association convention — President Hotel.

Dec. 7-8: Oklahoma City—Theatre Owners of Oklahoma annual convention—Biltmore Hotel.

Dec. 7-9: Memphis—Motion Picture Theatre Owners of Arkansas, Tennessee and Mississippi annual convention—Gayoso Hotel.

Dec. 14-15: St. Louis—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois annual convention —Sheraton Hotel.

1954

Feb. 2-4: Cincinnati — National Drive-In convention—Netherlands Plaza Hotel.

Feb. 2-4: Cincinnati—Independent Theatre Owners of Ohio convention—Netherlands Plaza Hotel.

Feb. 4: New York — Amusement Division, National Conference of Christians and Jews, dinner, Waldorf-Astoria.

Feb. 5-6: Cincinnati—Allied States board meeting—Netherlands-Plaza Hotel.

May 2-7: Washington, D. C.—SMPTE 75th convention—Statler Hotel.

March 22-25: Dallas—Variety Clubs International convention—Adolphus Hotel.

March 28-30: Edgewater Beach, Miss—Allied Theatre Owners of the Gulf States—Edgewater Gulf Hotel.

PITTSBURGH

The Warner is removing 1,000 of its 2,400 seats to make way for the 75x26 foot screen and three projection booths necessary for Cinerama, which will open Dec. 8 in conjunction with the Pittsburgh Press Old Newsboys fund raising drive for the Childrens Hospital through efforts of M. A. Silver, zone mgr. for Stanley Warner. Bob Suits will be managing director at the Warner. . . . 19 Pennsylvania communities

PITTSBURGH (cont'd.)

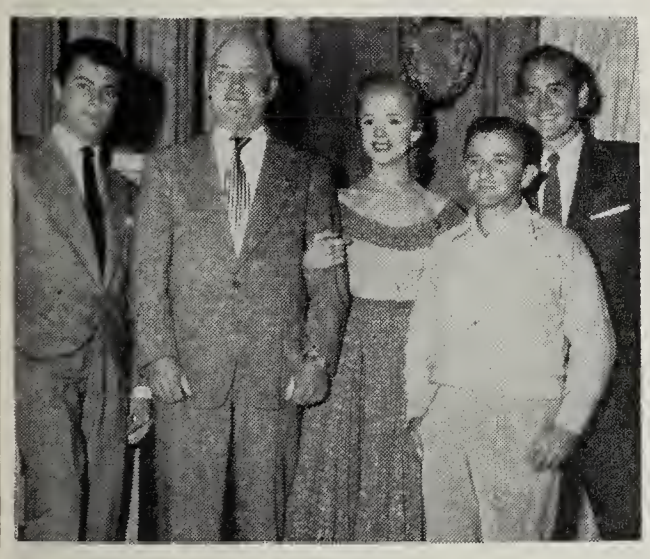
adopted Sunday movies at the recent general election—33 localities voted. . . . "Kiss Me Kate" in 3-D opened at Loew's Penn on Thanskgiving Day.

Dave Silverman, RKO exchange mgr., was named Tent No. 1 delegate to the International Convention of Variety Clubs next spring in Dallas. . . . U-I will contribute six productions in CinemaScope during 1954. . . . Popularity of "The Robe" at the Harris Theatre here, downtown outlet for Columbia pictures, forced "The Big Heat" into a first-run double feature theatre. . . . The Fulton, managed by Bernie Hickey, shut down one day to speed up installation of CinemaScope in time for "How to Marry A Millionaire."

PORTLAND-SEATTLE

Dick Newton has been named mgr. of the Paramount, Portland, under the new ownership. He was recently with the Northgate Theatre, Seattle. . . . Donald E. Parker, mgr. of the Granada, Spokane, got 210 pints of blood for the Community Bank during showing of "Flight Nurse." . . . "Crazylegs" was booked into the Century, Portland. . . . The majority of Portland first-runs are back to single features. . . . Robert Johnson, formerly of the Clyde, Langley, Wash., joined Sterling Theas. as asst. mgr. . . . Gene Manzanares was named mgr. of the Northgate Theatre near Seattle. . . . Buck Smith of Smith Enterprises remanded to Jewish Hospital. . . . Bob Anderson resigned as Sterling dist. mgr.

Mr. and Mrs. Clair Clipton have purchased the Carlton, Ore. theatre from C. L. Briggs. . . . Paul D. McElhinney, Republic branch mgr., named chairman Will Rogers Memorial Fund drive. . . . Bill Stahl named salesman for National Theatre Supply. . . . G. Compton took over the Olympic Theatre, Arlington, Wash. . . . Loss by fire—Twisp Theatre, Twisp, Wash., owned by Mr. and Mrs. Chas. Nelson, who will shortly announce future plans. . . . Chester Weaver, booker for Onalaska (Wash.) Theatre, usffered heart attack. . . . Practically all drive-ins in this territory now closed. . . . Both the Starlight and Rogue theatres in Medford, Ore. area broken into by thieves, with take of $300 at the former. . . . Died suddenly, Joseph E. Somer, M-G-M office mgr., Seattle.



A. G. Miller, owner of the Miller Theatre in Atkinson, Nebr., on a recent visit to Hollywood, visits with (l. to r.) Tony Curtis, (Miller), Piper Laurie, Director George Sherman and Don Taylor on the set of U-I's Technicolor "Johnny Dark." Miller has been a steady Universal customer since he opened his first theatre in Atkinson in 1909.



Edmund Grainger, producer of RKO's "French Line," addressed district managers at the two-day sales meeting in New York. Shown here (l. to r.): Nat Levy, divisional mgr.; Grainger; Charles Boasberg, gen. sales mgr., and Walter Branson, asst. gen. sales mgr.

ST. LOUIS

Walter Reade, Jr., new TOA prexy, will head the TOA delegation attending the annual meeting of MPTO of St. L., E. Mo., and So. Ill at the Sheraton Hotel here Dec. 14-15. Others include Alfred Starr, chairman of the board, and Herman M. Levy, gen. counsel. Tom Edwards of Farmington, Mo. will be toastmastter at the banquet, and a trade exposition is to be a feature of the convention. . . . The Harvest Moon Festival for benefit of St. Louis County Day Nursery Care Building Fund proved such a success under leadership of chief barker Edward B. Arthur, it is certain to be made an annual fixture of the local Variety Club. Winners of the talent contest will have a week's engagement at F&M's Fox Theatre in addition to sharing in prize money.

George Barber has purchased the Okaw Drive-In on U.S. 36 near Camargo, Ill. from Tom Falk and Jack Taylor of Mattoon. . . . Plans are under way to reopen the Illinois Theatre at Newman, Ill. The house has been operated by Mr. and Mrs. Victor E. Recker. . . . Delbert Wagner resumed management and operation of the 450-seat Ritz Theatre at Crossville, Ill., which had been under lease to Mr. and Mrs. J. C. Davenport. The Davenports, who have closed their 200-seat Strand in Equality, Ill., will continue operation of the 300-seat Nox in New Haven, Ill. . . . Andy Dietz, head of Dietz Ents. and Co-Operative Theas., continues to progress at Lutheran Hospital.

The 312-seat State at DuQuoin, Ill. is to be closed Dec. 1 for an indefinite period, according to owners John, Sam and Tony Fiorino, who will devote full time to their other business interests. . . . James Bradshaw succeeded Malcolm Reid as mgr. of the State Theatre, O'Fallon, Ill., owned by Charley Goldman. Reid has moved to Pinckneyville, Ill. . . . Al Cervantes moved into his new insurance offices at 3910 Lindell Blvd. and his first order of the day was to issue a policy totaling $1,750,000 to cover the participants in the Variety Club's Harvest Moon Festival. . . . A 65-foot wide new Radiant Astrolite Screen is being installed in F&M's 5200-seat Fox Theatre.

Woody Proffer, owner-mgr. of the 200-seat Roxy at Ramsey, Ill., announced his house will soon present 3-D films. . . . The St. Luke Hospital building fund benefitted from a double feature program Nov. 23-25 at the Osage Theatre in Kirkwood. . . . John Karzin, veteran St. Louis exhibitor, still at the Missouri Baptist Hospital. . . . Mr. and Mrs. Jeff Jefferis, owners of the Jefferis Theatre and Pine Hill Drive-In, Piedmont, Mo., became the grandparents of Brinton Eugene Jefferis. . . . Caesar Berutt of Rolla, Mo. is convalescing at St. Mary's Hospital following surgery.

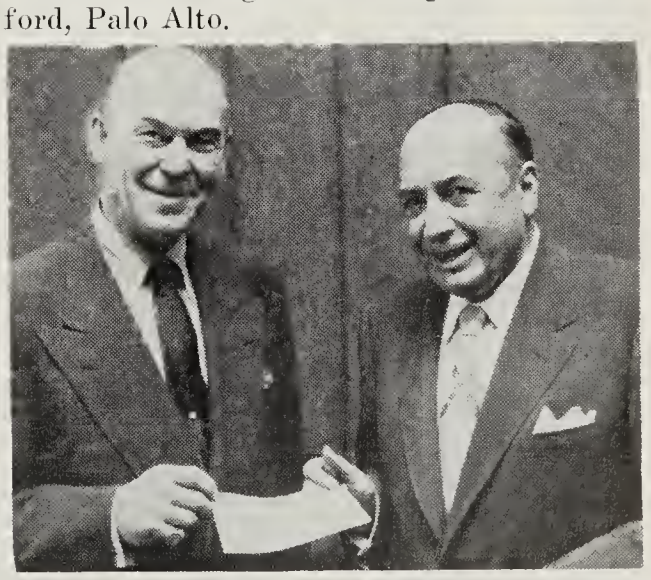
SALT LAKE CITY

A suit was instituted against Consolidated Theas. by employees of the circuit, originating in a dispute over wage scale for projectionists and mainly involving the Gem Theatre. . . . John Leap is new mgr. at the Holladay Theatre, Holladay, Utah. . . . Filmakers Releasing Corp. has engaged Fred Palosky as office mgr. and booker. Palosky has been on the road for five years. . . . RKO moved Jimmy Griffin, former salesman for western Montana, into the Utah territory, replacing Hank Smith, now back in the office. Rick Warren is salesman for Montana.

Ralph Trathem is no longer with Consolidated but is handling several accounts personally. Other personnel changes include Mearl James, upped from asst. mgr. of the Gooding Theatre to mgr.; Oliver Meller now mgr. of the Spur, Ketcham, Idaho, replacing C. V. Childress, resigned; Arthur Sutton, who managed the Redwood Drive-In, now mgr. of the Gem. R. W. Robinson, operations mgr. for the entire circuit reports heavy losses due to vandalism at the five drive-ins, now winter-closed. Among the destruction is the burning of the boxoffice at the Redwood, looting of concession stands, and theft of more than 300 speakers.

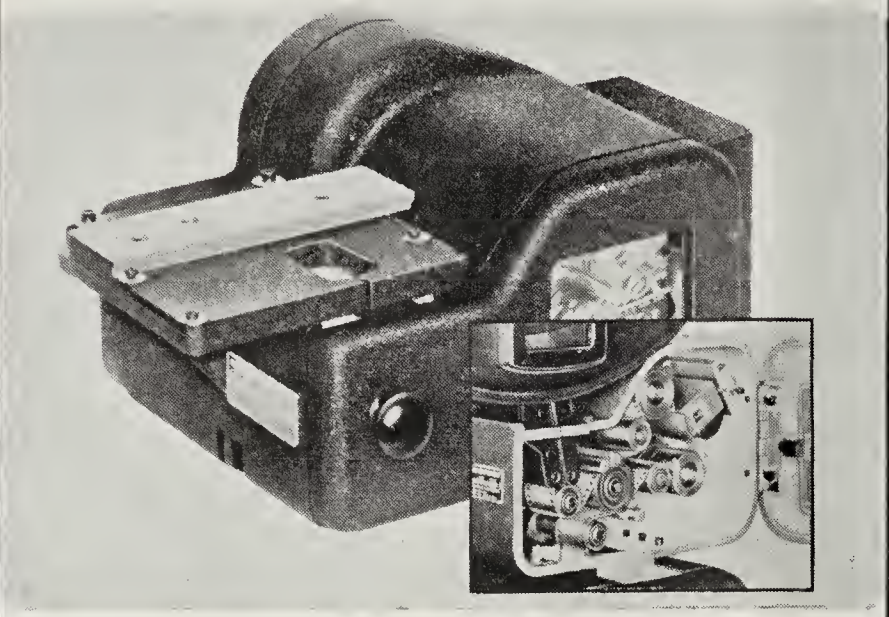
SAN FRANCISCO

Maury Schwartz, owner of the Rio, will inaugurate a policy of silent films only, Dec. 1. . . . Edwin B. Rivers, owner of the Shabot, Castro Valley, is now bidding first-run against Hayward for product. First picture is "From Here to Eternity." . . . Fox West Coast is installing CinemaScope at the Stanford, Palo Alto.



Dick Dickson (left) National Theatres' exec, and Al Lichtman, 20th-Fox director of distribution, are all smiles over grosses on "The Robe" at the Roxy in N. Y., which in its 11th week amassed a gross of $1,800,000, the highest revenue total in the history of the theatre.

TRU-FIDELITY STEREOPHONIC SOUND



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T M REG U S PAT OFF.

MAGNETIC SOUNDHEAD

to be sure!

The soundhead chosen by exhibitors throughout the country for first runs of the new stereophonic sound features!

★ "Brush" pick-up head plugs in for instant replacement.

★ Tight loop system tested and approved by major studios.

★ Compact, easy to install, fits any standard projector.

★ Proven Performance!

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THEATRE SUPPLY
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Carolina Exhibs Elect Anderson

CHARLOTTE.—Howard Anderson of Mullins, S.C., was elected president of Theatre Owners of North and South Carolina in the group's annual convention this week succeeding Woodrow Fussell of Bladenbort, N. C., who was named first vice-president.

Keynote address at the conclave was given by E. D. Martin, TOA vice-president, who spoke on the product shortage (see story). Other speeches were made by Herman M. Levy, TOA general counsel, who discussed the exhibitors' difficulty in explaining their problems to distribution home office personnel, and Richard Pitts, TOA public relations director, who spoke on the growing influence of the organization.

Robert Bryant of Rock Hill was elected second vice-president. Directors are H. E. Buchanan, Hendersonville, N.C.; George D. Carpenter, Valdese, N.C.; Fin Lee, Warsaw, N.C.; C. A. Dandelake, Tarboro, N.C.; Jack D. Fuller, Columbia, S.C.; J B. Harvey, Clover, S.C., and W. H. Hendrix Jr., Reidsville, N.C.

Also, H B. McAly, Fayetteville, N.C.; Roy Rowe, Burgaw, N.C.; John M. Kimen, Roseboro, N.C.; Albert Soitle, Charleston, S.C.; Rudy A. Howell, Smithfield, N.C., and Francis White, H. F. Kincey and H. H. Everett, Charlotte, N.C.

Warners, Disney Slate More CinemaScope Pix

(*Continued from page 4*)

"LUCKY ME," produced by Henry Blanke; directed by Jack Donohue; starring Doris Day, Robert Cummings and Phil Silvers.

"THE TALISMAN," based on Sir Walter Scott's classic; produced by Blanke; directed by Butler; starring George Sanders and Rex Harrison.

"RING OF FEAR," a Wayne-Fellows production; produced by Fellows; directed by James Edward Grant; starring Clyde Beatty, Mickey Spillane and Pat O'Brien.

Films now in preparation include:

"BATTLE CRY," from Leon Uris' current best selling novel; to be produced by Blanke; to be directed by Raoul Walsh.

"EAST OF EDEN," based on the Steinbeck novel; to be produced and directed by Elia Kazan.

"MR. ROBERTS," from the Broadway play; a Joshua Logan-Leland Hayward production.

"HELEN OF TROY," to be directed by Robert Wise in Rome.

"GIANT," based on the Edna Ferber novel; to be produced and directed by George Stevens in association with Henry Ginsberg.

"LAND OF THE PHARAOHS," to be produced and directed by Howard Hawks; screenplay by William Faulkner.

"THE SILVER CHALICE," from the Thomas B. Costain novel; to be produced and directed by Victor Saville.

"DANIEL AND THE WOMAN OF BABYLON," story of the Biblical hero.

"SEA CHASE," to be directed by John Farrow; starring John Wayne.

"THE MIRACLE," from the famed theatrical presentation of Max Reinhardt.

"MOBY DICK," to be produced and directed by John Huston; starring Gregory Peck.

Name Brotherhood Heads

Spyros S. Skouras, president of Skouras Theatres and chairman of the national exhibitors committee for the campaign to build understanding among Protestants, Catholics and Jews, has announced the appointment of four associate national chairmen to help conduct activities for 1954 "Brotherhood Week." Chairmen include Harry C. Arthur, Jr., vice-president of Fanchon and Marco; John Balaban, president of Balaban and Katz; George Bowser, vice-president of National Theatres, and Robert J. O'Donnell, vice-president of Interstate Circuit, Inc.

A New Look for the New Movies...

Wide-Screen and 3-D Projection Lighting

The film industry is currently being revitalized by the third great technical revolution in its history. First, sound; then color; now panoramic and tri-dimensional realism are having their profound effect on movie-making and showing techniques.

Record Sums Spent

Exhibitors in the race to equip themselves for these new box-office bonanzas are spending thousands and tens of thousands of dollars on new optics, screens, sound equipment. Where does screen *lighting* equipment fit into this picture of modernization?

Light Losses Serious Problem

In wide-screen projection, screen light is distributed over 2½ *times the area* of conventional screens. In 3-D systems, filters reduce the total screen light to about *half* its former value, even with *two* projectors trained on a new screen of much higher reflectivity. Both wide-screen and stereoscopic effects suffer serious handicaps from inadequate lighting; nothing short of a *major* improvement in your present lighting equipment will enable you to take full advantage of their terrific mass appeal.

New Equipment Needed

For these new screen media you need not only *much more* light . . . you need literally *all the light you can get!* This means new equipment —equipment to operate the higher-capacity carbons at maximum currents.

Give your patrons — and these great new entertainment media — the light they need. Don't delay—call in your theatre equipment supplier for a complete diagnosis of your projection lighting needs.

Look to NATIONAL TRADE-MARK *for Everything New in Projector Carbons*

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

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A Division of Union Carbide and Carbon Corporation
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District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

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Montreal, Toronto, Winnipeg

Improved Moropticon System For Single-Film 3-D Devised

First in a series of national demonstrations of the improved "Moropticon" single-strip 3-D system was held last week at the Capitol Theatre, N. Y. C., before an audience of exhibitors, trade press and other industryites.

The test, consisting of scenes from Universal-International's "Son of Cochise," proved that vast progress has been made in the system since it was introduced two months ago.

Sequences from the Technicolor western were shown first in the standard two-camera system in current use. This was followed by the same scenes as projected with the "Moropticon" process. Only flaw came in a night scene which had been printed so much lighter than usual that it appeared to be shot during the day.

Matthew Fox, president of All Dimensions, Inc., the company holding the American rights, warned the audience to expect this scene, and he explained that "Moropticon" engineers could print the same scene much darker. He claimed that the light factor could be completely controlled in the laboratory, an advantage of his new system.

Claims No Eye-strain

The company head also claimed for his process the elimination of eye-strain, which he believes is caused by throwing two images on the screen from two separate light sources, as is done in two-projector systems. He added that "no degree of mechanical synchronization can attain the consistency of image" resulting from the use of one light source.

Details of the plan whereby exhibitors can receive the "Moropticon" units, one for each machine without charge, with a purchase of a minimum of 2,500 new Pola-Lite glasses per month for 12 months, were stressed by Fox. He added that the deal would not be exclusive, and theatres were free to purchase additional glasses from other companies.

First two circuit executives in America to adopt the new process are Robert J. O'Donnell, of the Interstate Circuit, Texas, and M. A. Lightman, of Malco Theatres, Inc., Tenn. While the "Moropticon" chief is negotiating with other exhibitors, he stated that he is also arranging with film companies for "Moropticon" printing in conjunction with the installations.

Following the New York test, Richard Morros, an associate of Fox, prepared to leave for other key centers to hold more tests.

First TOA Short Trains Personnel

A new short film, the first of its kind, is being made available to theatre owners and operators for purposes of boosting the spirit of courtesy towards patrons among house staff members. Produced by Filmack Trailer Co. and presented under the sponsorship of Theatre Owners of America, the short is titled "Courtesy is Contagious."

Humorous and engaging as well as highly informative in content, "Courtesy," which runs under 15 minutes and is available for either outright purchase or rental in both 16mm. and 35mm. versions, should prove a major asset in the training of theatre personnel.

Narrative Utilized

Film contains a narrative, the moral of which points up to theatre personnel that *all* patrons should be treated with respect. By means of the narrative, correct behavior is underscored for cashiers, doormen, candy girls, ushers, porters and managers.

Purchase of "Courtesy" is $250 per print for exhibitor groups; $7.50 per theatre for circuits and $10 per day rental for individuals. Prints, however, can be purchased outright for $100 in either the 16mm. or 35mm. versions by individual theatres.

According to Irving Mack, Filmack prexy, "Courtesy" is the first of a series of two or three more pictures which his company is designing to produce in association with TOA on theatre operations aids. Others, he said, will treat with baby sitting problems and vandalism.

Ampex Develops Complete Stereo Sound Apparatus

Redwood City, Calif.—Complete theatre stereophonic sound systems, with all components built by the company itself, has been declared available by the Ampex Corp. Called the Ampex Multi-Directional sound system, it is being offered in five sizes to fit different type theatres, and it ranges in price from $4,500 to $10,300.

System contains a "button-on" magnetic sound head, Jim Lansing speakers and the Jim Lansing Koustic lens. Sound head is said to fit all modern projectors and will not interfere with ordinary sound equipment. Containing automatic loop length adjustment and sprocket locking, Ampex engineers call it the "easiest threading head on the market."

Sign Several Circuits

Contracts have already been signed to install the sound systems in theatres belonging to several major syndicates, the company has announced. Houses now equipped with the process include the Rivoli, N. Y. C.; United Artists, Detroit; Loew's State, Los Angeles, and the Egyptian, Hollywood.

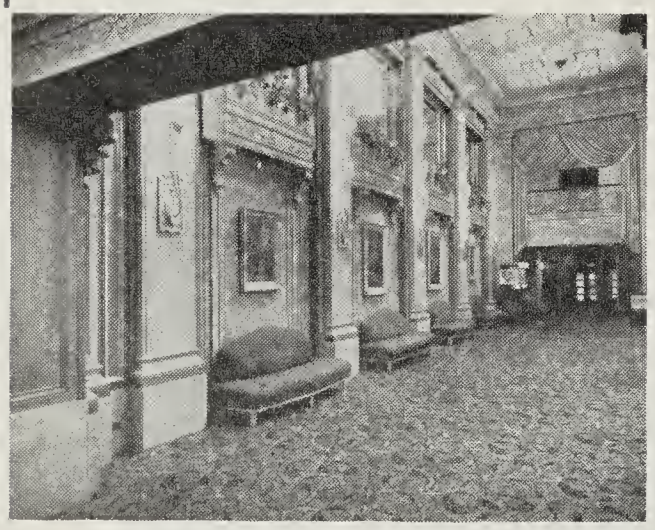
To insure nation-wide installation and servicing on a local basis, Ampex has negotiated a contract with the Altec Service Corp. for the latter to handle installations.

Earlier, Ampex was chosen by Magna Theatres Corp. and Todd-AO Corp. to record the sound on stereophonic tape equipment for pictures produced in their wide screen system.

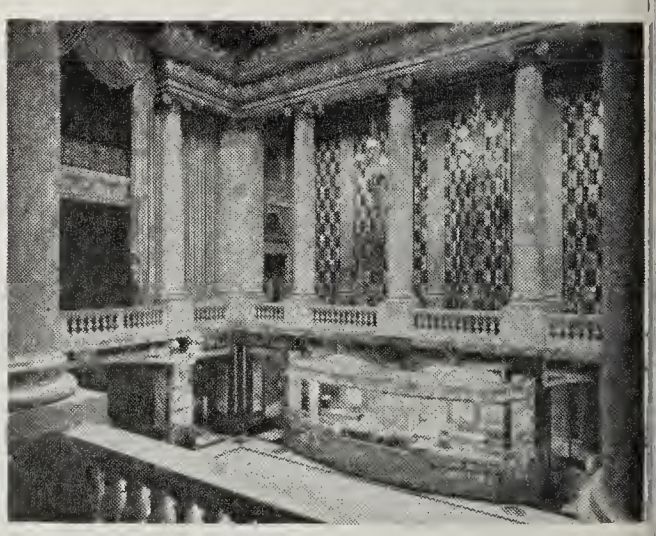
TESMA Broadside Used

A color broadside was used to describe to theatre owners the benefits to be gained from attending the TESMA-TOA trade show in Chicago. The mailing piece, sent by J. Robert Hoff, TESMA president, to 21,700 exhibitors, promised that they would learn all about the new developments and also assured them "a little fun on the side" at the event.

Chicago Showcase Takes On A New Trim







For its 32nd birthday the Chicago Theatre, Chicago, flagship of the Balaban & Katz circuit, underwent a complete remodeling job. Modern touches were added by the replacement of furniture, fixtures and carpeting with fresh 1953 designs. In the main foyer (left), the ceiling was changed to give the room modern proportions. That's a redesigned marquee with a silhouette-letter attraction board in center photo, and a gleaming new candy counter placed in the grand lobby (right).

Exhibitor Devises Own All-Purpose Drive-In Screen

One exhibitor who thinks he has found the answer to the need for an all-purpose drive-in screen which can be used for 3-D, 2-D, wide screen and CinemaScope product, is Virgil Odell, owner of two Idaho ozoners. Odell solved his problem by creating a screen surface of his own, when he decided that the ones on the market were inadequate.

The result, he claims, is a surface that gives more than twice the light of present white drive-in screen surfaces, reproduces pictures better than present indoor screens, and is constructed of a metal that should last "for the lifetime of the theatre." It can be used in the exhibition of all the above media, he claims.

Promises Reasonable Price

The westerner believes that he can market the surface, for which he has applied for a patent, at a price "more reasonable than any new surface that has been announced in recent months." While last minute tests remain to be performed, he hopes to be able to advertise his discovery in the near future.

Odell, who operates the Emmet Drive-In, Emmett, and the Terrace Drive-In, Caldwell, explained that he had to find some way to compete with other theatres in his area. While his two small ozoners were popular, he realized he couldn't compete with the large indoor houses unless he could take advantage of the "new look" product they were showing.

But drive-in theatres have special problems, and regular indoor screen surfaces will not suffice for out-door exhibition. Odell had an idea for the equalization of light reflection, and he worked on it from March till June. Although hampered by a lack of funds, he believes he finally found the material for which he was looking.

Light Equally Distributed

It supposedly corrects all the faults found in current drive-in screens which make them awkward for many of the new techniques. New surface is said to provide equal light distribution, allowing for perfect vision from side as well as center.

Also, it is claimed that the extra light reflected will permit the ozoner to use a screen twice the size of normal ones without having to increase the light source at all. Odell states additionally that it will not be necesary to engineer the material for each individual situation, since it will work for all.

The metallic surface is said to be impervious to weather, and requires no painting or refinishing. With the seams hidden, the material is mounted in large panels for easy installation on present drive-in towers. Distortion is said to be reduced to a minimum.

Altec Appoints McCrea

Appointment of M. W. McCrea to the staff of Altec field representatives has been announced by E. O. Wilschke, company operating manager. McCrea, formerly a field engineer in C. S. Perkin's northeastern division, will be attached to the same division, in the Boston area. McCrea's appointment brings to 20 the number of Altec field representatives attached to six divisions.



PERFECT DEFINITION *to the Outer Edges of the Screen*

Here's the new Ballantyne short focal length f 1.9 wide angle lens. Ready for IMMEDIATE DELIVERY

COMPARISON af the new Ballantyne wide angle lens (part af the Ballantyne all-system package), with any ather will prave ta yau that here is the last ward in aptical engineering skill. This lens was ariginally designed far use by the military far phata recannaisance when definitian aver the entire picture surface is an essential requirement. Naw this lens has been released and adapted ta the new matian picture technique by The Ballantyne Ca. Withaut questian, it gives, in the apinian af engineers, the finest picture ever seen.

COLOR CORRECTION is superb, vignetting has been reduced ta a minimum and carrectian af aberatians is sa fine as ta give a mare crisp, higher cantrast image aver the whale frame.

THE AIR SURFACES are caated with the hardest and mast durable magnesium flaride caating knawn ta science. This greatly increases the amaunt af light passing thraugh the lens and increases the cantrast factar as well.

A UNIQUE NEW CEMENT is used which will withstand the high temperatures which prajectian lenses are subjected to in taday's high amperage systems.

ALL INTERNAL SURFACES are sealed against ail and maisture. It is never necessary ta clean any surface except the frant and back expased lenses. Lens barrels are aluminum and anadized ta dissipate heat. Inside bevels and edges are treated to keep internal flare to a minimum.

THE LENSES came in facal lengths fram 2-4" in increments af ¼". The speed is f 1.9.

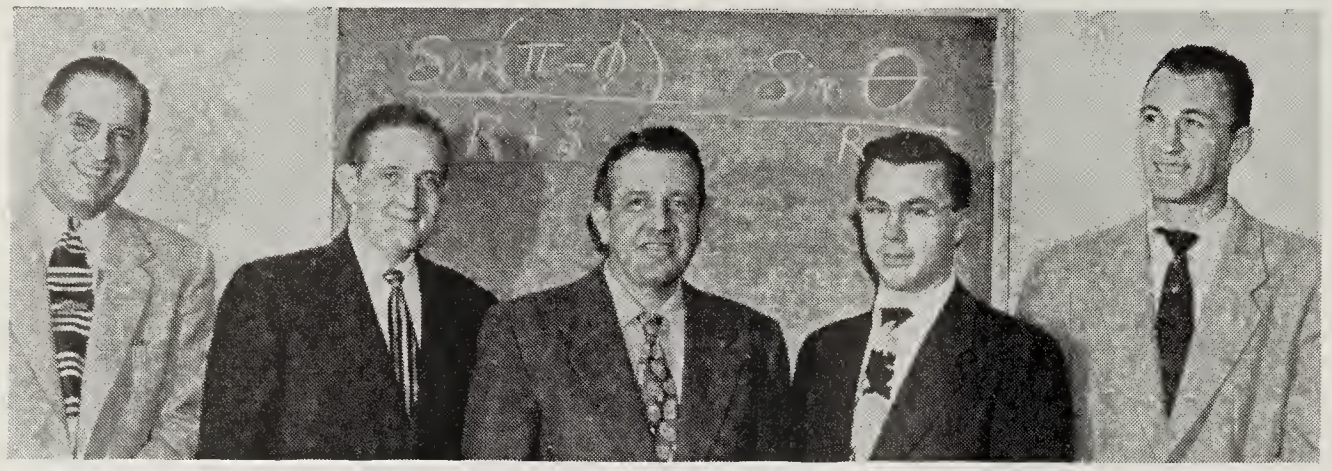
SPECIAL ATTENTION has been paid ta the engineering design af the adaptars. Unlike many adaptars which vignet the light and even the picture itself, the new Ballantyne wide angle lenses was designed anly after a careful study af all prajectars. Then skillful engineering af each adaptar eliminate vignetting in each case. Scaring and treating assures yau that no stray light will be projected an the screen.

THESE LENSES are available far immediate delivery fram Ballantyne dealers everywhere. When ardering specify madel and make af prajector,

Originatars af the all-system package wide screen, interchangeable 3 and 4 track magnetic soundheads and stereaphanic sound systems, 3-D interlock equipment.

THE BALLANTYNE COMPANY
1712 Jackson Street
Omaha 2, Nebraska U.S.A.

Glowmeter Working On Outdoor Screen For CinemaScope, 3-D



Five experts of the Glowmeter Corp., North Tonawanda, N. Y., who will serve exhibitors using the company's Magniglow Astrolite screen are (l. to r.): J. Foster Werling, Donald T. McCulloch, I. H. Read, department manager, Thomas J. Breach and John W. Hoffman.

The Glowmeter Corp., Chicago, has announced that it is currently working on a modification of the present Magniglow Astrolite surface to enable it to be used on drive-in screens. The new surface, called the Magniglow Skyfire, should be ready for use in ozoners this spring, according to Agis I. Mihalakis, Glowmeter president, and Harry E. Eller, president of Radiant Manufacturing Co., which assembles and sells the screen.

Research on the new material has been in progress for two years to meet the needs of drive-in theatres, according to the announcement. The Skyfire is said to possess high reflection efficiency and ease and economy of installation. It is anticipated that no boost of amperages will be necessary for 3-D, wide screen or CinemaScope projection.

Schedule Three Tests

The new surface is scheduled to be tested in three sample outdoor situations in the Buffalo area in co-operation with M. E. Pickrell, of Eastern Theatre Supply Co., Buffalo. Tests will study erection methods, as weathering characteristics have already been studied under laboratory conditions for about a year.

Meanwhile, exhibitors seeking help with screen problems were urged to consult with the five Glowmeter experts available for service calls by William B. Russell, vice-president in charge of sales. These men have just completed a training course at the company's North Tonawanda plant.

Managing the service department is I. H. Read, veteran Glowmeter technician, who is working with Thomas J. Breach, J. Foster Werling, Donald T. McCulloch and John W. Hoffman.

Will Expand Staff

It was revealed that this staff will be supplemented by five Radiant men, who will help to expand the program to include outdoor theatres later in the year.

Additional information on screen problems is to be found in the booklet distributed by Radiant and written by John L. Curtin, director of research at Glowmeter. In it, Curtin named five qualities of an ideal screen: efficient light reflection, accurate color reflection, use of the entire field of observation, even light distribution and resistance to surrounding light.

Earlier, Glowmeter announced the creation of a new products division to launch the new Skyfire model, along with the Astrolite version for all-purpose theatre projection, and the Magniglow Telefire for use in projection television. The department's aim will be to sell to new fields until the product becomes popular enough to warrant full production.

Lloyd D. Washburn was named to head the department, where he will co-ordinate its activities. A member of the company for two years, Washburn was previously a production engineer for Bell Aircraft for 11 years.

Splicer For CinemaScope

The Neuscope splicer especially developed for CinemaScope allows for the removal of the sound tracks from the back of the overlap without first taking the film out, according to Oscar F. Neu, company president. He explained that it was proven impossible to convert the conventional Griswold splicer for CinemaScope use by merely exchanging the pins to fit the smaller sprocket holes. New splicer, which should be ready for immediate shipment, has relocated the pins, keeping the film locked into one position throughout.

Novel Projector Permits Broader Bally Coverage

A mechanical means whereby theatremen can use motion picture film itself to help recapture those who have lost the movie-going habit has been invented by an exhibitor and a projectionist.

The device, a 16mm. projector with special equipment, allows exhibitors to show strips from current and forthcoming attractions in lobbies, store windows, or at whereever location a maximum of attention can best be garnered.

Called the Triangle Continuous Daylight Motion Picture Projector, the machine is said to show prints both in black-and-white and color on a self-contained rear projection screen. It contains a mechanical film inspector, which will automatically stop the instrument if a splice comes apart or if the film loop is lost.

Other Protective Devices

Further protection for the continuous operation is said to come from a wick humidifier and controlled air currents. The unit, both a projector and screen, will show up to 1,600 feet of film on a 13x18″ screen. Larger pictures could be exhibited on specially designed installations, it is claimed.

Columbia Pictures tested the new form of promotion in Denver, with scenes from its "Affair in Trinidad." Reaction was claimed to be "nothing short of sensational" by Ken Ford, Washington and Illinois exhibitor who first presented the projection idea to Jim Small, projectionist at the Balaban & Katz Preview Theatre, Chicago.

Ford, owner of Bailey Enterprises and the Apollo Theatre Corp., decided that there ought to be some way to show prospective customers outside the theatre scenes from product he was playing. He discussed it with Small, who studied the problem for five years.

In-Car Heater Available For Airers

Arvin Industries, Inc., of Columbus, Ind., announces that it is manufacturing a portable electric fan-forced heater for in-car use by patrons of drive-in theatres. The heater, designated model T-90, has been pretested in Shor Theatres' Twin Drive-In, Cincinnati, and Louis A. Arru's Twi-Lite Drive-In, Louisville.

Weighing five pounds, the heater is 7½ inches high and wide and five inches deep, with one and one half inch extended guard rails. It is of 500 watt capacity and operates on 220 volts, 60-cycle AC only. A three-contact polarized plug fits into an outlet on the same post as the car speaker.

Made of an all-steel shell finished in sun-tan baked-on enamel, the heater is said to raise average car temperature as much as 35 degrees in 20-degree weather. This extra measure of comfort is allegedly responsible for improved business that is keeping both drive-ins where it was tested open for 12 months of the year.

Shor reported that his heating program paid for itself within two years because of the increased business it brought. Heater installations are also claimed responsible for Twi-Lite's March, 1953, high grosses.



An Arvin in-car heater on the floor of the auto allows this child to enjoy a drive-in show in mid-winter.

Both theatres are said to report negligible loss and damage of the instruments. The company has announced that a wiring diagram for a typical ozoner is available.

Songs Again Win Big Productions In Pix: Scharf

Pointing out that heretofore in the last five or six years, record companies have made songs attractive to the ears and that now motion pictures make a song attractive visually, Walter Scharf, noted motion picture musical director, who has won six Academy Award nominations, cited that when the public sees a song visually it helps make it attractive to them.

Scharf, who in the past 18 years has scored 179 features with the Jane Russell picture, "French Line," at RKO and "Living It Up," the Martin and Lewis picture at Paramount as his most recent assignments, stressed that stereophonic sound hasn't been put on disc yet and he stated that this sound aids musical numbers and song renditions, greatly giving them a rich and full effect.

He said also that he expects Hollywood to film more New York musicals if the musicals are hits with the public. He doesn't consider a New York hit a local thing.

Expects More Musicals

"Living It Up" is the screen version of "Hazel Flagg," a musical hit from New York. It will have four songs by Julie Styne and Jack Hilliard and also five from the original story.

He also stressed the fact that the production number in motion picture musicals is coming back strongly. In many cases, the principals in the film make their story point with their songs and novel production numbers are integrated in the story.

Where do song writers and composers get their ideas? According to Scharf, they are inspired by looking for "something interesting and new."

Scharf said that the American public's taste has changed. Good music has taken hold. The public is more broadminded today and they appreciate all kinds of music. This, he believes, broadens the culture of people.

Scharf has composed considerable serious music including the "Israeli Suite," which Stowkowski conducted in the Hollywood Bowl recently; also chamber music.

HOLLYWOOD-ON-THE-WIRE

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RICHARD BERNSTEIN, *Editor*

The Academy of Motion Picture Arts and Sciences and the National Broadcasting Company announced that the 26th Academy Awards presentation next March will be carried on a full NBC radio and television network. The spoonor will be announced at a later date. This is the second year that the National Broadcasting Company has brought this important event to its national radio and television audience.

* * *

Tony Curtis and Janet Leigh will co-star in "Men of Iron" at Universal-International, based on the Howard Pyle novel dealing with England during the reign of Henry IV. Miss Leigh was borrowed from M-G-M to team with her husband for the second time. The couple previously starred in Paramount's "Houdini." The picture, which will be filmed in Technicolor, will go before the cameras Dec. 10. Robert Arthur will produce and Rudolph Mate direct.

* * *

Producer Bryan Foy, who has just completed the 3-D thriller, "The Mad Magician," in association with Edward Small for Columbia release, will make two more independent productions for Columbia under terms of a deal signed last week. He will operate on the Columbia lot. "The Mad Magician" stars Vincent Price and includes in its cast, Mary Murphy, Eva Gabor, John Emery, Donald Randolph and Lenita Lane. John Brahm directed.

* * *

Producer Lindsley Parsons has registered the title of "The Return of Jack Slade" and has scheduled the screen play to go before the cameras for Allied Artists late next spring as a sequel to "Jack Slade," Mark Stevens starrer which he and his associate, John Burrows produced. He has signed Warren Douglas, who authored "Jack Slade," to do the screen play for the sequel and is negotiating with Stevens to be affiliated with the picture as associate producer.



Celebrating the visit of Greek royalty to the set of Paramount's "White Christmas" are (l. to r.): Y. Frank Freeman, studio production chief; King Paul; Queen Frederika, and Vera Ellen, Danny Kaye and Rosemary Clooney, stars of the musical.

Yvonne De Carlo has been set to star in "For The Loves of Pharaoh." The film, to be shot in Egypt and Italy, is slated for a February start and will be produced by Synimex, French motion picture producing outfit headed by Nat Wachsberger. Producer planes in next week to confer with Paul Kohner, Miss De Carlo's agent, on details for the film in which Miss De Carlo will have percentage. The picture, a romantic love story based on history, will be shot in the new Italian color process, Ferrania Color, with prints by Technicolor.

* * *

Child actor David John Stollery will be tested for the leading role in an indie film to be made next spring, "The Prodigy." David recently won an important role in M-G-M's "Her Twelve Men." . . . Lea Knox Marlow, who heads her own film producing company, has acquired the best seller, "Rickshaw Boy," which she will put into production soon. James Wong Howe will serve as a cameraman on the project.

* * *

Howard Hughes has assigned Dick Powell to co-star with Debbie Reynolds in RKO's "Susan Slept Here," which is being produced by Harriet Parsons and directed by Frank Tashlin. . . . Warner's cast Virginia Mayo in the starring role of Edith in "The Talisman," a CinemaScope and Warner-Color production of Sir Walter Scott's classic of the Crusades. George Sanders will play Richard the Lion Hearted, and Rex Harrison the Saracen. Henry Blanke is producing and David Butler is the director.

* * *

"Princess of the Nile" will star Debra Paget, Jeff Hunter and Michael Rennie. The Panoramic Productions' Technicolor adventure romance is being produced by Leonard Goldstein, with Harmon Jones directing. This film leads off the six pictures Goldstein has scheduled for production before the end of the year. It has a 13th Century Egyptian setting with a supporting cast which includes Robert Roark, Wally Cassell and Edgar Barrier. . . . Universal-International lifted its option on Lisa Gaye, who was signed to a long term contract last Jan. 2, being the first actress to receive a studio contract in 1953.

* * *

Producer-Director Hugo Haas signed Francesca de Scaffa to make her American film debut in "Tender Hearts." Miss de Scaffa, who appeared in French and Italian movies before coming to this country two years ago, will be one of three leading ladies opposite Haas. The story, an original by the producer, goes before the cameras the first week in December. . . . Forrest Tucker and Victor McLaglen have been set by Republic to co-star with Margaret Lockwood in "Trouble in the Glen," the second picture to be made by British producer-director Herbert Wilcox under his joint agreement with Republic. The film will go before the cameras next month in Scotland,

(*Continued on next page*)

CinemaScope Imbues Friedlob With Optimism; Sets 'Untamed'

By Richard Bernstein

"A good picture must have guts!" said Producer Bert Friedlob in his 20th Century-Fox office. Friedlob, who is one of the most dynamic producers in Hollywood, gets realism into his conversation as well as his films. Just back from Europe, the producer is at work on "Untamed," the film version of the best-selling novel by Helga Moray.

Asked why he bought "Untamed," Friedlob said, "I think it is the greatest novel I have ever read for transformation into a motion picture." Readers throughout the world will agree with him. The book, which has been hailed by critics around the world, deals with the opening up of Capetown.

Film in CinemaScope

Friedlob is going to shoot "Untamed" in CinemaScope and also in color. The film will have four top name leads: two males and two females. Backgrounds on the film will be shot in South Africa Feb. 15. Filming will take place on a Zulu reservation, which is a first for motion pictures. Other locales for the film will be the fabulous diamond fields of Hopetown and Pieter Mortiz-berg.

On his trip to Europe, Friedlob conferred with Darryl Zanuck in Paris and went to London to scout British actors. At this time, Gerd Oswald is in South Africa confirming locations for the film.

Friedlob explained that "Untamed" has honest, violent people. These people are interesting people. His partner in the filming of "Untamed" is William A. Bacher.

Believes in Realism

Friedlob believes in realism and he gets this effect by shooting on actual locations. Two of his biggest hits, "The Star," which starred Bette Davis, and "The Steel Trap," a melodrama with a suspense theme, were shot on location.

What does location do for actors and actresses? The producer answered with: "Good actors react perfectly to real and honest locations." Friedlob just uses the studio stages for scenes that must be shot in a studio.

With Hollywood beginning to brighten up a bit as box office returns on some of its current efforts come in and show that people



BERT FRIEDLOB

will go to see good films, Friedlob, when asked how he felt about the future of motion pictures, smiled and said: "I've never had anything but optimism."

Friedlob stressed that "Untamed" would be done expensively and lavishly. Besides locationing in Africa, it will also be shot in Ireland. The manuscript of the book was brought to him about five years ago and he wanted his wife Eleanor Parker, to play Katie.

He stated that you can spend what a film needs today because CinemaScope will bring back the cost. On the screen, "Untamed" will be a spectacle with a great love story of two violent untamed people, a man who wants to open up a country and a woman who wants him, he said.

Advises Selling Pictures

As his message to exhibitors, Friedlob said: "Keep selling pictures. You are going to get better pictures than ever."

Friedlob has several other properties that he is working on that he will make after he and Bacher finish "Untamed," which will be a 20th Century-Fox picture.

In regard to stars, he stated: "I believe in stars in proper places. In a good picture, a star will draw." He also pointed out that there will be better but fewer pictures in production in Hollywood due to the fact that these films will be better and will play longer runs.

Advocates Pre-Production

Producer Friedlob estimates that it will take about one and half years to do "Untamed." There has already been a year of pre-production planning on the film.

The producer is an advocate of pre-production because "we chart our picture and have everything laid out as it should be. This saves shots."

The producer said that the biggest problem is to find something that the public wants. "You must have a story," he emphasized.

Title Changes

Warner Brothers: "**The Command**" is the new title for "Rear Guard." (Stars Guy Madison and Joan Weldon; Directed by David Butler).

"**Phantom of the Rue Morgue**" is the new title for "Murders in the Rue Morgue." (Stars Karl Malden, Claude Dauphin; Henry Blanke produced, Roy Del Ruth directed).

United Artists: "**Gog**" will be the new title of "Space Station, U.S.A." (Stars Herbert Marshall; Ivan Tors produced; Herb Strock directed).

HOLLYWOOD

(*Continued from preceding page*)

and will mark McLaglen's first role under his newly signed contract with Republic. Frank Nugent wrote the screen play of the picture from an original story by Maurice Walsh.

* * *

"Lelia," the best-selling biography of George Sand, was purchased by Paramount. Written by Andre Maurois, it tells the story of George Sand, her associates, her relatives and the men in her life, particularly Chopin, Musset and Jules Sandeau. William Wyler, the Academy award winning producer-director, will discuss the film with Paramount executives when he returns to the studio from his stay in Europe. . . . Paramount also purchased "The Mountain," by Henri Troyat, French author, which tells of a plane crash on a mountain peak and the conflict between two brothers who climb to the wreck only to find that the sole survivor is a young girl. Mel Epstein will produce the picture, which will roll in 1954.

* * *

Jack L. Warner consummated a deal for Victor Saville to produce and direct "The Silver Chalice," a CinemaScope production of Thomas B. Costain's best selling novel, for Warner Brothers. The novel, which takes its title from the Holy Grail, has been a best seller for 63 weeks. . . . Larry Gross purchased Alyce Canfield's "The African Chant" and will film the picture on the dark continent this spring. . . . Phyllis Kirk has returned from England where she co-starred in the Herman Cohen—Abteon production, "River Beat."

* * *

Steve Rowland, son of director Roy Rowland, has just completed two featured roles, one in Paramount's Shirley Booth starrer "About Miss Leslie," and another in M-G-M's "Panther Squadron 8." . . . Marian Carr has been signed by Robert Fellows for the leading feminine role in "Ring of Fear," Wayne-Fellows CinemaScope production for Warner Brothers. . . . U-I signed Joe Newman to a two picture directorial contract. Newman's first chore under the new pact will be to direct "This Island Earth." Newman and Edward G. O'Callaghan wrote the screen play.

* * *

Rex Allen, Republic western star, has been called back from Texas and will be loaned to U-I to record the theme song "Laramie," for the score of "Fort Laramie." Allen's "Laramie" will also be recorded by Decca. His "Crying in the Chapel" is a current record breaker. . . . Sam Katzman has signed Johnny Weissmuller to a new contract at Columbia calling for three "Jungle Jim" pictures in 1954. Katzman has cleared the rights to the popular newspaper strip with King Features Syndicate, marking the seventh consecutive year that Weissmuller has played the title role in three of these films, which will total 21 with the '54 series.

* * *

Moravia Productions has been formed by Matt Freed, Liliana Moreau and Franci Schwartz with offices at Eagle-Lion. Free will supervise production and Miss Morea will oversee stories and castings.

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
		ALLIED ARTISTS		
ne 14th	5328	Murder Without Tears	64	Craig Stevens, Joyce Holden
ne 21st	5314	Safari Drums	71	Johnny Sheffield, Barbara Bestar
ne 28th	5309	Son of Belle Star (Cinecolor)	70	Keith Larson, Peggie Castle
ly 12th	5330	Northern Patrol	63	Kirby Grant, Chinook, Marion Carr
ly 26th	3101	The Maze (3D, Natural Vision)	81	Richard Carlson, Veronica Hurst
ug. 9th	5325	Topeka (Sepiatone)	69	Bill Elliott, Phyllis Coates
ug. 23rd	5307	Affair in Monte Carlo (Technicolor)	75	Merle Oberon, Richard Todd, Leo Genn
ug. 30th	5320	Clipped Wings	65	Leo Gorcey, Huntz Hall, June Vincent
pt. 6th	5204	The Rose Bowl Story (reissue)	73	Marshall Thompson, Vera Miles, Keith Larsen
pt. 13th	5317	Mexican Manhunt	71	George Brent, Karen Sharpe, Hillary Brooke
pt. 20th	5334	Fighting Lawman	71	Wayne Morris, Virginia Grey
pt. 27th	5403	Royal African Rifles (Color)	76	Louis Hayward, Veronica Hurst
ct. 4th	5430	Yellow Balloon	80	Andrew Ray, Kathleen Ryan
ct. 11th	5327	Hot News	60½	Stanley Clements, Gloria Henry
ct. 25th	5407	Jennifer	73	Ida Iupino, Howard Duff
ov. 8th	5406	Jack Slade	90	Mark Stevens, Dorothy Malone, Barton MacLane
ov. 15th	5422	Vigilante Terror (Sepia)	70	Bill Elliott, Mary Ellen Kay
ov. 29th	5402	Fighter Attack (Color)	80	Sterling Hayden, Joy Page, J. Carroll Naish
ec. 6th	5321	Private Eyes	64	Leo Gorcey, Huntz Hall, Joyce Holden
ec. 20th	5335	Texas Bad Man	62	Wayne Morris, Elaine Riley
ec. 27th	Special	Dragonfly Squadron	80	John Hodiak, Barbara Britton, Bruce Bennett
ov./Dec.	5436	Six Gun Decision	53½	Guy Madison, Andy Devine
ov./Dec.	5437	Two Gun Marshall	52	Guy Madison, Andy Devine
ov./Dec.	5438	Border City Rustlers	54	Guy Madison, Andy Devine
ov./Dec.	5438	Secret of Outlaw Flats	53½	Guy Madison, Andy Devine
n. 10th	5315	The Golden Idol	.....	Johnny Sheffield, Anne Kimbell
n. 17th	5414	Off The Record	78	Barry Sullivan, Dorothy Malone
n. 24th	5405	House In The Sea	80	Joan Bennett, Richard Corte Wanda Hendrix
b. 7th	5331	Yukon Vengeance	.....	Kirby Grant, Mary Ellen Kay
b. 21st	5426	Cheyenne Crossing	.....	Wayne Morris
b. 28th	Special	Riot In Cell Block II	80	Nevile Brand, Emile Meyer, Annabel Shaw
ar. 7th	5418	Paris Playboys	66	Leo Grocey, Veola Vonn
ar. 14th	5408	World For Ransom	80	Dan Duryea, Marion Carr, Gene Lockhart
ar. 28th	5410	Pride of the Blue Grass (Color)	78	Lloyd Bridges, Vera Miles
		COLUMBIA		
ay	546	Fort Ti (3D Technicolor)	78	George Montgomery, Joan Vohs
ay	522	Ambush at Tomahawk Gap (Technicolor)	73	John Hodiak, John Derek
ay	583	Serpent of the Nile (Technicolor)	81	Rhonda Fleming, William Lundigan
ne	520	The Juggler	86	Kirk Douglas, Milly Vitale
ne	544	Siren of Bagdad (Technicolor)	72	Paul Heinreid, Patricia Medina, Hans Conreid
ne	529	The 49th Man	73	Richard Denning, Suzanne, Dalbert
ly	553	Let's Do It Again	95	Jane Wyman, Ray Milland, Aldo Ray
ly	535	The Last Posse	73	Broderick Crawford, John Derek, Wanda Hendrix
ly	549	Flame of Calcutta	70	Denise Darcel, Patric Knowles
ug.	604	The 5000 Fingers of Dr. T. (Tech.)	88	Peter Lind Hayes, Mary Healy, Hans Conrad, Tommy Rettis
ug.	606	Cruisin' Down The River (Tech.)	81	Dick Haymes, Audrey Totter, Billy Daniels
ug.	536	Mission Over Korea	86	John Hodiak, John Derek, Audrey Totter, Maureen O'Sullivan
ug.	608	Valley of the Headhunters	67	Johnny Weissmuller, Christine Larsen
ug.	605	The Stranger Wore A Gun (Tech.-3-D)	81	Randolph Scott, Claire Trevor
pt.	616	From Here To Eternity	118	Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra, Donna Reed
pt.	609	China Venture	83	Edmond O'Brien, Barry Sullivan, Jocelyn Brando
pt.	610	Conquest of Cochise (Tech.)	70	John Hodiak, Robert Stack, Joy Page
pt.	611	Sky Commando	69	Dan Duryea, Frances Gifford, Touch Conners
pt.	.....	The Untamed Breed (Reprint)	79	Sonny Tufts, Barbara Britton, George "Gabby" Hayes
ct.	615	The Big Heat	90	Gloria Grahame, Glenn Ford
ct.	612	Slaves of Grey Law	82	Richard Conte, Linda Christion
ct.	613	Combat Squad	72	John Ireland, Lon McCallister
Nov.	621	Paris Model	81	Marilyn Maxwell, Paulette Goddard, Eva Gobor
Nov.	622	Prisoners of the Casbah (Tech.)	78	Gloria Grahame, Cesar Romero, Turhan Bey
Nov.	617	Gun Fury (Tech.-3-D)	.....	Rock Hudson, Donna Reed
Nov.	618	The Nebraskan (Tech.-3-D)	68	Phil Carey, Roberta Haynes
Nov.	513	Last of the Pony Riders	59	Gene Autry Champion, Smiley Burnette
Dec.		Drums of Tahiti	.....	Patricia Medina, Dennis O'Keefe
		Killer Ape (Tech.-3-D)	68	Johnny Weissmuller
		Westerns		
May	574	Goldtown Ghost Riders	59	Gene Autry, Smiley Burnette
July	575	Pack Train	57	Gene Autry, Smiley Burnette, Gail Davis
Sept.	576	Saginaw Trail	56	Gene Autry, Smiley Burnette, Conne Marshall
		I. F. E.		
		American Dialogue		
		1953		
May		O. K. Nero	88	Silvana Pampanini, Gino Cervi, Walter Chiari
September		The Secret Conclave	80	Henry Vidon
October		The Young Caruso	77	Gina Lollobrigida, Voice of Mario Del Monaco
October		Three Girls From Rome	85	Lucia Bose, Cosetta Greco, Liliana Bonfatti
October		Little World of Don Camillo	96	Fernandel, Gino Cervi
November		The Greatest Love	116	Ingrid Bergman, Alexander Knox
		Subtitled (English)—Italian Dialogue		
		1953		
September		Bellissima	108	Anna Magnani, Walter Chiari
December		Times Gone By	106	Vittorio DeSica, Gina Lollobrigida
November		The White Hell of Pitz-Palu	75	Hans Albers
December		The Golden Coach (Technicolor) Road Show	105	Anna Magnani
December		Sensualita	91	Eleonora Rossi-Drago, Amedeo Nazzari
		LIPPERT PRODUCTIONS		
May 29th	5218	The Slasher	75	James Kenney, Joan Collins
June 5th	5205	Johnny, the Giant Killer (Technicolor)	70	Animated Cartoon Feature
June 12th	5228	Ghost Ship	69	Hazel Court, Dermot Walsh
July 1st	5229	Eyes of the Jungle	79	Jon Hall
July 17th	5221	Great Jesse James Raid (Anscocolor)	73	Willard Parker, Barbara Payton, Tom Neal, Wallace Ford
July 17th	5307	Bandit Island	27	3-Dimension Featurette
				Glenn Langan, Lon Chaney, Jim Davis
Aug. 7th	5301	Spaceways	76	Howard Duff, Eva Bartok
Sept. 11th	5303	Norman Conquest	79	Tom Conway, Eva Bartok, Joy Shelton
Sept. 4th	5315	Project Moon Base	63	Donna Martell, Ross Ford, Hayden Rorke
Sept. 18th	5313	The Iron Mask (Re-Release)	72	Douglas Fairbanks
Sept. 25th	5314	Mr. Robinson Crusoe (Re-Release)	69	Douglas Fairbanks
Oct. 2nd	5306	Undercover Agent	69	Dermot Walsh, Hazel Court
Oct. 9th	5222	The Fighting Men	63	Special Cast
Oct. 16th	5316	Shadow Man	77	Cesar Romero
Oct. 23rd	5225	Sins of Jezebel (Anscocolor)	74	Paulette Goddard, George Nader, John Hoyt, Eduard Franz
Nov. 13th	5302	Man From Cairo	.....	George Raft, Gianna Maria Canale
Nov. 20th	5304	Terror Street	.....	Dan Duryea
Nov. 27th	5317	Fortune in Diamonds	.....	Scott Brady, Mary Castle
Dec. 3rd	5318	Limping Man	.....	Lloyd Bridges
Dec. 17th	5321	Hollywood Thrill-Makers	.....	James Gleason
Jan. 1st	5311	Timberlake	.....	Charles Chaplin, Jr., Margia Dean, Onslow Stevens
Jan. 15th	6305	Black Glove	.....	Alex Nicol
		METRO-GOLDWYN-MAYER		
		1952-53		
May	330	Cry of the Hunted	80	Vittorio Gassman, Polly Bergen
	327	Never Let Me Go	94	Clark Gable, Gene Tierney
	332	Fast Company	68	Howard Keel, Polly Bergen
	331	Remains To Be Seen	89	June Allyson, Van Johnson
	333	Young Bess (Tech.)	112	Jean Simmons, Stewart Granger, Deborah Kerr
June	334	A Slight Case of Larceny	71	Mickey Rooney, Eddie Bracken
	337	Arena—(Color-3D) (Tech.)	71	Gig Young, Polly Bergen
	336	Scandal at Scourie (Technicolor)	90	Greer Garson, Walter Pidgeon
	335	Dream Wife	99	Cary Grant, Deborah Kerr
	338	The Story of 3 Loves (Tech.)	122	All Star
July	341	Dangerous When Wet (Technicolor)	97	Esther Williams, Jack Carson, Denise Darcel
	342	Lili (Technicolor)	81	Leslie Caron, Mel Ferrer
	343	Ride, Vaquero (Tech.)	91	Robert Taylor, Ava Gardner, Howard Keel
	344	Main Street To Broadway	102	Tallulah Bankhead, Ethel and Lionel Barrymore
August	345	The Band Wagon (Tech.)	112	Fred Astaire, Cyd Charisse, Jack Buchanan

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
	346	Affairs of Dobie Gillis	73	Debbie Reynolds, Bobby Van
	347	Big Leaguer	71	Edward G. Robinson, Vera Ellen, Jeff Richards
	348	Latin Lovers (Tech.)	104	Lana Turner, John Lund, Ricardo Montalban
		1953-54		
September	401	Half A Hero	71	Red Skelton, Jean Hagen
	402	Terror on a Train	72	Glenn Ford, Anne Vernon
	403	The Actress	90	Spencer Tracy, Jean Simmons, Teresa Wright
October	404	Mogambo (Technicolor)	116	Clark Gable, Ava Gardner, Grace Kelly
	405	Torch Song (Technicolor)	90	Joan Crawford, Michael Wilding, Gig Young
	406	Take The High Ground (Anscocolor)	101	Richard Widmark, Karl Malden, Elaine Stewart
November	407	All the Brothers Were Galiant (Technicolor)	95	Robert Taylor, Stewart Granger, Ann Blyth
	408	Kiss Me Kate (Tech.) 2-D or 3-D	109	Kathryn Grayson, Howard Keel

PARAMOUNT

1953

May	5217	Pony Express (Technicolor)	101	Charlton Heston, Rhonda Fleming, Forrest Tucker, Jan Sterling
May	5129	The Greatest Show on Earth (Technicolor) (Academy Award Release)	153	Betty Hutton, Charlton Heston, Dorothy Lamour, James Stewart, Cornel Wilde, Gloria Grahame
May	5230	Sangaree (Technicolor) (3-D & Conventional)	94	Fernando Lamas, Arlene Dahl, Patricia Medina
June	5220	Jamaica Run (Technicolor)	92	Ray Milland, Arlene Dahl
June	5221	The Vanquished (Technicolor)	84	John Payne, Coleen Gray, Lyle Bettger, Jan Sterling, Willard Parker
June	5222	Scared Stiff	108	Dean Martin, Jerry Lewis, Lizabeth Scott, Carmen Miranda
July	5223	Houdini (Techuicolor)	106	Tony Curtis, Janet Leigh
July	5224	Stalag 17	120	William Holden, Don Taylor, Otto Preminger
Aug.	5225	Shane (Technicolor)	117	Alan Ladd, Jean Arthur, Van Heflin, Brandon de Wilde
Aug.	5227	Arrowhead (Technicolor)	105	Charlton Heston, Jack Palance, Mary Sinclair
Sept.	5301	Roman Holiday	119	Gregory Peck, Audrey Hepburn
Sept.	5302	The Caddy	95	Dean Martin, Jerry Lewis, Donna Reed
Oct.	5303	The War of the Worlds (Technicolor)	85	Gene Barry, Ann Robinson
Oct.	5304	Little Boy Lost	95	Bing Crosby, Nicole Maurey, Christian Fourcade, Claude Dauphin
Oct.	5305	Those Redheads From Seattle 3-D (Tech.)	90	Teresa Brewer, Guy Mitchell, Rhonda Fleming
Nov.	5306	Flight to Tangier 3-D (Technicolor)	90	Joan Fontaine, Jack Palance, Corinne Calvet
Nov.	5307	Botany Bay (Tech.)	94	Alan Ladd, James Mason, Patricia Medina
Dec.	5309	Here Come the Girls (Technicolor)	78	Bob Hope, Arlene Dahl, Rosemary Clooney, Tony Martin.
Jan.	5308	Cease Fire 3-D	75	Korean Gl's

RKO-RADIO

May	318	Split Second	85	Stephen McNally, Jan Sterling
May	320	Sea Devils (Technicolor)	91	Yvonne DeCarlo, Rock Hudson
May	321	Below the Sahara (Technicolor)	65	Armand and Mickey Denis
June	323	Affair With a Stranger	87	Jean Simmons, Victor Mature
June	324	Tarzan and the She-Devil	76	Lex Barker, Joyce MacKenzie
July	402	Devil's Canyon (Tech.) Regular 3-D	92	Dale Robertson, Virginia Mayo
July	442	Devil's Canyon (Tech.) With Stereopohnic	92	Dale Robertson, Virginia Mayo
July	401	Second Chance (Tech.) Regular 3-D	82	Robert Mitchum, Linda Darnell
July	441	Second Chance (Tech.) With Stereophonic	82	Robert Mitchum, Linda Darnell
July	403	The Sea Around Us (Technicolor)	61	Documentary
July	482	Isle of the Dead (Re-release)	72	Boris Karloff, Ellen Drew, Marc Kramer
July	481	Mighty Joe Young (Re-release)	94	Terry Moore, Ben Johnson, Robert Armstrong
August	491	The Sword and The Rose (Technicolor)	92	Richard Todd, Glynis Johns
Aug.	493	Stage Door (Re-release)	91	Katherine Hepburn, Ginger Rogers, Luicille Ball
Aug.	484	Without Reservations (Re-release)	101	John Wayne, Claudette Colbert, Don DeFore, Ann Triola
Sept.	481	Top Hat (Re-release)	81	Fred Astaire, Ginger Rogers, Edward Everett Horton
Sept.	486	Susnicion (Re-release)	99	Cary Grant, Joan Fontaine
Oct.	404	Marry Me Again	73	Marie Wilson, Robert Cummings, Ray Walker

Release Date	Release No.	Production	Time (min.)	Cast
Oct.	406	Appointment In Honduras (Technicolor)	79	Ann Sheridan, Glenn Ford, Zachary Scott
Oct.	488	Out of the Past (Re-release)	97	Robert Mitchum, Jane Greer
Oct.	487	Follow the Fleet (Re-release)	110	Fred Astaire, Ginger Rogers, Randolph Scott
Oct.	405	Louisiana Territory (3-D) (Technicolor)	65	Documentry
Nov.	461	Decameron Nights (Technicolor)	87	Joan Fontaine, Louis Jourdan, Godfrey Tearle, Binnie Barnes
Dec.	.....	She Had To Say Yes	89	Jean Simmons, Robert Mitchum

REALART

May	347	Tiger Island (Re-issue)	72	Charles Bickford, Elizabeth Young
May	328	Strange Conquest (Re-issue)	64	Jane Wyatt, Julie Bishop
May	532	Rhythm of the Islands (Re-issue)	60	Allan Jones, Jane Frazee
May	308	Song of the Sarong (Re-issue)	65	Nancy Kelly, William Gargan
July	302	Hannah Lee (Color-3D)	74	McDonald Carey, Joanne Dru, John Ireland
August	355	Uncle Tom's Cabin (Re-issue)	111	Virginia Grey, George Seigman
September	060	Counselor at Law (Re-issue)	88	John Barrymore, Bebe Daniels
September	264	Pittsburgh (Re-issue)	91	John Wayne, Marlene Deitrich
September	127	Green Hell (Re-issue)	87	Douglas Fairbanks, Jr., Joan Bennett
September	128	Gung Ho (Re-issue)	90	Randolph Scott, Robert Mitchum
September	098	Eagle Squadron (Re-issue)	100	Robert Stack, Diana Barrymore
October	181	Keep 'Em Flying (Re-issue)	85	Abbott & Costello
October	032	Buck Privates (Re-issue)	84	Abbott & Costello
October	295	Scarlet Street (Re-issue)	102	Joan Bennett, Dan Duryea
October	299	Seven Sinners (Re-issue)	86	John Wayne, Marlene Deitrich

REPUBLIC

May 2nd	5208	The Sun Shines Bright	90	Charles Winninger, Arleen Whelan, John Russell
May 8th	5231	Iron Mountain Trail	54	Rex Allen, Slim Pickens
May 15th	5242	Savage Frontier	54	Allan "Rocky" Lane, Eddy Waller, Bob Steele
June 12th	5209	City That Never Sleeps	90	Gig Young, Mala Powers, Edward Arnold, Marie Windsor
July 15th	5210	Sweethearts On Parade	90	Ray Middleton, Lucille Norman, Eileen Christy, Bill Shirley, Estelita
Aug. 5th	5232	Down Laredo Way	54	Rex Allen, Slim Pickens, Doris Drake
Aug. 8th	5243	Bandits Of The West	54	Allan "Rocky" Lane, Eddy Waller, Cathy Downs
Aug. 15th	5211	Champ For A Day	90	Alex Nicol, Audrey Totter, Charles Winninger, Hope Emerson
Sept. 8th	5244	El Paso Stampede	54	Allan "Rocky" Lane, Eddy Waller, Phyllis Coates
Sept. 22nd	5212	Trent's Last Case	90	Michael Wilding, Margaret Lockwood, Orson Welles
Sept. 28th	5233	Shadows of Tombstone	54	Rex Allen, Slim Pickens, Jeanne Cooper
Oct. 22nd	5213	Sea of Lost Ships	85	John Derek, Wanda Hendrix, Walter Brennan, Richard Jaeckel
Nov. 15th	5301	Flight Nurse	90	Joan Leslie, Forrest Tucker, Arthur Franz
Nov. 15th	5224	Crazylegs	89	Elroy "Crazylegs" Hirsch, Lloyd Nolan, Joan Vohs

TWENTIETH CENTURY-FOX

May	318	Titanic	98	Clifton Webb, Barbara Stanwyck, Robert Wagner
May	315	Man On a Tightrope	105	Fredric March, Terry Moore, Gloria Grahame, Cameron Mitchell
May	314	Invaders From Mars (Cinecolor)	78	Helene Carter, Arthur Branz, Jimmy Hunt
May	319	The Desert Rats	88	Richard Burton, Robert Newton
May	352	Gentleman's Agreement (Re-release)	118	Gregory Peck, Dorothy McGuire, Celeste Holm
May	353	Snake Pit (Re-release)	108	Olivia deHavilland, Mark Stevens
June	320	The Girl Next Door (Tech.)	92	Dan Dailey, June Haver, Dennis Day
June	321	Powder River (Tech.)	78	Rory Calhoun, Corinne Calvet, Cameron Mitchell
June	322	Pickup On South Street	80	Richard Widmark, Jean Peters, Thelma Ritter
July	324	White Witch Doctor (Tech.)	96	Susan Hayward, Robert Mitchum
July	323	The Glory Brigade	82	Victor Mature
July	307	The Farmer Takes a Wife (Tech.)	81	Betty Grable, Dale Robertson ,Thelma Ritter, John Carroll
July	325	The Kid From Left Field	80	Dan Dailey, Anne Bancroft
July	355	Road House (re issue)	95	Richard Widmark, Ida Lupino, Cornel Wilde
July	354	Kiss of Death (re issue)	99	Richard Widmark, Victor Mature, Brian Donlevy
July	330	Dangerous Crossing	75	Jeanne Crain, Michae Rennie

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
Aug.	329	Inferno (3-D and Technicolor)	83	Robert Ryan, Rhonda Fleming, William Lundigan
Aug.	326	Gentlemen Prefer Blondes (Technicolor)	91	Jane Russell, Marilyn Monroe, Charles Coburn
Aug.	327	C. S. Forester's Sailor of the King	83	Jeffrey Hunter, Michael Rennie, Wendy Hiller
Sept.	331	Mister Scoutmaster	87	Clifton Webb, George Winslow, Edmund Gwenn, Frances Dee
Sept.	328	City of Bad Men (Tech.)	82	Jeanne Crain, Dale Robertson, Richard Boone, Lloyd Bridges
Sept.	332	A Blueprint For Murder	76	Joseph Cotten, Jean Peters, Gary Merrill
Sept.	356	Broken Arrow (Tech.) Re-release)	93	James Stewart, Jeff Chandler, Debra Paget
Sept.	357	1 Was A Male War Brde (Re-release)	105	Ann Sheridan, Cary Grant
Oct.	333	Thy Neighbor's Wife	77	Hugo Haas, Cleo Moore
Oct.	334	Vicki	85	Jeanne Crain, Jean Peters, Elliott Reid
Oct.		The Robe (CinemaScope-Technicolor))	133	Richard Burton, Jean Simmons, Victor Mature, Michael Rennie
Nov.	336	How To Marry a Millionaire (CinemaScope-Technicolor)	96	Marilyn Monroe, Betty Grable, Lauren Bacall
Nov.	365	Fallen Angel (Re-issue)	97	Alice Faye, Dana Andrews, Linda Darnell
Nov.	366	Forever Amber (Re-issue)	140	Linda Darnell, Cornel Wilde, George Sanders
Nov.	367	A Yank In The R.A.F. (Re-issue)	97	Tyrone Power, Betty Grable
Nov.		Inferno (2-D-Tech.)	83	Robert Ryan, Rhoda Fleming, William Lundigan

UNITED ARTISTS

May 8th	5303	That Man From Tangier	88	Nils Asther, Nancy Coleman
May 15th	5304	"Shoot First"	88	Joel McCrea, Evelyn Keyes
May 15th	5306	"Phantom From Space"	72	Ted Cooper, Rudolph Anders, Noreen Nash
May 27th	5305	Raiders of the Seven Seas (Technicolor)	88	John Payne, Donna Reed
June 5th	5307	Volcano	106	Anna Magnani, Geraldine Brooks
June 10th	5311	The Twonky	72	Hans Conried, Gloria Blondell
June 12th	5312	Genghis Khan	78	Elvira Reyes, Lou Salvador
June 19th	5313	The Neanderthal Man	78	Robert Shane, Dorris Merrick
June 26th	5314	The Marshal's Daughter	71	Laurie Anders, Ken Murray
July 10th	5318	Return To Paradise (Technicolor)	103	Gary Cooper, Roberta Haynes
July 15th	5319	Fort Algiers	78	Yvonne de Carlo, Carlos Thompson
July 17th	5317	The Moon Is Blue	99	William Holden, Maggie McNamara
July 22nd	5316	My Heart Goes Crazy Technicolor	78	Sid Fields, Greta Gynt
July 24th	5317	Gun Belt (Technicolor)	77	Geo. Montgomery, Tab Hunter, Helen Westcott
July 31st	5321	Vice Squad	87	Edward G. Robinson, Paulette Goddard
Aug. 7th	5324	Melba (Technicolor)	113	Patrice Munsel, Robert Morley
Aug. 12th	1176	Captain Scarlett (Tech.)	75	Richard Greene, Leonora Amar
Aug. 14th	5323	I, the Jury	87	Biff Elliot, Peggy Castle
Aug. 21st	5301	The Gay Adventure	82	Burgess Meredith, Paula Valenska
Aug. 28th	5325	War Paint (Pathe Color)	89	Robert Stack, Joan Taylor
Sept. 1st	5315	No Escape	76	Lew Ayres, Marjorie Steele
Sept. 4th	5326	Sabre Jet (Color)	96	Robert Stack, Coleen Gray
Sept. 11th	5327	99 River Street	83	John Payne, Evelyn Keyes
Sept. 18th	5328	The Joe Louis Story	88	Coley Wallace, Hilda Simms
Sept. 25th	5322	The Fake	80	Dennis O'Keefe, Coleen Gray
Sept. 30th	5329	Donovan's Brain	81	Lew Ayres, Nancy Davis
Oct. 2nd	5330	Man in Hiding	79	Paul Henried, Lois Maxwell
Oct. 9th	5331	Steel Lady	84	Rod Cameron, Tab Hunter
Oct. 16th	5332	Dragon's Gold		John Archer, Hillary Brooks
Oct. 23rd	5333	The Village	98	John Justin, Eva Dahlbeck
Oct. 23rd		Fan-Fan The Tulip		Gerard Phillipe, Gina Lollobrigida
Oct. 27th		Gilbert & Sullivan (Technicolor)	105	Robt. Morley, Maurice Evans
Oct. 30th	5334	Crossed Swords (Color)		Errol Flynn, Paola Mori
Nov. 2nd		Stranger On The Prowl	82	Paul Muni, Joan Lorring
Nov. 13th	5336	Shark River	80	Steve Cochran, Carole Mathews
Nov. 18th		The Man Between	101	James Mason, Claire Bloom
Nov. 20th	5337	Capt. John Smith & Pocahontas (Color)	75	Anthony Dexter, Jody Lawrance
Nov. 27th	5338	Song of the Land (Color)	71	Narration—J. Henry Steele, Marvin Miller
Dec. 2nd		Yesterday & Today	57	70-year cavalcade of movies — narrator George Jessel
Dec. 9th		Wicked Woman	77	Veverly Michaels, Richard Eagan
Dec. 11th		Riders to the Stars		Wm. Lundigan, Herbert Marshall, Richard Carlson
Dec. 18th		The Captain's Paradise	78	Alec Guiness, Yvonne de Carlo
Dec. 23rd		Beat The Devil (Pre-Release)		Humphrey Bogart, Jennifer Jones, Gina Lollobrigida

UNIVERSAL

1952-53

May	317	The Lone Hand (Technicolor)	79½	Joel McCrea, Barbara Hale, Alex Nicol
May	318	Law and Order (Technicolor)	80	Ronald Reagan, Dorothy Malone, Preston Foster
May	319	It Happens Every Thursday	80	Loretta Young, John Forsythe
June	320	Column South (Technicolor)	84	Audie Murphy, Joan Evans , Robert Sterling,
June	321	Take Me To Town (Technicolor)	81	Ann Sheridan, Sterling Hayden
June	322	It Came From Outer Space (3D)	82	Richard Carlson, Barbara Rush
June	335	It Came From Outer Spce (2D)	82	Richard Carlson, Barbara Rush
June	323	A Queen Is Crowned (Technicolor)	66	Narrated by Sir Laurence Olivier
July	325	All I Desire	79½	Barbara Stanwyck, Richard Carlson
July	324	Frances Covers the Big Town	86	Donald O'Connor, Nancy Guild
July	326	The Great Sioux Uprising (Technicolor)	80	Jeff Chandler, Faith Domerque
Aug.	327	Thunder Bay (Technicolor)	102	James Stewart, Joanne Dru, Gilbert Roland, Dan Duryea
Aug.	328	The Man From The Alamo (Technicolor)	79	Glenn Ford, Julia Adams
Aug.	329	Abbott and Costello Meet Dr. Jekyll and Mr. Hyde	77	Bud Abbott, Lou Costello, Boris Karloff
Sept.	331	The Stand at Apache River (Technicolor)	77	Stephen McNally, Julia Adams
Sept.	332	The Golden Blade (Tech.)	80½	Rock Hudson, Piper Laurie
Sept.	330	Wings of the Hawk (Tech.) (3D)	80½	Van Heflin, Julia Adams
Sept.	336	Wing of the Hawk (Tech.) (2D)	80½	Van Heflin, Julia Adams
Oct.	333	The All-American	83	Tony Curtis, Lori Nelson
Oct.	334	East of Sumatra (Tech.)	82	Jeff Chandler, Marilyn Maxwell
Nov.	401-2	The Glass Web 3-D	81	Edw. G. Robinson, John Forsythe, Marcia Hendersen
		2-D	81	
Nov.	403	Back to God's Country (Technicolor)	78	Rock Hudson, Marcia Henderson, Steve Cochran
Nov.	404	Veils of Bagdad (Technicolor)	82	Victor Mature, Mari Blanchard, Virginia Field
Dec.	405	Tumbleweed (Technicolor)	80	Audie Murphy, Lori Nelson, Chill Wills
Dec.	406	Walking My Baby Back Home (Technicolor)	95	Donald O'Connor, Janet Leigh
Jan.	407	Forbidden	85	Tony Curtis, Joanne Dru

WARNER BROS.-FIRST NATIONAL

1952-53

May 30th	220	The Desert Song (Technicolor)	110	Kathryn Grayson, Gordon MacRae
June 13th	221	The Beast From 20,000 Fathoms	80	Paul Christian, Paula Raymond
June 27th	222	South Sea Woman	99	Burt Lancaster, Virginia Mayo
July 11th	223	The Charge at Feather River	96	Guy Madison, Frank Lovejoy, Helen Westcott
Aug. 1st	225	The Master of Ballantral	89	Errol Flynn, Beatrice Campbell
Aug. 15th	226	So This Is Love	101	Kathryn Grayson, Merv Griffin
Aug. 29th	224	Plunder of the Sun	82	Glenn Ford, Diana Lynn
Sept. 5th	301	Island In The Sky (Available with Warner-Phonic Sound)	109	John Wayne, Lloyd Nolan, Walter Abel
Sept. 19th	303	The Moonlighter Photographed in Natural Vision 3-Dimension	77	Barbara Stanwyck, Fred MacMurray
Sept. 26th	304	The Beggar's Opera Special Engagements Only (Color by Technicolor)	94	Laurence Olivier
Oct. 3rd	305	A Lion Is In The Streets Color by Technicolor)	88	James Cagney, Barbara Hale, Anne Francis
Oct. 17th	306	Blowing Wild (Available with Warner Phonic Sound)	90	Gary Cooper, Barbara Stanwyck, Ruth Roman, Anthony Quinn
Oct. 31st	307	So Big	101	Jane Wyman, Sterling Hayden, Nancy Olson, Steve Forrest
Nov. 7th	309	Key Largo (Re-release)	101	Edward G. Robinson, Humphrey Bogart, Lauren Bacall
Nov. 7th	310	Treasure of Sierra Madre (Re-release)	126	Humphrey Bogart, Walter Huston
Nov. 14th	311	Calamity Jane (Color by Technicolor) (Available with Warner Phonic Sound)	101	Doris Day, Howard Keel
Nov. 28th	312	Hondo (in 3-D) (Color by WarnerColor)		John Wayne, Geraldine Page
Dec. 12th	313	Thunder Over the Plains (Color by WarnerColor)	82	Randolph Scott, Lex Barker, Phyllis Kirk

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THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

EWS

NDUSTRY EYES MAGNETIC APE TESTS, TELEMETER

'DONNELL BACKS TAPE, NCERTAIN OVER 'METER

REASURY SPLIT N TAX REPEAL

-W NETS $800,000 OLLOWING EARLY LOSS

INTERMISSION IC LICENSED THEATRES

-M'S 30TH DISCUSSED

HIBITORS SUPPORT ANNIVERSARY DRIVE

VIEWS

ages 8, 19

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HEALTHY CONFUSION

AS each year draws to a close, it has been our custom to take a look at the events of the preceding twelve months and comment on the state of the industry as we see it. This year is no exception. In fact, it is all the more warranted since 1953 witnessed the real beginnings of an "industrial revolution" in the motion picture business.

The present period can best be described as one of healthy confusion.

It has been a year in which 3-D films reached a box office peak and then began to dwindle in popularity for reasons only too well known to the trade and requiring no repetition here. Strangely enough, 3-D grosses are again on the increase in certain areas, much to the surprise of many keen exhibitors

(See Page 3)

"Go away Santa and let me take over."

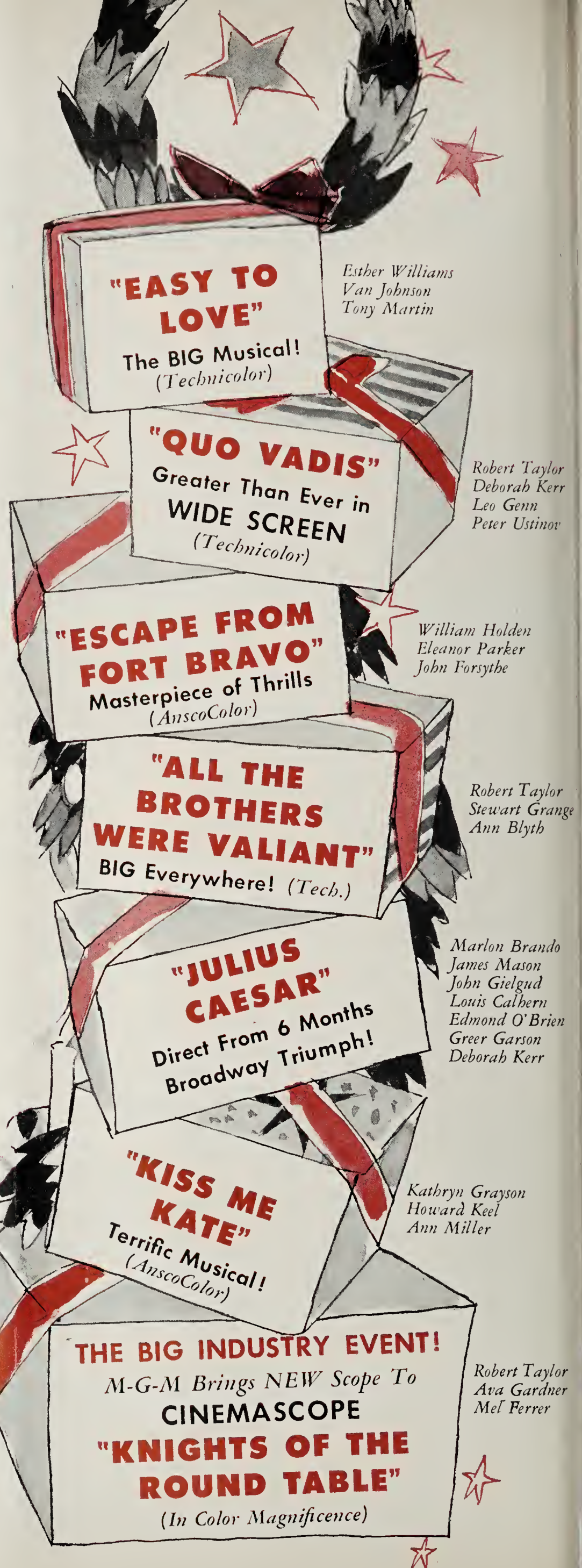
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THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

December 12, 1953
Vol. 32 No. 11

who took into consideration the better quality of the latter films.

Original 3-D equipment with the interlocks, etc., has been made obsolete by the introduction of at least five systems of single strip 3-D projection, which also minimizes the cost of operation. Better glasses are being made. To those who say, 3-D is dead, we say its death has been grossly exaggerated once the technical experts eliminate those factors which contribute to the annoyance of the patrons.

It has been a year in which stereophonic sound received accelerated attention as an added drawing card in the presentation of films. Yet, many magnetic reproducers for the early stereophonic sound installations this year are antiquated. And, there are many exhibitors who are holding back on the installation of CinemaScope equipment until the results of the single track tests are made known.

Many theatres lost a great deal of money in screen installations due to a lack of experience and knowledge as to proper specifications for 3-D and wide-screen projection.

Many of the film companies are producing in different aspects ratios requiring separate lens attachments and screen masking. Yet, there is sound opinion that the point has not yet been reached for the adoption of standards.

The most amazing progress and honors are due CinemaScope, which has proven its box office mettle. One year ago, it was only a gleam in Spyros Skouras' eye. Today, it is a reality bringing a vast audience to 1000 theatres and more than 35 CinemaScope productions are planned. Its full potential has yet to be explored during 1954 but "The Robe" can already boast of a fabulous gross of $13,732,688 at this writing. After the holiday runs, exhibitors might take another look at the gross figure.

Because of technical problems, the cost of installation and operation of Cinerama is prohibitive for the average theatre but it has made tremendous strides in attracting new patrons to a limited number of theatres. There can be no doubt that Cinerama's technicians are working on this system to simplify its operation and bring it within reach of a wider range of theatres.

Since the date of our last issue, the demonstration of magnetic tape recording of motion pictures in black-and-white and color by RCA at Princeton poses a potential threat of electronic photography to the use of film. The Telemeter demonstration at Palm Springs is viewed as a threat to the motion picture theatre. It is our considered opinion that pay-as-you-see TV will never displace exhibition but there is no doubt that it will be cause for anxiety for some time to come . . . in much the same manner as television.

And speaking about television, we advise our readers not to sell large screen theatre video short. Its growth was diverted—but only temporarily—by the industry's seizure of "dimensionitis." We look for large screen theatre television to make its greatest strides in '54.

This much is certain. The motion picture industry, theatres included, is on the upbeat. Our new innovations have people talking about motion pictures and that's what brings them in. The new improvements will be refined through trial and error, experiment and research. This "revolution" is not going to be bloodless. Many in the industry will undergo financial losses before standardization takes place. Veterans who remember the advent of sound have a broader perspective of the industry's growing pains. Yet it's good to see that there is no hysteria. Look how far forward we've moved in a year. It's almost unbelievable. That's why we say it's healthy confusion.

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Industry Eyes Magnetic Tape Tests, Telemeter

Two technological demonstrations succeeded in capturing the attention of the industry during the past two weeks when RCA tested its new magnetic tape recording system for pictures at Princeton before an invited audience that contained many film company executives and the Telemeter pay-as-you-see television system made its debut at Palm Springs.

The RCA development permits the recording of sight images in both black-and-white and color on magnetic tape, much in the same manner that sound is now being recorded on rolls of tape. The invention eliminates the need for film processing and is an improvement over present film printing methods in the saving of time, money and space.

A decidedly favorable reaction greeted the demonstration with most of the guests, including leading figures of the motion picture companies, stating that they were genuinely impressed by what they saw. However, no electronic revolution in film exhibition was seen possible for at least a decade, if even then.

More immediate results were forecast for the use of the process in commercial TV and film production. A two-year wait was estimated before the method can be put into general use in these fields by Dr. E. W. Engstrom, vice-president in charge of the RCA Laboratories division.

Film Reduction Hinted

Commenting on what he saw forthcoming as a result of the RCA development, Herbert T. Kalmus, Technicolor president, stated that he thought magnetic tape recording may reduce the amount of photographic film that will be used in TV. Another possibility is that the system may introduce supplemental recording of theatrical motion pictures.

If that comes into general practice, a director would have films shot both in standard film material and also in tape. Then, he could see his rushes immediately after shooting a scene, without having to wait for his film to be developed. Should he be dissatisfied with a scene, he could re-shoot it immediately while the actors and set are already arranged for it.

As for producing films in tape alone without the use of film as it is known today, Kalmus placed that in the category of the "long range problem." In this, his opinion was echoed by most of the other experts present who did not see this as a possibility for a great many years.

From E. P. Curtis, vice-president of Eastman Kodak, came the pronouncement that the test was "an extremely interesting laboratory demonstration." He noted additionally that his own company has been working with magnetic tape in its Paris plant, but it has not been interested in manufacturing film tape in the U.S.

It was made clear to the guests that they were not seeing a perfected process, but that the system was still being worked upon. Brig. Gen. David Sarnoff, RCA board chairman, stated that "while this electronic video tape equipment is still in the developmental state, the basic principles and principal elements of our system have been tested and confirmed."

At the test, which was held at the Sarnoff Research Center, he hailed the first step into an era of "electronic photography." He praised the advantages of the new system and described them in detail for his audience.

Foremost among them was the tremendous cost saving that tape recording would bring with it. Color TV programs would cost about five percent of what they cost when color film is used, while black-and-white shows would cost about 15 or 20 percent of present rates, the board chairman explained.

Also, the tape can be re-used many times, which is in itself a major saving. The fact that it requires no chemical processing results not only in an important time saving, but it is also an economy measure in that it cuts out all processing costs.

Named as likely to benefit most from the new process is the production of newsreels, in which the time savings could mean the difference between getting a good shot or getting none at all. The cameraman would know almost immediately whether or not he has shot what he wants, and he can keep shooting on the same tape till he gets the desired footage.

It is hoped that eventually it will be possible to transfer the images recorded on tape to film prints, and then perhaps someday to eliminate the need for film projectors entirely. However, many developments and improvements would have to be made before that could take place, and it is seen for the distant future, at best.

Live Programs Shown

The tests consisted of both live and previously recorded programs, beginning with black-and-white demonstrations and then switching to color. Both a black-and-white and a color program originating from an NBC studio in New York were used.

For one test, a tape play-back was shown on several TV screens while the live telecast was shown on another at the same time. This allowed the viewers to see both programs simultaneously and compare the two.

General opinion seemed to agree that the magnetic recording had good reproduction, though it was not as sharp as the live program. Dr. Engstrom admitted that the system was not yet perfected to a point at which it was better than live shows, but he did feel it was better than many present kinescopes.

Also, he announced that he hopes to be able to improve the system so that by the time it is ready for wide-spread use, it will equal live programs in sharpness and clearness of image.

Three days before the RCA tests, the world premiere of Paramount's "Forever Female" took place simultaneously in the Plaza Theatre, Palm Springs, and on the

(*Continued on page 22*)

O'Donnell Strong On Tape, Wary About Telemeter

Magnetic tape photography, demonstrated in Princeton by RCA, will save the industry $165,000,000 annually within the next two to three years, while Telemeter can either become a tremendous boom or danger to the industry, Robert J. O'Donnell, Texas COMPO chairman, told delegates at a meeting of Theatre Owners of Oklahoma this week.

The speaker, who is also vice-president of the Interstate Circuit, Dallas, claimed that the savings would affect both production and distribution, and he demanded that exhibitors be given their share. He pointed to huge cuts in production and distribution costs, which he thinks should be passed on to exhibition.

The use of magnetic tape he called a "foregone conclusion," and he further predicted that the industry will record a feature's sight, sound and color on a spool of magnetic wire which could be carried in a vest pocket.

As for the subscription TV system which made its debut in Palm Springs, O'Donnell claimed that if exhibition controls Telemeter, it can expect a boom. However, if features are released simultaneously for Telemeter and theatre screen, he expects a serious hazard. He thinks films should not be released to the system without a definite availability date.

While admitting the competition offered to the industry by standard TV, the Texas theatreman urged exhibition to "stop talking about television putting us out of business." He believes that the industry has "the creative manpower to offset this competition."

Terms Inventions Essential

Recent technical inventions he called expensive but essential. Modern audiences demand nothing but the finest for their amusement dollar, he insisted, and they must be given the finest if they are to continue going to theatres.

As for the much talked-of product shortage, he announced that he thinks that fewer but better films will do just as well provided a proper selling job is done. The speaker added that he thinks current product is the best ever turned out by Hollywood and should be backed up by increased advertising budgets.

His own group, Texas COMPO, is planning two campaigns to increase theatre attendance during the coming year. The first will be held in April and the second in August. Employe indoctrination for the first one will take place the last two weeks in March, he revealed.

During the April drive each theatre employe will be given the responsibility of bringing one new patron a day into the theatre. Only top product will be played during this period, and his group intends to capitalize in every way on the publicity inherent in the Academy Awards, he stated.

A keynote for the coming year will also be to change advertising and public relations policy to attract the women of the land. They rule both the house and the purse, O'Donnell asserted, and they should be the major target for all campaigns.

Treasury Dept. Split On Supporting Repeal Of Federal BO Tax

Divergent viewpoints on the advisability of repealing the Federal 20 percent admissions tax pervaded Treasury Department thinking this week. Although the Under Secretary of the Department seemed to indicate hope for lifting the levy, a Treasury tax legal expert expressed doubts over the wisdom of repeal.

The Under Secretary, Marion B. Folsom, who had conferred earlier with a COMPO delegation in Washington, told the annual meeting of the National Association of Manufacturers over the weekend that his department would recommend proposals to Congress directed towards "stimulating productivity and growth and towards removing serious inequities."

Folsom noted, however, that the Eisenhower administration "cannot afford as much revision as we would like, immediately." He said that "additional tax reduction is desired by everyone, but taxes can be reduced further only as expenditures are reduced."

At a tax symposium at Princeton, N. J., tax expert Kenneth Gemmill questioned the wisdom of repeal. He conceded that there is much overlapping and confusion in the field of excise taxes. He noted also that there is great pressure for Federal removal from such fields as telephone and admissions taxation.

Admits Tax Confusion

Gemmill cited the fact that the Treasury took in $750,000,000 from admissions and phone taxes alone during 1953, said there would be serious "budgetary consequences" if these Federal taxes were repealed.

In Washington, meanwhile, Albert E. Sindlinger, tax consultant to the industry, began preparation of new statistics and information designed to establish the current industry economic status. Material will be given COMPO's tax repeal campaign committees for presentation to the Treasury.

News of the Sindlinger task followed disclosure that a COMPO committee had met with Folsom to discuss the industry's need for repeal.

Attending the session were Samuel J. Pinanski, Wilbur Snaper, Pat McGee, Col. H. A. Cole, Abram F. Myers, Herman Levy, Robert W. Coyne and Sindlinger.

They promised their co-operation to the Treasury and Congress in the formulation of recommendations concerning the tax and agreed to submit to Treasury the data Sindlinger later began work on.

Earlier, Rep. Noah M. Mason (R., Ill.), announced that he would offer a plan to transfer the levying of admission taxes from the Federal to State governments. Mason, author of last year's unsuccessful tax repeal bill, said he will submit his new idea to the Manion Commission on Intergovernmental Relations.

He stated that "the Federal government could very well withdraw from the admissions tax field and turn this field over to the states and local governments."

This question was raised later by Gemmill, who pondered whether Federal withdrawal from these fields would "effectively open the way" for the states to take over.

S-W Nets $800,000 Following Initial Six Month's Big Loss

After having undergone a $970,748 loss in the 26 weeks ended Aug. 29, the Stanley Warner Corp. has emerged with an $800,000 profit before tax provisions for the first nine weeks of the new fiscal year. Figures were disclosed this week by S. H. Fabian, president, in a report to stockholders which presented a financial summary of the company's first half year of operation.

While admitting that he "cannot assert that operating profits will continue at this rate," the S-W head called it "a healthy portent, reflecting the benefits from some of the changes in operation institnted by your new management." He credited additionally "the basic public response to improved motion picture product."

Fabian cited general industry opinion that current product and films forthcoming from the studios "have greater box office potential than the pictures that were shown a year ago."

The report also revealed that the second Cinerama feature, "The Thrill of Your Life" is now in production in this country. Louis de Rochement is now enroute to Europe to arrange for the shooting of the continenal scenes of the film.

Since assuming management, S-W has opened Cinerama houses in Philadelphia, Washington and Pittsburgh. Theatres in San Francisco, Boston and St. Louis are slated to show the current film, "This Is Cinerama" next.

Included in the S-W loss for the first 26 weeks was an operating loss of $320,952, and losses of contracts for property sales amounting to $649,796. A great part of the operating loss resulted from the decision of the company to install 3-D, wide screens and stereophonic sound in many of its houses. These expenses are non-recurring.

It was pointed out that more than 200 of the circuit's houses now have 3-D equipment, while 125 have wide screens and 75 have stereophonic sound units for the showing of CinemaScope and other wide-screen product.

During the 26-week period, the company sold 10 theatres, one of which was ordered by a divestiture order. Six additional theatres have been sold or are in the negotiation stage since the close of the first half year of business. The chain now controls 329 theatres, of which an additional 21 must be given up because of the consent decree.

The company's annual stockholders meeting, which will be held at Wilmington, Del., on Jan. 14, will consider an amendment to permit S-W to engage in a variety of business activities. Also up for approval is the employment pact which gives S-W the services of Fabian and Samuel Rosen as chief executives for three years and six months from March 1.

The board has declared a dividend of 20 cents per share of common stock payable Jan. 5 to holders of record Dec. 22.

Baltimore Judge Lifts Ban On "Moon"

Baltimore. — Decision of the Maryland Censor Board to ban showings of United Artists' "The Moon Is Blue" in Baltimore was reversed this week as a result of a City Court ruling by Judge Herman M. Moser, which clears the way for showing in all of Maryland.

Judge Moser pointed out in reference to the Production Code Administration, which likewise had refused to approve "Blue," that "If the Production Code were law, it would be plainly unconstitutional."

BMI Intermission Music Licensed For Theatres Beginning January First

Broadcast Music, Inc., will start licensing motion picture theatre use of intermission music beginning Jan. 1, 1954, according to an announcement by the company. This decision, agreed upon in consultation with leading exhibitor associations, marks the first time that BMI has directly charged for use of its music.

It was explained that while the organization has allowed theatres to use its music without charge for the past 13 years, it is now necessary to license its intermission music to put the company on the same footing as other similar organizations. Also, theatres will now have available a wider range of music, having 132,000 copyrights from which to choose.

The company is prepared to extend full programming facilities to exhibitors and complete information on its recorded music as part of its service to licensees, a report stated.

Rates for indoor theatres seating up to 600 will be $5.00 per year; 601 to 1200, $7.50; 1201 to 1500, $10.00, and over 1500 seats, $15.00. Drive-ins will be charged an annual fee of $5.00 up to 200 cars; 201 to 400, $7.50; 401 to 500, $10.00, and over 500 cars, $15.00.

Theatres operating for less than 26 weeks per year will be charged one half of the yearly rates.

Barnett Urges Exhibitors Win Uniform Dimensions

MEMPHIS. — Herbert Barnett, SMPTE president, asked this week that exhibitors obtain the co-operation of producers and distributors for the releasing of all films in dimensions that could be used by all theatres. He added that he thought these requests should come through trade groups, and, if not made, the small theatre and drive-in would be stifled.

The technical expert told the Tri-State Theatre Owners convention of a new device called Xpansa Lens that can be used with normal lenses to give a wide range of aspect ratios. RKO has announced a lens, selling for about $200, that is adjustable to five different ratios, he stated.

One means of achieving a wide-screen effect in a theatre is by reducing the height of the picture frame to the aspect ratio of 2:1, Barnett explained. When this is done in combination with shorter focal length lenses, the result will be gained without having to alter the house too much.

James Carbery is slated to become the new president of the exhibitor organization, with Leon Rountree, retiring president, becoming the new board chairman.

M-G-M's 30th Jubilee Plans, "Knights" Drive Discussed

Plans for the upcoming "30th Anniversary Jubilee" to be held by M-G-M during the 17-week period from Jan. 1 through April 29 were discussed at a three-day meeting called this week by Howard Dietz, advertising-publicity-exploitation director. The Jubilee, which will feature a concentrated sales drive, will be headed by John P. Byrne, named to the post of Jubilee Captain.

Howard Strickling, studio publicity head, arrived from the Coast this week to confer with Dietz on the promotional phases of the campaign. The company has announced that it is going all out to make this event greater than its Silver Anniversary Jubilee held in 1949.

Starting off the discussions were talks on the company's first CinemaScope production, "Knights of the Round Table." Picture, Dietz disclosed, will receive one of the greatest campaigns in the history of the company, with promotion slanted toward the Christmas angle to reach the greatest audience possible. Film will have its world premiere at the Egyptian, Hollywood, on Dec. 23, with 15 January national release dates already set.

Meeting with Dietz and Strickling were all promotional department heads, including Silas F. Seadler, Dan S. Terrell, Emery Austin, Oscar A. Doob, Edward Churchill and O. C. Kingsbury of Donahue & Coe advertising agency.

Affiliates Attend Meets

Also attending were representatives of such affiliated companies as M-G-M Records, WMGM radio station, the Big Three music companies, Loew's theatres and "News of the Day."

Meanwhile, Byrne is now on a tour of the country, visiting each M-G-M branch to get the drive under way.

Ten Jubilee Pictures, including the company's first two CinemaScope productions, "Knights" and "Rose Marie," will be featured during the 17-week period. Others are "The Long, Long Trailer," "Saadia," "Give a Girl a Break," "Rhapsody," "Flame and the Flesh," "Tennessee Champ," "Gypsy Colt," and "The Great Diamond Robbery."

Additional films which came up for discussion during the meeting were "Julius Caesar," "Invitation to the Dance," "Executive Suite," "Brigadoon," "The Student Prince," "A Bride for Seven Brothers" and the wide-screen version of "Quo Vadis."

Paper's Editorial: Thanks For Movies

A Thanksgiving editorial run in the Boston "Globe" advised its readers not to forget to include movies in the list of benefits for which they should be truly thankful. Headed, "Forget it All," the editorial called films "still the superior mass medium of entertainment in this country."

Editorial cited the relief to be found in a motion picture theatre from the cares of the world. Also, it claimed that the entertainment medium is "an inexpensive one at that." It added that "whether 'flat,' 2-D, 3-D, CinemaScope or Cinerama, better movies offer us all a way of leaving humdrum and worry for a time."

Charge Majors Snub First Suburban Runs

WASHINGTON.—Theatre Enterprises, Inc., operators of the Crest Theatre, Baltimore, Md., have charged majors before the Supreme Court this week with an extension of the Paramount case conspiracy to exclude suburban theatres from first runs. Plaintiff made it clear that although only one theatre is involved, the case should be a national test.

The TEI case had been lost earlier on a jury verdict in the District Court and also in the Appeals Court. The new appeal claims that conspiracy has now been established and that the District Court had therefore erred in not directing a verdict in favor of the plaintiff.

TEI told the Supreme Court that it had made repeated offers to the distributors of equal or better rentals than those secured from downtown houses, backed up by certified checks. Distribution countered that these were not bona fide offers but merely an effort to set up a basis for the law suit.

It was further argued by the plaintiff that the District Court had refused to permit introduction of the Paramount decrees until a moment before the charge to the jury. Also, TEI alleged, the judge failed to interpret the Paramount case adequately for the jury.

The distributor-defendants claim that the Crest theatre was not built till 1949, while the decrees deal with a 1945 conspiracy. They claim that the Paramount decrees should not even have been admitted in evidence.

U-I Slates Two CS Pix; Elects Feldman Veepee

HOLLYWOOD.—The election of Charles J. Feldman, Universal Pictures general sales manager, to a vice-presidency and the immediate production of the studio's first two CinemaScope films came as the major pronouncements at the opening of the company's national sales executive conference held all this week at the U-I studios.

Meetings, presided over by Feldman, were attended by 70 domestic and foreign executives and sales heads, who met to discuss releasing plans and promotional campaigns for the company's 1954 product. With 1953 called a record breaking year, the company announced that it looks forward to even better business during 1954.

Feldman's promotion was announced by Milton R. Rackmil, president, who stated that it was decided upon as a reward for the sales manager's many years of outstanding service to the company. He announced that the sales executive is "recognized . . . as one of the truly great sales heads in the motion pictnre industry."

Rackmil also announced start of production on the two CinemaScope films: "The Black Shield of Falworth" and "Sign of the Pagan." "Falworth" entered production this week, with "Pagan" scheduled to start shooting within several days.

Another major production on the studio's slate will be "Sonora" for which James Stewart has been set to star. This Technicolor production about the revolutionary period in Mexican history will be produced by Aaron Rosenberg and directed by Anthony Mann.

In addition to Feldman and Rackmil, other top executives who addressed the group included N. J. Blumberg, chairman of the board; Alfred E. Daff, executive vice-president; Edward Muhl, production chief; David A. Lipton, vice-president, and Adolph Schimel, vice-president and general counsel.

Exhibitors Pledge Support Of UA's Anni Drive; Kramer Contract Inked

The opening of United Artists' 35th Anniversary sales drive, honoring President Arthur B. Krim, which kicked off Nov. 15, has triggered a barrage of enthusiastic messages pledging support from exhibitors throughout the country, it was announced this week by William J. Heineman, vice-president, and B. G. Kranze, general sales manager, who are co-captaining the drive.

The good will letters, personal tributes to the UA chief and appreciative comments on UA's promised record product supply for the coming year have issued from both circuit executives and independents, the company disclosed.

To build up the competitive spirit among the various UA branches, the company classified its offices in one of three divisions. Backing up the drive is $20,000 worth of special promotional material, which the company shipped to its U.S. and Canadian offices. Included in the shipment were a variety of banners, posters, valances, A-boards, brochures and mailing pieces.

Conclusion of a distribution deal between Stanley Kramer and United Artists was announced this week on the heels of the independent producer's dissolution of a releasing contract with Columbia Pictures.

In announcing his new affiliation, Kramer stated: "The longer you are in the . . . business the more you realize how much there is to learn about it. My experiences in the past few years have taught me that I am happier when making one picture at a time. . . . An independent producer's job doesn't end when he delivers the negative to the sales department. . . ."

Kramer stated further that he was negotiating for an outstanding literary property and believed he soon would be able to announce its acquisition for his first UA release.

Earlier this week, the independent producer organized Stanley Kramer Pictures Corp. in Sacramento with himself as president. Company is seen as successor to the Kramer unit which functioned at Columbia.

Reade, Gehring Deliver Talks On New Techniques

KANSAS CITY, MO.—A warning against over-emphasis on the industry's new techniques by Walter Reade, Jr., TOA prexy, and a defense of stereophonic sound by W. C. Gehring, 20th Century-Fox assistant sales manager, were featured at a Kansas-Missouri Theatre Association convention last week.

While the innovations have given the industry a "tremendous boost," they are not "miracle drugs or jet-propelled hypos," the exhibitor leader stated. Such improvements "make a good picture better, but they will never make a bad picture good," he added. Reade asked the assembled theatre-owners to study their theatres for physical improvements.

Exhibs Must Decide

While this self-inspection may lead to improvements costing money, the speaker claimed it was worth it. He cited the basic principles of film exhibition—"a beautiful and comfortable showcase, sound operation, good pictures and the proper merchandising."

Gehring, in defending stereo sound, argued that "exhibitors will have to decide on keeping up with progress." He admitted that CinemaScope may not be the final answer to the new dimension problem, "but it's a step forward," he asserted.

Also, the sales official announced that in his opinion the tests of "The Robe" without stereo sound are equivalent to steps backward rather than forward.

Leo Hayes of Marshall, Mo., was elected president of the group at the meeting. Other officers include Henry Dearing, vice-president; Earl Jameson, Jr., secretary, and Frank Weary, Jr., treasurer.

NEW APPOINTMENTS

RICHARD A. HARPER rejoined M-G-M in the capacity of sales executive to assist Charles M. Reagan, in charge of domestic distribution for Loew's, Inc., and Edward M. Saunders, M-G-M's assistant general sales manager. Harper has been associated with the Jamestown Amusement Co. since August, 1952, when he left M-G-M.

BERNARD GOODMAN, supervisor of Warner Bros. exchange operations, will assume the duties previously handled by I. F. (Mike) Dolid, it was announced this week by Ben Kalmenson, vice-president and general sales manager of the motion picture company. Dolid is leaving WB to live in Florida. Goodman's new duties will embrace supervision of sales contracts and co-ordination of field sales activities with the home office. Previously, Goodman was assistant to Dolid, working in Kalmenson's office. Dolid has been with Warners since 1923, handling sales department duties prior to his last position.



BERNARD GOODMAN

RICHARD G. YATES, previously assistant director of sales of Republic Pictures, was elected vice-president in charge of eastern sales at Hollywood Television Service, Inc. Yates replaced Morton W. Scott, new president of Studio City Television Productions, which will release through HTS.

JAMES H. RICHARDSON, Paramount Pictures assistant treasurer, succeeds Fred Mohrhardt, deceased, as company treasurer.

THEODORE R. COLBORN, a lawyer with extensive experience in corporate, financial and tax matters, was elected a director of RKO Theatres Corp. Colborn is a partner in the law firm of Jones, Day, Cockley & Reavis of Cleveland.

IRA SICHELMAN was designated branch manager of 20th Century-Fox's Washington exchange, succeeding JOSEPH B. ROSEN, newly appointed Detroit branch manager of Universal Pictures. Rosen replaced Ben J. Robins, resigned, at Universal. Sichelman was formerly sales manager of the 20th-Fox Washington office.

HAROLD C. BURKE was upped from his position of general manager to that of the newly created one of vice-president in charge of operations at television station WRTV, the Walter Reade Theatre of the Air. At the same station ALLEN PREVILLE, hired last month as a salesman, was named sales manager in charge of the complete sales staff.

R. WILLIAM DASSOW was appointed sales manager for the theatre and television screen division of Radiant Manufacturing Corp., Chicago. Dassow was formerly sales manager of C. Bendsen Marquee Co., and later part owner of several outdoor theatres. He was earlier associated with National Theatre Supply.

HARRY THOMAS, veteran distributor, was appointed director of west coast sales for Moropticon, a one-track 3-D system. The new director will headquarter in Hollywood, where he will co-ordinate sales efforts by National Film Service, the Pola-Lite-Moropticon west coast distributors.

JESSE CHINICH, former film buyer for the Rugoff & Becker Theatre Circuit, was made a sales representative of Buena Vista Film Distribution Co., Inc. Chinich will work in the company's New York office.

A. J. RADEMACHER, long time assistant to E. O. Wilschke, operating manager of the Altec Service Corp., was named acting manager during Wilschke's enforced absence. Latter underwent surgery earlier this month. It is expected that Wilschke will be back at his post by Jan. 1.

CinemaScope Shorts Division Set

CinemaScope developments at 20th Century-Fox have moved into the short subject department with announcements by the company that it is organizing a unit to produce shorts in the new medium and that it will provide all theatres playing forthcoming CinemaScope product with a filmed progress report and special recorded introduction to be run before each showing.

The new department, to be headed by Otto Lang, company producer, will start work soon on its first venture, "Vesuvius Express," to be lensed by Lang and cinematographer Charles Clarke in Italy. Film takes viewer on a sight-seeing trip aboard the world's fastest train, which runs from Milan to Naples.

Decision to set up the new organization was attributed to the belief held by Darryl F. Zanuck, studio production chief, in the ability of the new medium to open "new horizons" to theatre patrons. Zanuck cited CinemaScope's "mobility, perspective and intimacy" which "no other medium can encompass."

The progress report, to be produced by Movietone in 35mm., will tell the story of CinemaScope's success around the world and explain the technical advances of the process. This will be followed by the voice of an outstanding star who will discuss the wonders of the new medium in the darkened auditorium.

The company has revealed that the complete package will be available before the end of this month. It will be used with such films as "How to Marry a Millionaire," "Beneath the 12-Mile Reef" and "King of the Khyber Rifles."

Meanwhile, the first use of the new Ansco color for filming in the anamorphic medium was announced by Metro-Goldwyn-Mayer, which has begun three pictures in that color process. Films include "A Bride for Seven Brothers," "Brigadoon" and "The Student Prince."

The medium is continuing its sweep of the theatres, with 83 houses in the metropolitan New York area ready to open "The Robe" on Christmas Day. The first CinemaScope production will play in houses in 13 circuits, it was reported. Also, Radio City Music Hall has installed a 70'x28' Astrolite screen for testing purposes.

Para Plans Six Releases To March; Two In 3-D

Six pictures, of which three are in Technicolor and two in 3-D, have been scheduled for release by Paramount during December, January and February.

For Christmas the company will release "Here Come the Girls" Technicolor musical. In January will come "Jivaro," in Technicolor, top-casting Fernando Lamas and Rhonda Fleming; "Cease Fire!" Korean 3-D drama, and "Forever Female," starring Ginger Rogers and William Holden.

Two February releases include "Money From Home," Technicolor 3-D comedy starring Martin and Lewis, and "Alaska Seas," Robert Ryan-Jan Sterling starrer.

Staff Reviews

"Money From Home"

(Paramount) 3-D Technicolor 100 Min.

Cast: Dean Martin, Jerry Lewis, Marjie Millar, Pat Crowley, Richard Haydn, Robert Strauss, Gerald Mohr, Sheldon Leonard, Romo Vincent, Jack Kruschen, Charles Frank Horvath, Richard J. Reeves, Lou Lubin, Frank Richards, Harry Hayden, Henry McLemore.

Credits: A Hal Wallis Production; Produced by Hal B. Wallis; Directed by George Marshall; Screen play by Hal Kanter; Adaptation by James Allardice and Kanter; Based on a story by Damon Runyon; New songs by Jack Brooks and Joseph J. Lilley.

The nation's top comedy team, Martin and Lewis, make their 3-D debut in this Technicolor vehicle ideally suited to their talents. It should give further support to their high position in the money-winning circle. "Money From Home," adapted from a Damon Runyon horse-racing tale, is a combination of "Runyonese," a particular brand of local color, and the zany slapstick comedy for which the boys are so justly famous. In this one, Jerry, a devoted animal lover, becomes unwillingly involved in a race "fix" by Martin, a fast-talking gambling man. This makes for many merry situations, allowing Lewis to cavort as a British jockey, a harem girl and a horse expert, while he also gets a chance to do his famous record pantomime routine. At a sneak preview at the Criterion Theatre, N. Y. C., the audience laughed loud and often at these antics. A host of typical Runyon characters adds to the fun, and it is all climaxed by one of the most hilarious horse races ever filmed. Further assets are the two pretty girls who supply the boys with romance and the pleasant numbers sung by Martin. Of special note are the colorful sets and costumes, which have succeeded in capturing the spirit of the romp.

STORY: Dean Martin, deep in debt to Sheldon Leonard, leader of a gambling mob, is ordered to go to Maryland to prevent Marjie Millar's horse from running in the big race. Martin takes along Jerry Lewis, student veterinarian. On the way the boys meet Richard Haydn, British jockey who is supposed to ride the horse. They get him drunk, and Lewis impersonates Hadyn. However, when Martin falls in love with Marjie, he no longer wants to double-cross her. Lewis, in love with Pat Crowley, also refuses to harm the horse. Leonard tries to force the issue, but Lewis manages to ride the horse himself. After a series of accidents, he wins the race. Both fellows win their girls.

"War Arrow"

(Univ.-Int'l.) Technicolor 78 Min.

Cast: Maureen O'Hara, Jeff Chandler, Suzan Ball, John McIntire, Charles Drake, Dennis Weaver, Noah Beery, Jr., Henry Brandon, Steve Wyman, James Bannon, Jay Silverheels.

Credits: Produced by John W. Rogers; Directed by George Sherman; Written by John Michael Hayes.

Good marquee names and a script loaded with action sequences should make this Technicolor Cavalry-vs.-Indians programmer popular with the action fans and result in substantial returns in its class. Jeff Chandler furnishes the film's heroics, while both Maureen O'Hara and Suzan Ball handle the feminine interest. Script relates an historical incident in which a U. S. Cavalry officer enlisted the aid of an Indian tribe to quell the uprising of another. Fast pacing has one encounter following another till the climax, an attack on the fort. Action is stopped every once in a while to give Chandler the chance to romance Maureen.

STORY: Jeff Chandler is sent to Fort Clark, Texas, to stop the Kiowa Indians from terrorizing the area. At the fort he meets and falls in love with Maureen O'Hara, supposedly the widow of another officer. Actually, her husband, James Bannon, is leading the Indian attacks, unknown to anyone at the fort. Chandler persuades the Seminoles to help him fight the Kiowas. The chief's daughter, Suzan Ball, thinks she has fallen in love with Chandler. The day of the big attack, Chandler's leadership saves the fort. The Kiowas are defeated, and Bannon killed. This leaves Maureen free to marry Chandler, while Suzan goes back to her real Indian love.

"Give A Girl A Break"

(M-G-M) Technicolor 82 Min.

Cast: Marge and Gower Champion, Debbie Reynolds, Helen Wood, Bob Fosse, Kurt Kasznar, Richard Anderson, William Ching, Lurene Tuttle, Larry Keating, Donna Martell.

Credits: Produced by Jack Cummings; Directed by Stanley Donen; Screen play by Albert Hackett and Frances Goodrich; Story by Vera Caspary; Songs by Ira Gershwin and Burton Lane.

Highlighting dance routines and moments of light comedy, "Give A Girl A Break" shapes up as pleasing musical entertainment that should pay its way on the double bill. Picture features a host of talented young performers, who dance and sing to a number of smartly-turned songs in engaging fashion. Story, told against attractive Technicolor backgrounds, details the difficulties encountered by a group of Broadway showpeople in picking a leading lady for their musical comedy at the last moment. Plot is absorbing enough to satisfy the general audience. Acting by Marge and Gower Champion and Debbie Reynolds, the stars, is adequate for this type of offering.

STORY: Gower Champion, Kurt Kasznar and Larry Keating, showpeople planning a Broadway musical, must choose a leading lady to replace their star, who has walked out at the last moment. Among the applicants for the role are Debbie Reynolds, Helen Wood and Marge Champion. Champion wants Marge, Kasznar desires Helen, Keating is set on Debbie. Since no one will compromise, they decide to pick the star's name out of a hat. Helen wins, but quits to leave town with her husband. Then Marge, second choice, can't be found. The part is given to Debbie, who excels. Meanwhile, Marge returns to the theatre, desirous only of fanning anew her old flame for Champion.

"The Great Diamond Robbery"

(M-G-M) 69 Min.

Cast: Red Skelton, Cara Williams, James Whitmore, Kurt Kasznar, Dorothy Stickney, George Mathews, Reginald Owen, Harry Bellaver, Connie Gilchrist, Steven Geray, Sig Arno.

Credits: Poduced by Edwin H. Knopf; Directed by Robert Z. Leonard; Screen play by Laslo Vadnay and Martin Rackin; Story by Vadnay.

The box office strength of Red Skelton should provide the major selling point for this moderately amusing comedy programmer about diamond thieves. Film, casting Skelton as a diamond-cutter who becomes the dupe of a murderous gang, contains several sequences reminiscent of the star's former slap-stick buffoonery. For most of the footage, however, he plays the subdued straight man type of role that he has been portraying in his most recent films. Since the "Robbery" script fails to capitalize on many of the comical situations inherent in the plot, this leaves the comedian without any major scenes with which to show his stuff.

STORY: Red Skelton, a diamond cutter who was abandoned as a baby, is tricked by James Whitmore into thinking that he has found his family. Kurt Kasznar, pretending to be Skelton's uncle, is masterminding the operation so that he can gain access to a valuable gem. The "family" accompanies Skelton when he has to go back to his office on a night assignment. However, before the actual theft can take place, Cara Williams, who has pretended to be his sister, warns him of what is happening. He and Cara each swallow one half of the huge stone while they are being chased by the crooks. When the thieves are finally caught and the stones recovered, Skelton wins Cara for his wife.

"The Conquest Of Everest"

(United Artists) Technicolor 78 Min.

Credits: Produced by Countryman Films; Photographed by Thomas Stobart, with the assistance of George W. Lowe; Commentary by Louis Macneice; Narrated by Meredith Edwards.

The ordeals and triumphs of the group of English mountain climbers who earlier this year became the first to scale the summit of Mount Everest in the Himalayas, the highest peak in the world, comprise the footage of this fascinating documentary. Rendered in superb Technicolor and photographed under difficult conditions, the picture possesses the visual excitement, appeal and grandeur needed for a film of this type to garner satisfactory box office results with the general audience. Add to this the tremendous publicity generated throughout the world over the Hunt-Hillary-Tensing expedition—the first to scale Everest—and a powerful exploitation campaign is in the making. Such a ballyhoo drive could serve to whet a large mass appetite for this picture.

Shown in "Conquest of Everest" are the preparatory measures taken in England to insure a safe expedition; the early portion of the trek to the foothills of Everest; the gradual ascent of the mountain; the final approach by some of the explorers to the peak. A commentary details these actions and is a help in explaining the scientific aspects of mountain climbing.

"Folly To Be Wise"

(Fine Arts Films) 91 Min.

Cast: Alastair Sim, Roland Culver, Elizabeth Allan, Martita Hunt, Miles Malleson, Colin Gordon, Edward Chapman, Janet Brown, Peter Martyn, Robin Bailey.

Credits: Produced by Sidney Gilliat and Frank Launder; Directed by Launder; Screen play by Launder and John Dighton; Based on a play by James Bridie.

This English import, adapted from a stage play, will find its best market in art houses. In such situations, star names Alastair Sim, Roland Culver and Martita Hunt will give runs a major assist. Script, however, which spends most of its running time at the conference table of a quiz show, may prove too talky even for class patrons. Comical plot, spun of the very lightest fabric, concerns a marriage break-up.

STORY: Capt. Alastair Sim, in charge of entertainment at a British army camp, invites the area's leading intellectuals to put on a quiz show for the troops. Roland Culver and his wife Elizabeth Allan are among the quizees, as well as Elizabeth's long-time suitor, Colin Gordon. When someone asks the meaning of marriage, Culver and Elizabeth quarrel on stage. She stomps out with Gordon, causing Culver to go home to pack his things. Now that Gordon has won Elizabeth, he merely wants to be out of the mess and leaves. Elizabeth and Culver patch up their argument, and Sim finds more quiet forms of entertainment for the soldiers.

"Terror Street"

(Lippert) 83 Min.

Cast: Dan Duryea, Elsy Albiin, Ann Gudrun.

Credits: An Exclusive Films Production; Produced by Anthony Hinds; Directed by Montgomery Tully; Screen play and story by Steve Fisher.

(*Continued on page* 19)

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Indian Tomahawk and Cavalry Sabre fighting side-by-side for the glory of the West!



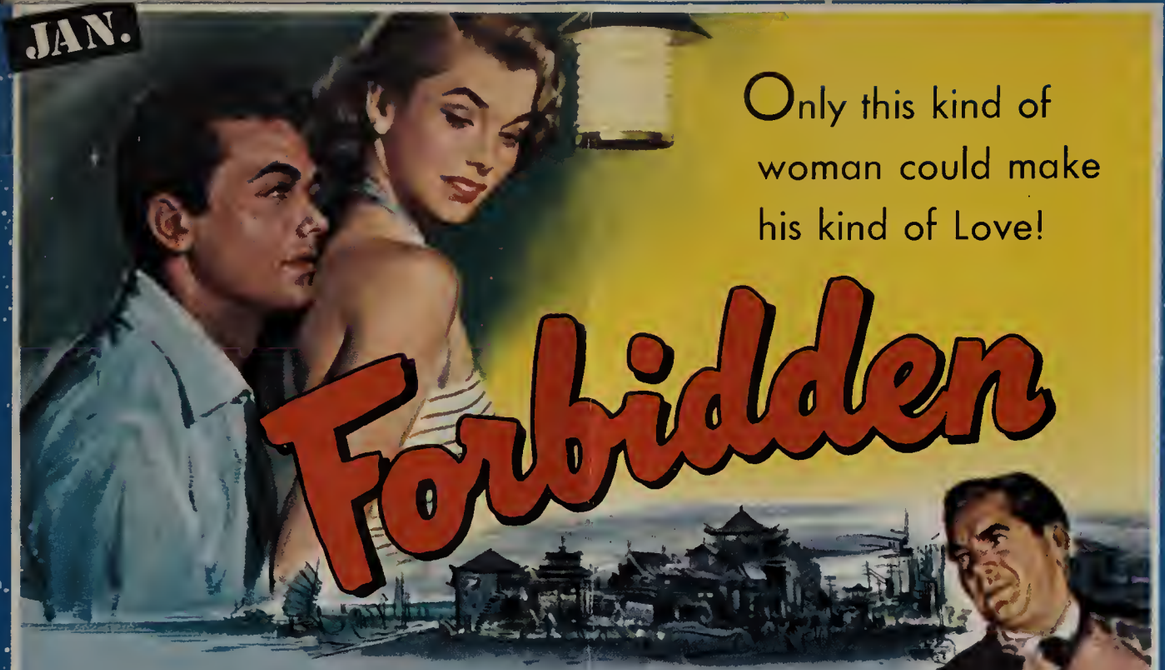


WAR ARROW

STARRING JEFF CHANDLER · MAUREEN O'HARA

SUZAN BALL WITH JOHN McINTIRE · CHARLES DRAKE · DENNIS WEAVER · NOAH BEERY

JAN.



Only this kind of woman could make his kind of Love!

Forbidden



STARRING TONY CURTIS · JOANNE DRU

LYLE BETTGER WITH MARVIN MILLER

JAN.



BORDER RIVER

color by Technicolor

STARRING JOEL McCREA YVONNE DE CARLO

PEDRO ARMENDARIZ WITH HOWARD PETRIE · ERIKA NORDEN

FEB.

TAZA, SON OF COCHISE



Available in both 2-D and 3-D

STARRING ROCK HUDSON

BARBARA RUSH

WITH GREGG PALMER · BART ROBERTS · JOE SAWYER

FEB.

The Story of a Love that made Wonderful Music!

"TUXEDO JUNCTION"



"CHATTANOOGA CHOO CHOO"



"LITTLE BROWN JUG"



"PENNSYLVANIA 6-5000"



"STRING OF PEARLS"



"BASIN STREET BLUES"



Universal-International presents

JAMES STEWART · JUNE ALLYSON

The GLENN MILLER STORY

COLOR BY *Technicolor*

with

CHARLES DRAKE · GEORGE TOBIAS · HENRY MORGAN

and these Musical "Greats" as Guest Stars!

FRANCES LANGFORD · LOUIS ARMSTRONG · GENE KRUPA
BEN POLLACK · THE MODERNAIRES

Directed by ANTHONY MANN · Written by VALENTINE DAVIES and OSCAR BRODNEY · Produced by AARON ROSENBERG

Universal-International

... and it will be backed by the biggest and most powerful ADVERTISING and PROMOTION CAMPAIGN in U. I. history *...of course!*

MARCH

ALAN LADD
SHELLEY WINTER

SASKATCHEWAN

COLOR BY *Technicolor*

with

ROBERT DOUGLAS · J. CARROLL NAISH
HUGH O'BRIAN · RICHARD LONG · ANTONIO MORENO · LOWELL GILMORE

Directed by RAOUL WALSH · Story and Screenplay by GIL DOUD · Produced by AARON ROSENBERG

Universal-International

Four CinemaScope Pix Included In Fox Releases Through March

20th Century-Fox will release nine major productions, of which four were filmed in CinemaScope and seven in Technicolor, between December and March, the company has revealed. Plans call for the releasing of one CinemaScope film per month during the period as well as the issuing of the first four Leonard Goldstein Panoramic Productions.

December releases include: "Beneath the 12-Mile Reef," CinemaScope-Technicolor, produced by Robert Bassler; directed by Robert Webb; starring Robert Wagner and Terry Moore; "Man Crazy," produced and written by Sidney Harmon and Philip Yordan; directed by Irving Lerner; starring Neville Brand and Christine White; "Man in the Attic," a Panoramic Production; executive producer, Goldstein; produced by Robert L. Jacks; directed by Hugo Fregonese; starring Jack Palance and Constance Smith.

Other Films Set

For January release are: "King of the Khyber Rifles," CinemaScope-Technicolor, produced by Frank P. Rosenberg; directed by Henry King; starring Tyrone Power and Terry Moore; "Three Young Texans," Technicolor, a Panoramic Production; produced by Goldstein; directed by Henry Levin; starring Mitzi Gaynor and Jeff Hunter.

In February will come: "Hell and High Water," CinemaScope-Technicolor, produced by Raymond A. Klune; directed by Samuel Fuller; starring Richard Widmark and Bella Darvi; "The Siege at Red River," Technicolor, a Panoramic Production; produced by Goldstein; directed by Rudolph Mate; starring Van Johnson and Joanne Dru.

For March release are: "River of No Return," CinemaScope-Technicolor, produced by Stanley Rubin; directed by Otto Preminger; starring Robert Mitchum and Marilyn Monroe; "Gorilla at Large," Technicolor, both 3-D and 2-D, a Panoramic Production; executive producer, Goldstein; produced by Jacks; directed by Harmon Jones; starring Cameron Mitchell and Anne Bancroft.

Copyrighted Films Listed

WASHINGTON. — Motion pictures, from "Fred Ott's Sneeze," produced in 1894, to films produced in 1949, are listed in catalogs issued by the Library of Congress, the last two volumes of which have just been published.

The catalogs list all films copyrighted during that period, including foreign films registered in the U.S. Much of the information in these volumes has previously been available only after prolonged search in the files of the Copyright Office.

Asks Global Release Deal

A global release deal is being sought by Keki Modi, leading distributor-exhibitor of India, for "Queen of Jhansi," said to be the first Technicolor feature made in India from domestic capital, and the first picture from that land geared for the international market.

Modi said that his film, which has English dialogue and is a spectacle dealing with an historical theme, may be the first of several in a series designed for foreign markets. Modi owns a chain of 28 theatres in India.

RKO's Crown Foresees Steady Foreign Receipts, HigherDollarRemittances

RKO Radio's foreign business for the current year will at least equal last year's mark, while remittances will be greater this year than they have been for the past two years, according to Alfred Crown, foreign manager. Exhibitors have gone "overboard" to play RKO product, the official told the trade press at a conference last week.

Crown, who spoke upon his return from a ten-week overseas tour, most of which was spent in the Far East, attributed the increase in foreign business to the unfreezing of dollars in several countries. Also, he named the co-operation of J. R. Grainger, company president, in giving greater autonomy to the various branches and an "exacting economy program" as other causes of the increased funds.

Morale Kept High

The foreign manager estimated that the company's foreign department had recently saved $750,000 by cutting down on unnecessary prints, communications and entertainment. While changes have been made in managerial staffs, morale has kept high because no one has been hired from outside the company for a top job, he explained.

CinemaScope is a major topic of conversation abroad with exhibitors having come from the entire Far East to a Hong Kong demonstration, he revealed. As for 3-D, foreign theatremen believe that the medium is useful in so far as it helps improve a film rather than for itself, Crown disclosed.

Second Book Of Stories By Ornstein Of M-G-M

William Ornstein, M-G-M home office trade press contact, and author of "Ma and Me," will have a second book published Dec. 15. It is called "Deep Currents" and comprises 25 stories which are listed in four different categories under the following sub-headings: Integrity, Divinity, Diversity, and Affinity. Story Book Press of Dallas, which got out the first collection, also is getting out the new selection which the author has chosen from his numerous works originally appearing in such periodicals as "Prairie Schooner," by the University of Nebraska, "Kansas Magazine," "Tomorrow Magazine," "Decade of Short Stories," "The American Jewish Times Outlook" and "The American Hebrew."



WILLIAM ORNSTEIN

Many of the yarns which make up "Deep Currents" have been cited in Martha Foley's anthology of "Best American Short Stories" over the years. At least two of the stories have been reprinted in literary magazines.

Youngstein Blasts Poor Treatment Of Ad-Pub Men

A searing attack against the "ingratitude, shortsightedness, stupidity and appalling underestimation" that characterizes the film industry's attitude toward its advertising-publicity personnel was delivered last week by Max Youngstein, United Artists vice-president, at the fourth session of the Showmanship School conducted by Associated Motion Picture Advertisers.

Youngstein was scheduled to speak on the distribution and promotion of independent films, but he departed from his assigned subject to let loose his blast. The executive demanded that the industry learn something about its own advertising-publicity set-up.

He castigated what he described as the "whipping boy" approach to ad-pub staffs. This consists of ignoring these people when business is good and blaming them when business is bad, he said. Despite their major contributions to the success of the industry, they are the first people fired in economy waves, he stated.

Sales and promotion executives came in for their share of the attack. Youngstein noted that they "seem to consider it their prerogative to take entire advertising and publicity campaigns and completely destroy them, without offering a single constructive thought of their own."

The UA vice-president summed it up by asking the industry to "get wise to the gold mine it has right under its own roof in its advertising-publicity forces."

Financial Notes

RKO Pictures' Loss

RKO Pictures Corp. and subsidiary companies has reported for the nine months ended Oct. 3, 1953 a net loss of $3,739,113, subject to audit and year-end adjustment, which compares with a loss of $4,777,766 for the same period of 1952. For the quarter the corporation reported a loss of $248,377, as compared with a loss of $1,064,932 for the third quarter of last year.

Trans-Lux Dividend

The Trans-Lux Corp. board has declared a dividend of 15 cents per common share payable Dec. 18 to holders of record Dec. 10. This amount is comparable to the dividend paid for the same period last year.

Republic Payments

A 25 cents per share dividend on preferred stock has been declared by the board of Republic Pictures Corp. payable Jan. 2 to holders of record Dec. 15.

Universal Votes 50 Cents

The board of directors of Universal Pictures Co., Inc., has declared a semi-annual dividend of 50 cents per share and an extra dividend of 25 per share on common stock payable Dec. 22 to holders of record Dec. 12. Also, the directors of Decca Records, Inc., declared a regular quarterly dividend of 17½ cents per share on capital stock payable Dec. 30 to holders of record Dec. 16.

I have seen two more great completed CINEMASCOPE productions

"BENEATH THE 12-MILE REEF"

TECHNICOLOR

In "Beneath the 12-Mile Reef," CinemaScope for the first time takes you under the sea, twenty fathoms down to the domain of the killer-shark and the giant octopus and the manta ray. The marvel of CinemaScope's stereophonic sound engulfs you in excitement you've never known as the CinemaScope anamorphic lens captures a spectacular undersea kingdom in a manner unique to the prowess of CinemaScope.

It is a remarkable human drama, combining a love story centering around Robert Wagner and Terry Moore with a heartwarming father-and-son relationship between Wagner and Gilbert Roland. They evolve as unforgettable themes in a photographic symphony, an entertainment honestly and stirringly acted by its entire cast, superbly produced by Robert Bassler, expertly directed by Robert D. Webb.

It is, too, a breathless adventure in movie-making, filmed entirely on location at Nassau and off the West Coast of Florida in the throbbing heart of the sponge-fishing country.



"KING OF THE KHYBER RIFLES"

TECHNICOLOR

"King of the Khyber Rifles," which stars Tyrone Power, Terry Moore and Michael Rennie, emerges as the first sweeping adventure entertainment in CinemaScope. It transports you to the deserts of India, to the strongholds of the untamed Afridi horsemen, the colorful bazaars of Peshawar, and the terror-filled "Night of the Long Knives" as the hill tribes and Afridi lancers join forces in startling battle scenes.

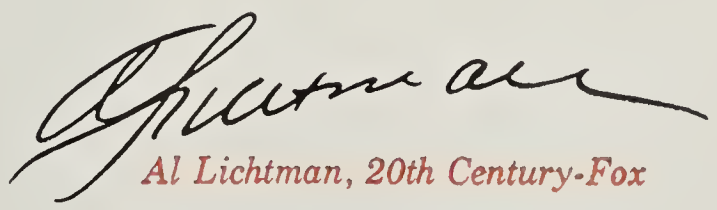
It is a picture that stuns with its tumultuous action, its fabulous fight sequences and panoramic range. Brilliantly painted on the mighty canvas only CinemaScope can provide, "King of the Khyber Rifles" catapults you into the midst of the pomp and glory and the stirring adventures that nourished the perilous course of empire.

There are truly great performances by all the principals and a tender romance between Tyrone Power and Terry Moore. Frank P. Rosenberg has produced "King of the Khyber Rifles" on a grand scale and Henry King has done a masterful job of direction.

"Beneath the 12-Mile Reef" and "King of the Khyber Rifles" are fresh and exciting new experiences in the ever-increasing wonders of the CinemaScope process. Having seen these pictures, far different from each other in story and locale and far different, too, from the themes of the first two CinemaScope presentations, I am convinced that there is absolutely no limit to the versatility and range of this gifted new medium, no end to its qualities of enhancement.

They are in every way outstanding attractions in the glorious tradition of their CinemaScope predecessors, "The Robe" and "How to Marry a Millionaire," which have swept the imaginations of the ticket-buying public and are bringing back in historic fashion large numbers of the audiences which made our industry great. I firmly believe that "Beneath the 12-Mile Reef" and "King of the Khyber Rifles" are destined to bring business in every way comparable to their predecessors.

In the next few weeks, these two productions will have their world premiere engagements at the Roxy and Rivoli theatres, respectively, in New York. I predict that these engagements, and engagements everywhere of "Beneath the 12-Mile Reef" and "King of the Khyber Rifles," will serve to reaffirm the position of CinemaScope as the hallmark of quality that will identify all future productions made in this process.



Al Lichtman, 20th Century-Fox



New Orleans exhibitors meeting with Charles J. Feldman, vice-president and general sales manager of Universal Pictures, include (at table, l. to r.): Joel Bluestone, Arthur Barnett, L. C. Montgomery, C. R. Ost, Universal branch manager, Feldman, Maurice Joseph, Izzy Lazarus and Eddie Stevens. Standing (l. to r.) are: Abe Berenson, Jimmy Howell, Gaston Dureau, E. F. Briwa, Earl Perry, W. F. Ganucheaux, Arthur Schwartz, Page Baker and Ernest A. MacKenna.

Xhibs Shun Shorts Dollars: Morgan

Short subjects and newsreels are a $30,000,000-a-year adjunct to the motion picture business in the U.S. alone, and too many exhibitors in their preoccupation with feature product have completely ignored "the big money-making potential in promotion of the one-and two-reelers," Oscar A. Morgan, Paramount shorts and newsreel sales manager, told the class of the Associated Motion Picture Advertisers Showmanship School at the company's home office prevue theatre this week.

Morgan, lecturing on the subject, "Production, Program Building and Promotion of Shorts and Newsreels," held that the failure of many exhibitors to give short subjects the kind of promotion they deserve amounted to "passing up a gold mine."

He invited the students to submit compositions on the topic, "Why the Exhibitor Should Advertise and Publicize Short Subjects and Newsreels." Morgan said he would suggest to Lige Brien, AMPA head, that the best three or four such compositions, as judged by an AMPA committee, be offered to trade publications for use as feature articles.

Three New Sales Plans For Moropticon-Pola-Lite Equipment, Specs Listed

Newly revamped sales policy of Moropticon-Pola-Lite Co. puts into operation three individual merchandising plans which, according to Al O'Keefe, vice-president in charge of distribution, will make Moropticon more easily available to exhibitors.

O'Keefe said this week that under one plan the company will furnish the exhibitor with a complete Moropticon one-strip 3-D projection system and a contract for 30,000 Pola-Lite viewers in the course of a year at a minimum rate of 2,500 pairs monthly.

Second plan offers the system plus a commitment for 12,000 viewers at the rate of 1,000 pairs monthly for one year, for a payment of $500. Third plan covers a two-year lease of the equipment and no glasses commitment, requiring only a $500 deposit and $62.50 monthly.

The Stanley Warner chain meanwhile became the third major circuit to equip its houses with Moropticon, according to Matthew Fox, chairman of Pola-Lite. The equipment will go into 50 S-W theatres, it was revealed. Other chains which selected this 3-D system earlier are Interstate Theatres, of Texas, and the Malco chain of Tennessee.

Third Talent Show Staged At U-I Studio

"Inside U-I, 1953," Universal-International's own talent show, was staged this week on the studio's big Phantom Stage theatre set. Produced and directed by Estelle Harman, head of the studio talent department, show was the third of these affairs to be put on by U-I's stars and featured players before an audience comprised of studio executives, producers, directors, writers and invited executives of other studios.

Show consisted of musical numbers, scenes from Broadway shows and specially written skits.

Show, a part of U-I's talent development program, serves as a showcase to demonstrate versatile talents. Both previous shows have resulted in players getting exceptionally good breaks in pictures on their own lot as well as on loan-outs.

City's BO Tax Repealed

COLUMBUS, O.—This city's three percent admission tax on theatre tickets costing 50 cents and less will be repealed effective Jan. 1 as a result of a City Council ordinance. Tax reduction, which will not be passed on to theatre patrons, was requested by local theatremen in petitions to the Council. Repeal will benefit neighborhood houses, as downtown theatres charge more than the 50 cent top. The city auditor has estimated that the tax removal will cost the city $35,000 per year.

Two More 3-D Systems Readied

Two new single-film 3-D systems have been announced to the industry this week as coming from the Motion Picture Research Council and Astor 3-D Films, Inc. The Research Council development is still in the testing stage, and it is not yet known whether it is compatible with other systems. The Astor development reportedly is interchangeable with existing processes.

The Research Council has not as yet announced its final recommendation for a single-projector type 3-D system, but it is continuing work on its own development. Supposedly the Council's invention supplies more light to screens than other similar systems, but it is said to be much more bulky than the Nord and Moropticon processes.

The Astor invention, called the "Astor 3-D Single-Camera Optical Unit," was announced by R. M. Savini, president, and John C. Feys, vice-president of the company. System, employing a single film strip and single lens, reportedly can be projected with either one or two projectors.

The Astor camera runs at twice the speed of standard equipment. It is said to give the left eye image first, followed by the right eye image on alternate apertures.

LD Warning To Theatres

The five Bishops on the motion picture committee of the U.S. Bishops have reminded theatres which show films condemned by the Legion of Decency that they "should bear in mind the potential loss of Catholic patronage not only for that attraction but others which follow it in the same theatre." Statement came upon the issuing of the Legion's annual motion picture report. Latter showed that during the year the Legion had condemned only one U.S. film out of 336 reviewed. Group condemned three foreign films out of 47 reviewed, but only eight imports were given full approval.

First Columbia CS Film

Two firsts at Columbia were revealed this week with the announcement that the company will distribute David O. Selznick's "Indiscretion of an American Wife" in the western hemisphere and produce its first CinemaScope film, "The Pleasure Is All Mine," a Technicolor musical starring Betty Grable and Jack Lemmon. "Indiscretion" marks Selznick's first association with Columbia.

Telemeter Preem Press Confab



At a press interview preceding the debut of Telemeter subscription TV system in Palm Springs, Calif., are (l. to r.): Carl Leserman, Telemeter prexy; Barney Balaban, Paramount head; Paul Raibourn, Y. Frank Freeman, Samuel Goldwyn, Don Hartman, Louis Ridenour and Paul MacNamara.

Staff Reviews

(*Continued from page 8*)

"Terror Street" is a fair melodrama, lensed in England. The only name in the cast familiar to Americans is that of Dan Duryea. As a thriller, the picture lacks suspense in much of its unreeling and it is Duryea's workmanship that seems to keep the picture moving. It is also Duryea's name which will help sell this in the general market. Story idea started off well and showed a lot of promise but it didn't become the shocker that it could have been.

STORY: Dan Duryea, who is a jet pilot, has 36 hours in London to find out why his wife hasn't been writing him. When he finds his wife, Elsy Albiin, she is dead and it looks like he killed her. Duryea flees, hoping to keep away from the police so he can find the real killer. With th aid of a mission worker, Ann Gudrun, Duryea finds the killer, Eric Pohlmann, who has been blackmailing people and using Duryea's wife as a tool. Duryea then reports to his plane, his 36 hours up, and he looks to a future meeting with Ann.

"The Man From Cairo"

(Lippert) 83 Min.

Cast: George Raft, Gianna Maria Canale, Massimo Serato, Guido Celano, Irene Papas.

Credits: A Michael David Production; Produced by Bernard Luber; Directed by Ray H. Enright; Screen play by Eugene Ling, Philip Stevenson and Janet Stevenson; From a story by Ladislas Fodor.

This George Raft starrer is a slow-moving programmer, which deals with intrigue in Algiers. There is a good story idea here, but the scripters have failed to develop it properly and there are draggy spots throughout the film, which is also confusing at times. Picture will serve to acquaint American film audiences with buxom, beautiful Gianna Maria Canale. Raft delivers the best performance in the picture, handling the action and dramatic sequences well.

STORY: George Raft, adventurer, is mistaken for an American detective helping the French intelligence seek a cache of gold lost in the North African desert during World War II. Guido Celano, who knows Raft, is killed after making a recording that tells who stole the gold. Tracking down the record, Raft finds Celano's girl friend, Irene Papas, dead and the record gone. He is drugged and when he comes to, the police suspect him of Irene's murder. However, he is saved by Gianna Maria Canale, who saw him in Celano's room. Gianna admits to Raft that she and Massimo Serato, her boss, have the record and Raft learns that Alfredo Varelli is the general who gave orders to hide the gold. When Gianna is kidnapped, Raft follows and discovers that Mino Doro has been removing the gold from its hiding place in the form of scrap material. Doro is shot and Raft shares the reward with Varelli and marries Gianna.

"Shadow Man"

(Lippert) 77 Min.

Cast: Cesar Romero, Kay Kendall, Edward Underdown, Victor Maddern, Simone Silva.

Credits: An Anglo Amalgamated Production; Produced by William H. Williams; Directed by Richard Vernon; Screen play by Vernon; Based on Laurence Mynell's novel, "The Creaking Chair."

This is quite a few notches above the average British mystery story. "Shadow Man" has touches that would do justice to any top-notch suspense drama. The script is a pretty well-done affair, so is the casting. Cesar Romero is fine as a Soho district character; Kay Kendall is a beautiful woman and a fine actress, and in the role of the murderer, Victor Maddern turns in an excellent performance and there is some good acting by a shapely young lady, Simone Silva. Although the film will probably get its best response as a programmer in the general market, it must be noted that it is a strong supporter in every sense of the word.

STORY: Cesar Romero, owner of a saloon, is kept under watch by the police. He falls for gambler John Penrose's wife, Kay Kendall. They decide to run away together. However, this is delayed by Simone Silva being found dead in Romero's quarters. Romero asks Victor Maddern, a cripple, to help him hide her body, but they are caught by the police. Romero escapes and hides out until he realizes that Maddern killed Simone and that Kay is in danger. Then he works with Inspector Edward Underdown to capture Maddern.

Foreign Films

"Strange Conduct"

(Athur Davis) FRENCH 84 Min.

Cast: Edwige Feuillere, Simone Simon, Yvonne De-Bray, Suzanne Dehelly Marie-Claire Olivia, Marina De Berg, Lesly Meynard, Dannielle Delorne.

Credits: A. Memnon Films Production; Directed by Jacqueline Audry; Screen play by Colette; Additional dialogue by Pierre Laroche; Based upon the novel "Olivia," by Olivia.

The touchy subject of irregular behavior among the students and teachers at a boarding school for adolescent girls is handled with sensitivity and reserve in this French-language drama. Because the story unfolds leisurely, and boasts only mildly popular cast names, "Strange Conduct" will fare best as a mid-week art house attraction. There is not much visual "dynamite" in the film, thus chances for cashing in on the subject matter for an exploitation run are slight. But class clientele, who know of the stir created in Europe over the novel on which the picture is based, and those familiar with the writings of Colette, novelist who constructed the screen play, will want to see "Strange Conduct."

STORY: Marie-Claire Olivia enrolls in a finishing school run by Edwige Feuillere and Simone Simon. Latter grows jealous when Marie-Claire pays too much attention to Edwige. Simone construes this attention as scandalous and makes a scene. But repentent over her error, she commits suicide. Edwige, who had loved Simone, quits the school, thus breaking the crush Marie-Claire had on her.

"Mistress Of The Mountains"

(Arthur Davis) ITALIAN 90 Min.

Cast: Vivi Gioi, Adriano Rimoldi, Camillo Pilotto, Renato De Carmine, Marisa Mari, Saro Urzi.

Cedits: An Arthur Davis Presentation; Produced by Giorgio Venturini; Directed by Fernando Cerchio; Based on the book by Giovanni Guareschi.

"Mistress of the Mountains," a tragic love story set in the post-war highlands of Northern Italy, is a compelling film that should find good reception from art and foreign film enthusiasts. Picture was based on a novel by Giovanni Guareschi, author of the famous Don Camillo stories, and the priest plays a major role in this film under a slightly changed name. Plot concerns the doomed love affair between an intellectual and an illiterate mountain smuggler. Events are played out against a huge canvas detailing the social and political milieu of the scene. While this causes the film to wander in spots, many of the individual scenes are so fine that audiences shouldn't mind too much.

STORY: When Vivi Gioi comes to teach school in an Italian mountain town, her modernistic ideas make her unpopular with the villagers. She stirs up political rivalries and quarrels with both the civic authorities and the priest. Adriano Rimoldi, an illiterate smuggler, also scorns her teachings, but gradually they fall in love. When Rimoldi is forced to leave the mountains, Vivi follows him. Bearing his child, she returns so that she won't tie him down. He follows her and, learning the truth, he starts out on one last smuggling trip. While running from the police, he slips and falls down a cliff. Both the priest and Vivi are sent for, and the former marries the couple just before Rimoldi dies.

Everybody Who Is Anybody Is Going to the

First Annual

Celebrity Ball

NEW YEAR'S EVE

Sert Room, Waldorf Astoria

MIDNIGHT SUPPER ● *For reservations:*
GALA ENTERTAINMENT ● Women's Committee,
DANCING ● Variety Club Foundation
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"FOREVER

starring

GINGER ROGERS
WILLIAM HOLDEN
PAUL DOUGLAS

with JAMES GLEASON and introducing

PAT CROWLEY

Paul Douglas plays the woman-wise ex-husband.

Ginger Rogers bids for another Academy Award.

William Holden is his dramatic best as the man.

Pat Crowley is the young girl, hungry for love.

Produced by
PAT DUGGAN
Directed by
IRVING RAPPI
Written by
JULIUS J. EPST
and
PHILIP G. EPST
Suggested by
J. M. Barrie's play "ROSA

FEMALE"

Paramount Pictures

IS BOXOFFICE PROOF THAT

"YOU CAN DEPEND ON PARAMOUNT IN 1954 AS YOU DID IN 1953"...

Just a year ago this month Paramount opened "Come Back, Little Sheba" at the Victoria Theatre, New York City, to qualify it for 1953 "Oscar" recognition which it received when Shirley Booth won the Academy Award.

Soon we will open "FOREVER FEMALE" at the Victoria. The picture and the cast are all red-hot contenders for 1954 "Oscars." It is one of the frankest, fiercest love dramas ever filmed. The background is Broadway where two women fight, fang and claw, for one man, pitting *experience against instinct.*

"FOREVER FEMALE" is a tremendous boxoffice property and will be backed by tremendous selling support by Paramount. We urge you to watch all the first engagements.

Industry Eyes Focus On Magnetic Tape Photography Tests, Telemeter

(*Continued from page* 4)

screens of approximately 70 TV sets equipped by Telemeter to receive the picture. For $1.35 a Palm Springs family saw the show in their home, while the Plaza charged $1.20 per admission.

The Telemeter system had made its debut only several hours earlier with the closed-circuit telecast of the Notre Dame-Southern California football game. That match, which was telecast exclusively to the Telemeter-equipped sets, went into the Palm Springs homes for $1.00 per set.

The mechanical aspects of this experiment were also greeted with unanimous praise by those in attendance. The programs went off without a hitch, and reception was reportedly excellent. The telecasts came via a coaxial cable because the FCC has granted no authorization for any pay-as-you-see TV system to come over the air except for test purposes.

The entire operation was set up with the full co-operation and interest on the part of the town's local exhibitor, Earl Strebe, who shared in the Telemeter receipts. The company has disclosed that other exhibitors will be offered participation deals, but the exact terms have not yet been decided upon.

Film companies who would rent product for Telemeter use have also declared it too early to announce definite rental formulas. The general feeling seems to be that it would be jumping the gun to arrive at any definite conclusions on Telemeter or any other box-office video system as the result of this one test area.

Less than 80 sets are equipped with the Telemeter attachment in the town, and, too, Palm Springs is not considered an average middle-class town. It is a wealthy resort area with special tastes. The future of Telemeter and what it means to the average exhibitor should be better learned when the system is put into operation in Burbank and Glendale, Cal.

Await Next Tests

These Hollywood suburbs, which are the next two localities slated to get the process, are more typical of the average American town. Also, there will be more sets in use by that time, and a clearer picture should emerge of the status of Telemeter and subscription TV in general.

A three-month waiting period in which he can study the reaction to box office video was asked for by Barney Balaban, president of Paramount Pictures, which has a 50 per-cent interest in Telemeter. He promised to make further announcements concerning company policy at that time.

The possibilities of the system were presented in a highly optimistic vein by Balaban and other Telemeter officials at a press conference which preceded the showings. A potential audience exceeding the present 400,000 sets found in the country's 220 community TV areas was seen as making extravagant ideas possible.

A Telemeter brochure lists the possibility of the world premiere of a $5,000,000 movie getting back its production cost on the very first night. Other possibilities named include a $250,000 gross for the opening night of a Broadway play and the grossing of $25,000,000 by a World Series at 50 cents per game.

Carl Leserman, executive vice-president of International Telemeter, advised theatre owners who have been blaming TV for their troubles to keep watching the Palm Springs project. He declared that he sees first-run movies shown on home TV sets as the answer to their problem.

Another definite statement came from Samuel Goldwyn, who stated that he had been sure of the inevitability of subscription TV for years. He added that "if some exhibitors go out of business, let them remember that so have some producers."

Others not quite so positive about the future of Telemeter or any form of subscription TV have found many questions that still remain to be answered. The major point of which no one can be certain as yet is whether or not the nation will pay to see TV entertainment when it can see so much for nothing.

Another bugaboo is the problem of the size of the TV screen. The current trend toward wide screens and new dimensions has not yet found its video answer, even in a 21″ screen, and it is seen doubtful that it ever will.

Competing Systems Expected

Also, the question is raised about competing subscription TV systems. At present the Telemeter installation charge is $21.75. Should there be three or four such systems in operation, each charging installation fees and monthly operating fees, comparable to Telemeter's $3 or $4 minimum charge, the public would not know which way to turn.

It seems unlikely that the average home-viewer would install all the systems because of the mounting charges. Yet, should he choose one and not the other, he would be missing a great many films that he might want to see.

Meanwhile, the Telemeter plan is continuing to operate in the Palm Springs locale. Although the celebrities and press representatives have returned to their home bases, the flow of films has continued into Palm Springs homes.

Other pictures shown during the initial week included United Artists' "The Moon is Blue," Allied Artists' "Tangier Incident" and Warner Bros.' "I Confess." Prices have varied for the different films.

The mechanical operation employs a coin box about the size of a six inch cube, which is attached to the TV set. The price of the program is shown in an opening, and as the fee is paid, the balance is continually reported. If a persons inserts too much money, he gets credit towards the next show.

The coin box is periodically changed, and at that time adjustments are made. Another feature of the system is the response button that is placed on each set. This allows the viewer to answer telecast questions with either a "yes" or "no."

The responses are automatically registered within a certain time limit on paper found within the coin box.

Tornado Ravages Theatre

VICKSBURG, MISS.—A tornado caused the Saenger Theatre to collapse last weekend, killing five persons, including three children. At the time of the disaster there were 73 persons inside the house, 35 of whom were children.

Washington Briefs

Census Survey Prepared

A limited film theatre survey will be undertaken by the Census Bureau as part of an annual service trade survey to determine receipts and other information. Notice of the proposal was published in the Federal Register, where it was revealed that the survey would get underway some time next month. It was at first intended to survey all film theatres, but because of a lack of funds a "sampling" method will be used.

Theatres will be selected for questioning through a "sample design on the basis of their volume of receipts and location in Census sample areas." Aside from annual receipts, theatres will be asked to supply information on number of admissions, seating capacity and taxes paid. Census claims this effort will provide "the only continuing source of basic information" in the film industry.

Fox Extension Granted

Twentieth Century-Fox will be given a further extension of divestiture time, according to Justice Department officials. Company was given originally two years to divest itself of 105 theatres and five properties. Later it was granted one six-month extension, and the current one brings the deadline up to June 7, 1954. It is claimed that 80 theatres and five properties have already been sold.

Damage Suit Settled

The long-standing Leonard Lea injunction and damage suit against the eight majors has been settled out of court, and Federal District Court Judge Tamm has discharged the jury. The lawyers are scheduled to present their written agreement to the court Dec. 21. Lea has already been granted the right to bid for first runs for his two Danville, Va., houses.

FTC Okays New SIMPP

With the filing of organization papers as demanded by law, the Independent Motion Picture Export Association, newly formed film export body of the Society of Independent Motion Picture Producers, has received the conditional blessing of the Federal Trade Commission. Although conditional, it was the most definite approval possible under the Export Trade Act.

NARTB Blasts Ban Ease

The National Association of Radio and Television Broadcasters has protested the ban on unrestricted football telecasting, claiming that it will hurt rather than help the game. The NARTB sports committee sent a wire to the TV committee of the National Collegiate Athletic Association calling the ban "contrary to the public interest."

The Army Ties In

Parades, Lobby Attractions Cement "High Ground" Runs

Co-operation from the U. S. Army has permitted exhibitors to arrange many unusual and effective exploitation stunts for runs of M-G-M's "Take the High Ground!" Theatres playing the film, which describes life in an Army training camp, have ballied it via Army jeep parades, band concerts, equipment displays and other service-inspired ideas.

The parade of Army jeeps was part of a larger cavalcade designed to boost the film's run at the Loew's Poli, Hartford. A sound truck, 10 M.P.'s on Army motorcycles, a police escort and Miss Connecticut of 1953 joined in the parade, arranged with the help of the U. S. Army and the Ford Motor Co.

Copy on the vehicles proclaimed the fact that "The U. S. Army Salutes 'Take The High Ground!'" Sign gave full credit to the playdate. The parade and the film received a further assist from stories placed in the Hartford "Times" and "Courant" by the Army, while additional publicity was netted on the local radio stations.

Also, 25 Army "A" boards were posted at various locations in the area. The boards carried copy similar to that used in the parade, with the engagement getting a major share of the space. Sign further advised viewers to "Join the U. S. Army."

A full-scale campaign was put on by the Paramount Theatre, Des Moines, for its run of the Ansco Color feature. Opening night activities included a one-hour concert played in front of the theatre by the Hawkeye Rangers, state's champion drum and bugle corps. Dressed in colorful outfits, the bandsmen attracted huge crowds to the theatre.

Other street bally included the distribution of more than 500 heralds to pedestrians by a lovely young lady seated in the back seat of a Mercury convertible promoted from a car-dealer. In addition to playdate credits, copy on the car read that Mercury is "the car that Elaine Stewart loves to ride in."

Theatre's chief of service, Elmo Weidman, performed a "Sad Sack" routine for the amusement of passers-by on several of the town's busiest streets. Stunt, while attracting attention to the engagement, further played up the Army motif of the picture.

An Army recruiting and equipment display was set up in the lobby of the theatre for one week in advance of the opening and continuing through the first five days of the engagement. Equipment contained many of the items that the patrons saw being used in the feature.

For a New England regional premiere of the film at the M&D Theatres, Middletown, Conn., numerous breaks were garnered in the area's dailies when the film was tied up with Homecoming week-end activities honoring Middletown's Arthur J. Connell, American Legion national commander. Celebrities participating in the event included Edward G. Robinson and Conrad Nagel.

Book Stores Lite "Nights"

Four major book shops in the metropolitan area have created window displays plugging the run of RKO Radio's "Decameron Nights" at the Fine Arts Theatre, N. Y. C. Stills from the Technicolor production and hand-lettered cards giving playdate credits have been used by Doubleday's, Marboro, Gotham and Brentano's book shops. Stores are also exploiting their various copies of the Boccaccio classic.

Theatre Fronts, Walking Displays Stretch 'Eternity'

Exhibitor campaigns on runs of Columbia's "From Here to Eternity" have run the gamut from unusual false fronts and street bally devices to the planning of a safety drive derived from the film's title. Latter netted William Bachert of the Star Theatre, Coshocton, Ohio, a $10 fine and an unofficial pat on the back from the town's mayor.

Bachert stenciled 44 intersections in one night with the slogan "Walk Safely, It's Only a Step 'From Here to Eternity.'" The mayor was forced to fine him for violating a city ordinance, but he assured the exhibitor that more than 60 persons had called City Hall to praise the new safety drive. The theatre more than made up the fine in extra grosses.

Possibly an economy record was established by Ted Davidson, manager of the Walter Reade Theatre, Perth Amboy, N. J., who spent a total of $10.05 on an elaborate false front for the feature.

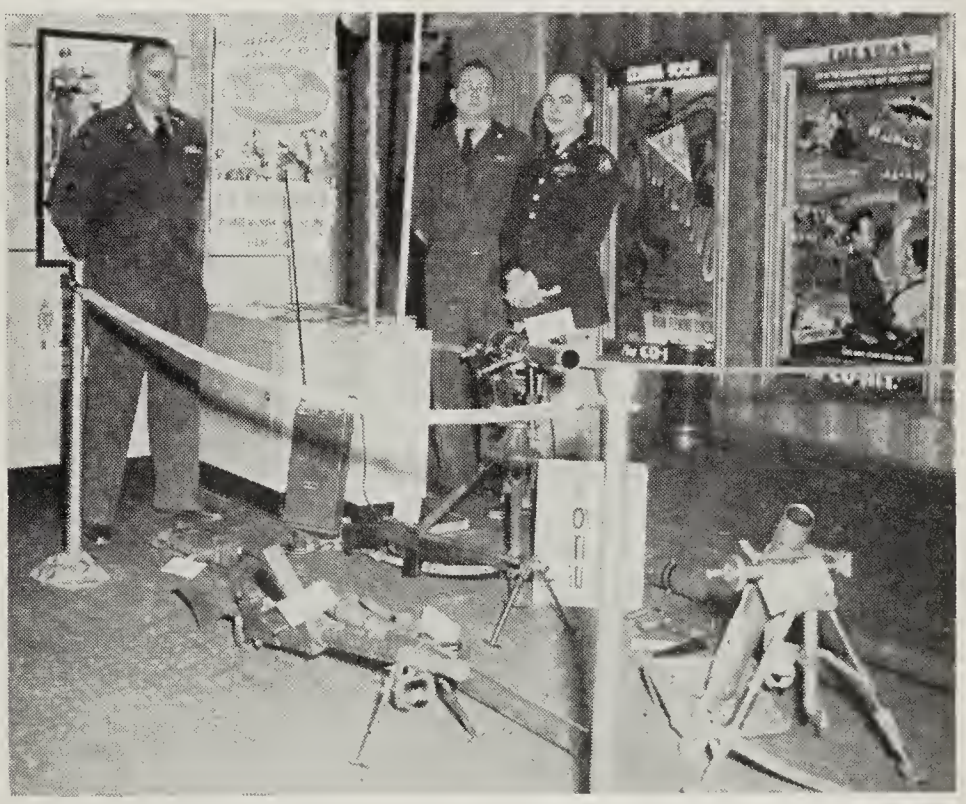
He used a $2.40 24-sheet showing the film's stars stretched across the top of the entrance and a $6.00 set of door panels featuring scenes from the drama.

Remaining $1.65 was spent on a 40x60, used to complete the design. Moreover, Davidson got double use out of the art work by having it placed inside the house before the opening to herald the coming of the playdate.

Street banners and walking book displays were utilized in Asbury Park, N. J., and Saratoga Springs, N. Y., for runs at local Walter Reade houses in those cities. A Saratoga newspaper, in objecting to the banner being used, ran a photo of it in the paper during the engagement, resulting in additional unexpected publicity for the stunt.



Humorous street bally stunt for run of M-G-M's "Take the High Ground!" at the Paramount Theatre, Des Moines, has theatre's chief of service, Elmo Weidman, pretend to be an Army "Sad Sack." Mop in hand, he's washing the street in front of the Paramount to the amusement of the crowd. Sign gives playdate prominent credit.



This Army recruiting and equipment display, manned by service personnel, who answered questions, was placed in the lobby of the Paramount Theatre, Des Moines, for its engagement of M-G-M's "Take the High Ground!" Theatre-goers found many of these same instruments being used in scenes of the feature about life in an Army training camp.

MR. EXHIBITOR!

REPUBLIC HAS WHAT YOU WANT FOR YOUR PROGRAM

GREAT STARS! GREAT TITLES! GREAT STORIES!

TOPS IN AUDIENCE ENTERTAINMENT!

FRANCES LANGFORD
PHIL REGAN
in
I'LL REACH FOR A STAR
Re-edited from
"THE HIT PARADE"

JOHN CARROLL
SUSAN HAYWARD
in
CHANGE OF HEART
Re-edited from
"HIT PARADE OF 1943"
with
GAIL PATRICK
EVE ARDEN

MIDNIGHT MELODY
Re-edited from
"MURDER IN THE MUSIC HALL"
starring
VERA RALSTON
WILLIAM MARSHAL

GALLANT THOROUGHBRED
Re-edited from
"SOMEONE TO REMEMBER"
with
MABEL PAIGE
JOHN CRAVIN
DOROTHY MORRIS

STARS and GUITARS
Re-edited from "BRAZIL"
Co-starring
TITO GUIZAR
VIRGINIA BRUCE
featuring
EDWARD EVERETT HORTON
Guest star
ROY ROGERS

STAND UP AND SING
Re-edited from
"EARL CARROLL'S SKETCHBOOK"
starring
CONSTANCE MOORE
WILLIAM MARSHALL
with BILL GOODWIN

STARDUST and SWEET MUSIC

Re-edited from "CALENDAR GIRL"
starring
JANE FRAZEE
WILLIAM MARSHALL
GAIL PATRICK
KENNY BAKER
VICTOR McLAGLEN

FLAME OF SACRAMENTO

Re-edited from
"IN OLD SACRAMENTO"
starring
WILLIAM ELLIOTT
CONSTANCE MOORE

DENNIS O'KEEFE
CONSTANCE MOORE
in
MOONSTRUCK MELODY

Re-edited from
"EARL CARROLL VANITIES"
featuring
EVE ARDEN

NDERGROUND SPY

Re-edited from
"THE RED MENACE"
with
ROBERT ROCKWELL
HANNE AXMAN
BETTY LOU GERSON

JAMES DUNN
MONA FREEMAN
in
TOUGH GIRL

Re-edited from
"THAT BRENNAN GIRL"
co-starring
WILLIAM MARSHALL
JUNE DuPREZ

WILLIAM ELLIOTT
JOHN CARROLL
CATHERINE McLEOD
in
THE TEXAS UPRISING

Re-edited from "THE FABULOUS TEXAN"
with
ALBERT DEKKER • ANDY DEVINE

LOST PLANET AIRMEN

Re-edited from
"KING OF THE ROCKET MEN"
featuring
TRISTRAM COFFIN
MAY CLARKE

ROMANCE and RHYTHM

Re-edited from "HIT PARADE OF 1941"
starring
KENNY BAKER • FRANCES LANGFORD
HUGH HERBERT • MARY BOLAND
ANN MILLER with PATSY KELLY
PHIL SILVERS • STERLING HOLLOWAY
and featuring BORRAH MINEVITCH and
HIS HARMONICA RASCALS

KING OF THE RACETRACK

Re-edited from Frank Borzage's
"THAT'S MY MAN"
starring
DON AMECHE
CATHERINE McLEOD

ORPORAL DOLAN GOES A·W·O·L.

Re-edited from
"RENDEZVOUS WITH ANNIE"
starring
EDDIE ALBERT
FAY MARLOWE
GAIL PATRICK

VERA RALSTON
in
WINTER SERENADE

Re-edited from "LAKE PLACID SERENADE"
featuring
EUGENE PALLETTE • VERA VAGUE
ROBERT LIVINGSTON • STEPHANIE BACHELOR
Guest Star
ROY ROGERS

CALIFORNIA OUTPOST

Re-edited from "OLD LOS ANGELES"
starring
WILLIAM ELLIOTT
JOHN CARROLL
CATHERINE McLEOD
JOSEPH SCHILDKRAUT

REGIONEWS

ALBANY

Kingsley Ryan, Ausable Forks exhibitor, has announced plans for a 600-seat theatre in Plattsburgh, to be completed by spring. Benton Theatres operate two houses in that city. . . . Schine's Strand in Hudson Falls went to week-end operation. . . . Saul J. Ullman, gen. chairman for Variety Club's Big Brother Drive on behalf of Camp Thacher, has scheduled an AAU boxing tournament in Odd Fellows Hall, Jan. 11 and 12, with out-of-staters among the contestants.

ATLANTA

The Atlanta Variety Club took steps to provide an interim home for abandoned and neglected children here when it offered the Fulton County Juvenile Court the use of a $75,000 dormitory at the club's 20-acre Mountain View Camp in Hapeville, Ga. Announcement was made at the annual dinner at which the following officers for 1954 were installed: A. B. Padgett, chief barker; Harold Speers, 1st asst.; Tom H. Jones, 2nd asst.; Marc Barre, dough guy, Willis Davis, property master. . . . There will be free entertainment one night a week in the Municipal Trailer Park in Punta Gorda, Fla. despite objections of L. V. Desguin, local theatre owner.

Wm. Korasch has drawn plans for a new $100,000 theatre in Opa Locka, Fla., to seat 700. . . . Fred E. Godwin, Wellston Theatre, Warner Robins, Ga., took the $100 prize for his campaign on "Escape From Fort Bravo" in M-G-M's "Lucky 7" showmanship contest. . . . Former Gov. Ellis Arnall has become pres. of a new California organization with offices in Beverly Hills, called Independent Motion Picture Export Assn., described as a subsidiary of SIMPP, which Arnall headed for five years. . . . Victoria Theatre, Algood, Tenn., closed because of bad business; also the Joy, Siluria, Ala. . . . R. A. Davis returned to film row after 10 years as sales representative for



Arthur B. Krim (second from left), pres. of United Artists, concludes a deal in Rome with Angelo Rizzoli (seated), Italy's foremost picture financier and producer, for the joint production of "The Barefoot Contessa" by UA and Rizzoli-Haggiag. Looking on are Joseph L. Mankiewicz (right), who will direct his own screenplay, and Roberto Haggiag, Rizzoli's partner.



Amusement industry representatives met to set up campaign on behalf of Federation of Jewish Philanthropies. L to R (seated): Robert S. Benjamin, United Artists, campaign co-chairman; columnist Leonard Lyons, chairman of industry Federation dinner to take place in Jan.; Harry Brandt, Brandt Theas., over-all chairman; (standing): Harry Kalmine, Stanley-Warner, campaign co-chairman; Ted Cott, NBC, radio industry chairman.

Columbia and will travel Alabama.

Midstate's new colored drive-in at Sanford, Fla., with 200-car capacity, will open about Dec. 15. . . . Palace Theatre, Leesburg, Fla., installed a new panoramic screen. . . . Kenneth S. and Arthur T. Ashworth, owners of Hallendale Drive-In at Hollywood, Fla., are new owners of the Hi-Way Drive-In. . . . E. L. Goodwin opened his new 150-car Shell Drive-In at Apalachicola, Fla. . . . K. P. Ingram is new owner of the 288-car Sky Vue Drive-In at Springville, Ga. . . . Houston Drive-In, Macon, Ga., closed indefinitely. . . . Ed Duncan, owner of the Duncan Theatre, was in town for the state legislature and to book for his theatre. . . . Kuhl Drive-In, Orlando, Fla., undergoing repairs and renovations, which include a new cafeteria snackbar and capacity increase from 600 to 1,000.

Installation of a new panoramic screen has been completed in the Florida Theatre, Sebring, and in L. Z. Henry's Home Theatre, Zephyrhills, Fla. . . Largo Theatre, Largo, Fla., is admitting each woman accompanied by a man for free during Dec. . . . Robt. W. Rounsaville, owner of Radio Station WQXI, was granted a permit to build Atlanta's first commercial TV station in the ultra-high frequency band, and assigned Channel 36. . . . Charlie Webb installed new wide-angle screen and projection equipment in his Bocanita Theatre, Scottsboro, Ala. . . . Kenneth Williams took back the Booker T. Theatre, Knoxville, Tenn., from Peter Stephens. . . . Porter and Lyman closed their Twi Light Drive-In at Jamestown, Tenn. for the winter. So did J. D. Hunziker his Monteagle Drive-In, Monteagle, Tenn.

Robert McVay is new owner of the 250-seat Shawmut Theatre, West Point, Ga. . . . National Theatre Ents. closing their Pix Theatre and Moncrief Drive-In, Jacksonville, Fla. . . . An unattended popcorn machine in the basement of the Capital Theatre, Clarksville, Tenn., was responsible for a $1,200 fire some 40 minutes before the theatre opened. . . . Lawrence B. Prince was appointed mgr. of the Beach Theatre, Jacksonville. . . . The WOMPI's will hold their first Christmas Party at the Variety Club on Dec. 22, at which time they will give away a $100 bill to some lucky guest. . . . The 400-car Palm Drive-In at St. Pete, Fla., was opened by H. J. Knight, theatre owner in Columbus, O. . . . Mrs. W. E. Parker, long-time cashier at the Fain, Leesburg, Fla., was appointed mgr. to succeed Tom W. Willman, who moved over as mgr. of the Palace there. . . . Bill P. Cumbaas, gen. mgr. of MCM Theas., purchased the Priest Theatre Bldg., High Springs, Fla.

BOSTON

Si Fabian, pres. of Stanley-Warner Cinerama Corp., has offered the entire proceeds of the New England premiere of "This Is Cinerama," opening Dec. 30 at the Boston Theatre, to the Jimmy Fund. . . . The Boston Common underground garage for 4,000 cars may finally become a reality, according to Mayor Hynes, who has filed a bill with the legislature for the city to begin building by next summer if private capital cannot do the job. . . . Edward Michaelove has been upped to full salesman at 20th-Fox and will cover Maine and northern N.H., succeeding Johnnie Peckos, who will cover Boston, Mass. and southern N.H., while Stanley Young continues to handle western Mass., R.I. and Vt. . . . Following withdrawal of objections to playing "The Moon Is Blue" at the S-W Broadway Theatre, Lawrence, dist. mgr. Joseph Liss and UA branch mgr. Harry Segal are huddling over dates for opening of the film there.

Tom Duane, who left distribution to become an exec. with Lockwood & Gordon, resigned that office to return to distribution. His future conection will be announced shortly. . . . Daisy Weischel, local publicist, is working on the advance of "Julius Caesar," which opens Xmas night at the Majestic for an extended run. An invitational preview has been set for Dec. 21 to benefit the 100th anniversary celebration of the Boston Public Library. . . . Max Selver resigned as dist. mgr. for Smith Mgmt. His territory has been absorbed by the other dist. mgrs. . . . James Marshall, gen. mgr. of Film Exchange Transfer Co., is in Beth Israel Hospital for observation. . . . Variety's newly elected crew members, namely, Harry Browning, Philip Smith, George Roberts, Meyer Stanzler, Louis Richmond, Michael Redstone, James Marshall, Kenneth Douglass and James Mahoney will convene shorty to select officers for the coming year.

The first distributor-salesman get-together for elimination of the 20% tax, was called by COMPO chairman, James M. Connolly, 20th-Fox branch mgr., with emphasis on activities to get behind the drive. . . . E. M. Loew's Theas. reopened the Watertown Sq. Theatre, also the Strand, Peabody, for

(*Continued on page* 28)

sit down sweetie, you're rockin' the screen!

NO GAL WAS EVER SWEETER AND THE FLEET WAS NEVER FLEETER!

THE GOBS COME IN WITH A WAD OF DOUGH AND BACK A DREAMBOAT IN A BROADWAY SHOW!



JANE POWELL

GORDON MacRAE

"3 SAILORS AND A GIRL"

COLOR BY TECHNICOLOR



Seaful of Songs!

Oceans of Gals & Gags!

WARNER BROS.' HIP-SWINGIEST, IT'S-GOT-EVERYTHINGIEST MUSICAL SHINDIG OF 'EM ALL!

This is one of the ads in the campaign now ready

WITH GENE NELSON SAM LEVENE GEORGE GIVOT · VEDA ANN BORG · AND INTRODUCING JACK E. LEONARD

SCREEN PLAY BY ROLAND KIBBEE & DEVERY FREEMAN · Musical Numbers Staged and Directed by LeRoy Prinz · Musical Direction by Ray Heindorf · PRODUCED BY SAMMY CAHN · DIRECTED BY ROY DEL RUTH

BOSTON (cont'd.)

weekends only. . . . S-W reopened the Capitol, Everett, on a 30¢ top policy, and the Warner, Lynn, recently closed by fire, which has been completely renovated and redecorated with air-conditioning added. Royce Beckman is mgr. of the latter. . . . Russell D. Ordway resigned as dist. mgr. for Lockwood & Gordon in Mass., R.I. and N.H. . . . Sam Pinanski, pres. of American Theas., was reelected pres. of the Hebrew Free Loan Society, which lends money without interest to persons of any creed.

BUFFALO

Billy of Radio Station WGR was elected chief barker of the local Variety Club, succeeding Dewey Michaels. Other 1954 officers are Marvin Jacobs, asst. chief barker; Art Krolick, 2nd asst.; Robert Hayman, treas. for his third term, and Wm. E. J. Martin, secy. for his fourth term. . . . Fire of undetermined origin did $5,000 damage to the Ridge Theatre in Lackawanna. . . . I. H. Read, technician of the Glowmeter Corp., has been placed in charge of the service dept. and will consult with exhibitors on screen problems. . . . Stanley Kositsky, UA branch mgr. was appointed distribution chairman for the annual Christmas Salute to the Will Rogers Memorial Hospital. George McKenna, mgr. of Basil's Lafayette, is exhibitor chairman.

Bert Lapitina, mgr. of the Teck, was host to boys and girls of St. John's Lutheran Orphan Home for a showing of "Martin Luther." . . . 1,500 children from local orphanges will attend the annual Christmas Party sponsored jointly by the Buffalo Evening News and Shea's Buffalo Theatre. . . . Todd Distributing Corp. has leased the offices formerly held by owner Phil Toadaro to Dave Leff for IFE Dist. Corp.

The Ohmann Theatre at Lyons is now closed TW. . . . M. Konczakowski's Senate at Buffalo will play SM-FS. . . . The Cameo at Binghamton, owned by Mecos Theas., will play SM-FS only. . . . James Cranides reopened his Portville Theatre, Portville. . . . Schine's State and West End at Rochester will be closed Monday thru Thursday. . . . Ben Codispoti will close his Belmont Theatre, Belmont, Christmas week. . . . The Acme at Syracuse, owned by Slotnick and Canter, was destroyed by fire. . . . R. D. Canter will reopen his Strand at Marcellus on Christmas after a 10-day closing. . . . The Colonial at Skaneateles will also reopen Christmas.

CHARLOTTE

The Village Theatre, Raleigh, N.C., managed by P. N. Nance, has installed a Miracle Mirror screen. . . . The Colony at Raleigh installed a curved multipurpose screen, also new lighting equipment. J. M. Seago is mgr. . . . Rufus Nease is new mgr. of the State Theatre, Mooresville, N.C. . . . M. W. Knott installed air-conditioning in his Clay Theatre, Clayton, N.C. . . . Ben Nations is erecting a new screen tower, fences and concession stand at his Friendly Drive-In, Lincolnton, N.C.

QUICK SERVICE!

Headquarters for machine and roll MOTION PICTURE TICKETS
Highest Quality Right Prices

KELLER PRINTING CO.
Suite 805, 723 7th Ave., N. Y. C. CI 5-6439



Arnold Picker (center), United Artists foreign distribution chief; Alfred Katz (left) and Samuel Cohen, foreign sales and publicity execs, put finishing touches to plans for the foreign phase of UA's year-long 35th Anniversary sales drive, aimed to boom more than 50 Anniversary releases in every quarter of the globe.

CHICAGO

Schoenstadt Circuit, booking first runs for its ace Picadilly Theatre, had first local showing of "Desperate Moment." . . . Trend of first-runs for outlying theatres is gathering momentum here, with Republic's "Crazy Legs" going into about 30 subsequent runs for first Chicago showing. . . . B&K's Maryland Theatre trying out triple bills again, featuring firstrun "Crazy Legs," "Affair in Monte Carlo" and "Jalopy." . . . Nov. Chicago amsuement tax receipts 11% ahead of Nov. last year. . . . Disney attorneys asking extended run for "Rob Roy."

Bank of America advise they have not released any of their films to the TV trade and do not plan such sales for some time to come. . . . B&K is seeking modification of the Jackson Park decree, with hearing set for Jan. 26. . . . DaLite Co. contend their latest type screens can be used with CinemaScope installations. . . . Manta & Rose's LaPorte Theatre, LaPorte, Ind., and their Tivoli, Michigan City, have received Astrolite screens and stereophonic equipment thru Abbott Theatre Supply. . . . An out-of-court settlement is expected in the DeLuxe Theatre anti-trust case. . . . A. M. VanDyke, 20th-Fox sales mgr., is out of Michael Reese Hospital and convalescing at home.

"Easy To Love" goes into the RKO Grand for extended loop run, opening Dec. 30. . . . Danny Newman, local publicist, joins the M-G-M staff for run of "Julius Caesar," opening Xmas Day at Shubert's Selwyn. A series of school matinees at special rates gets underway Jan. 11. . . . Judge Igoe ruled that "Knights of the Round Table" could have unlimited run but B&K could not play it until State Lake run of "The Robe" was completed. . . . Swift & Co. offering a free short, titled "Snack Time," to outdoor theatres that want to serve franks and other meats. . . . LaRabida Sanatorium, Variety Club charity, to benefit from the $25,000 realized at Willie Shore memorial benefit at Chez Paree Club.

B&K putting on a twin bill at Chicago Theatre, starting Dec. 18, in addition to the usual stage show. The 3-D version of "Kiss Me Kate" opens there Xmas Day. . . . Film company attorneys filed percentage suit against Codo's Lee Theatre, Joliet, Ill. . . . Home Theatre, Sydney, Ill., installed a panoramic screen; also the Cuba at Cuba, Ill. . . . Clifford Orr will build the Harvest Moon Drive-In a half mile south of Gibson City. . . . Charles Avgeri reopened his Hinsdale Theatre, Hinsdale, Ill. . . . Amo Theatre will be turned into a commercial structure. . . . Arcade Theatre was taken over by Nick Chiou, owner of the Charm Theatre. . . . Health Dept. okayed Stereoptics system of cleaning 3-D glasses for re-use.

John Fields is new mgr. at the Shore Theatre and Harry Ruda at the Frolic. Fred Duvon named asst. mgr. of the Clark. . . . The State St. Rialto Theatre property, owned by Atty. Joseph Rosenberg, will be demolished. Theatre closed Dec. 9, marking end of Chicago burlesque and film combination shows. . . . Will Brevall was named public relations director for Cinerama; John Bull made press agent. . . . Since the first of the year, there have been over 268,000 TV set installations in the Chicago territory.

CINCINNATI

Mrs. Samuel Weiss was elected chief barkeress of the newly organized Variety Club Ladies Auxiliary, authorized by Variety Clubs International to replace Variety Wives. Mrs. Herman Hunt is 1st asst.; Mrs. Vance Schwartz, 2nd asst.; Mrs. Manuel Weiss, dough gal, and Mrs. Robert McNabb, secy. The Ladies Auxiliary have two affairs in the offing, a Xmas party for Variety men and ladies Dec. 19 and one for retarded children at the Avon Theatre on Dec. 21. . . . The downtown Western Theatre closed its doors indefinitely due to lack of business. . . . Mrs. Ethel Miles did not renew her lease on the Salem Theatre, Dayton and the house is closing. . . . Sam Levine is planning to keep his Sherwood Drive-In, Dayton, open through Dec. without in-car heaters if the weather doesn't get too rough.

Town Hall Theatre in Lebanon, operated by Ray Law, is getting an overhauling, including a paint job and air-conditioning. . . . The Oak Theatre in Columbus, owned by Ted Pekras, was destroyed by fire. . . . Mrs. Dave Venard, operator of the Venard in Jamestown, O., sold the theatre building at auction. It is doubtful whether the site will be continued as a movie house. . . . Mr. & Mrs. Grant Thomas of the Fayette

(*Continued on page 30*)

Watch These Dates!

Dec. 14-15: St. Louis—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois annual convention —Sheraton Hotel.

1954

Feb. 2-4: Cincinnati — National Drive-In convention—Netherlands Plaza Hotel.

Feb. 2-4: Cincinnati—Independent Theatre Owners of Ohio convention—Netherlands Plaza Hotel.

Feb. 4: New York — Amusement Division, National Conference of Christians and Jews, dinner, Waldorf-Astoria.

Feb. 5-6: Cincinnati—Allied States board meeting—Netherlands-Plaza Hotel.

May 2-7: Washington, D. C.—SMPTE 75th convention—Statler Hotel.

March 22-25: Dallas—Variety Clubs International convention—Adolphus Hotel.

March 28-30: Edgewater Beach, Miss—Allied Theatre Owners of the Gulf States—Edgewater Gulf Hotel.

OUCH!

FOOD
141.4% INCREASE

HOUSE FURNISHINGS
105% INCREASE

APPAREL
99.2% INCREASE

THEATRE EXPENSES
98.9% INCREASE

FUEL
47.6% INCREASE

RENT
42.4% INCREASE



There are quite a few reasons to feel *pain* every time you touch a Cost-of-Living item . . . and find it *hurts* you where it counts . . . in your pocketbook!

The diagnosis of "why". . . can be found in the Bureau of Labor Statistics report . . . showing an increase in your RENT of 42.4%; your FOOD of 141.4%; your APPAREL of 99.2% and your FUEL of 47.6% . . . from 1939 to 1953! By examining the Exhibitors Digest report you'll find a rise of 98.9% in your THEATRE EQUIPMENT and SUPPLIES since 1940! Ample reasons indeed for you to be *hurtin'* in your profits!

You'll feel a *sense of relief* however, when you look at the *negligible increase*, IF ANY, you've received from NSS during this same period!

Compare *all* your costs, with the LOW COST, Service-With-A-Smile Policy of the Prize Baby!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

CINCINNATI (cont'd.)

Theatre, Fayetteville, W. Va., have a new daughter, their second child. . . . Frank Marzetti, owner of the Linden Theatre, Columbus. and also associated with Miles Theatres, has taken over operation of the Indianola in Columbus from H&S Amuse. Co. . . . Jim Herb of Semelroth Circuit in Dayton has resumed routine duties although still under doctor's care. . . . "Money From Home" is scheduled to open in a number of first-run theatres in the teritory, including Cincinnati, on New Year's Eve. . . . Vance Schwartz plans to open Christmas Day with "Julius Caesar," first-run on a reserved seat basis, at his Hyde Park Theatre.

Plans are well under way for the first National Allied Drive-In Theatre Assn. convention, with headqnarters at 1632 Central P'kway, to be held at the Netherlands Plaza Hotel Feb. 2-4. Ruben Shor is convention chairman and Robert F. Morrell, coordinator. . . . Bob Camery, former M-G-M booker, is now on the RKO booking staff. . . . U-I's annual Xmas Party is scheduled for Dec. 14 at the Alms Hotel. . . . Sam Sherman, new U-I office mgr., comes from a similar post in the company's Atlanta, Ga. office. Jimmy Christian continues as head booker. . . . Donna Jean Boudot, born in Sept., is the first grandchild of Gus Boudot, UA office mgr. . . . Joseph Rosen, former Fox branch mgr. here and more recently in Washington, D.C., is now mgr. of the U-I exchange in Detroit, Mich.

DALLAS

Claude C. Ezell, presidential director of International Drive-In Theatre Owners Assn., invited owners and managers of drive-ins from all over the world to the special trade screening of M-G-M's "Fort Bravo" on the newly completed wide aspect 40x80 ft. fiber glass screen at the Buckner Blvd. Drive-In, Dallas, Dec. 16. . . . Texas theatres collected $157,635.12 for the Crippled Children's Fund, sponsored by Texas COMPO, which was presented at a directors' meeting by co-chairmen R. I. Payne of Theatre Ents., and Claude Ezel of Ezell & Associates. A special Oscar will be awarded to the manager whose theatre collected the most, based on seating capacity and potential. Wm. O'Donnell of Interstate Circuit and Lynn Smith, Sr. were appointed co-chaimen for 1954.

DENVER

Variety Tent 37, burned out in a disastrous $50,000 fire several weeks ago, is awaiting settlement from the insurance companies before deciding whether to move or stay in its former location. The lease has three years to run. . . . Al Brandon, who operates a booking and buying agency, has gone to work for Lippert as a salesman covering New Mexico. He will continue to service his booking accounts. . . . Art Goldstein, who recently closed the Ute, Strassburg, Colo., took over the closed World, Denver, and will operate it as a subsequent run. . . . The doorman at one of Fox Inter-Mountain theatres in Missoula, Mont., tells of the woman who left her glasses at home when she came to see "The Robe" because the ad said "You See It Without Glasses."

Jack Hall has been upped from mgr. of the Rainbow, Gt. Falls, Mont., to city mgr. at Caldwell, Idaho for Fox Inter-Mountain. . . . The Webber has started regular daily matinees. House is a neighborhood first run. . . . Dick Smith, mgr. of the Mayan, is recuperating at home from an auto accident in which he was badly bruised and cut, resulting in 50 stitches being taken in one arm. . . . F. A. Bateman, western sales mgr. for Republic, was in for a week-long sales meeting with branch mgr. Gene Gerbase and salesmen Jimmie Ecker and Dick Fulham. . . . Mayer Monsky, Universal branch mgr., went to Los Angeles to attend a company sales meeting.

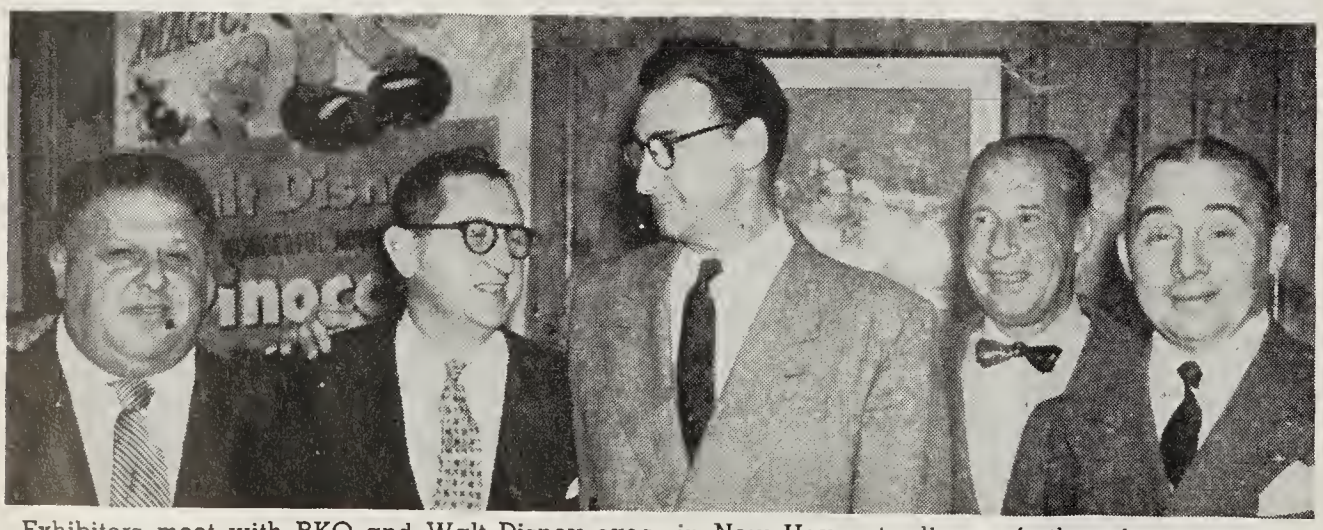


Walter J. Holmes of the Bronx Chamber of Commerce presents prizes to Mrs. Anna Baratz of 155 E. Mosholu Pkwy. for her winning suggestion of "Bainbridge Theatre" to replace the present name of Mosholu. L to R: Stewart Marshall, theatre owner; Mrs. Baratz; Holmes; and Edith Bolte Marshall, co-owner.

DES MOINES

Iowa Attorney General Leo Hoegh, who ruled that bank night was illegal and asked theatres to halt it by Dec. 17 until the matter is finally determined on rehearing, has suggested that theatres in the state might get around the ban by not charging admission on that night. . . . Three theatres in the state have closed during the past few weeks. They are the Iowa, oldest theatre in Fort Madison; the Legion at Sionx Center and the Gem at Ankeny. . . . Fewer shows and an increase in admissions have been announced by Wm. Guthrie, owner of the Dows Theatre in Dows. Schedule was raised to 50¢ for adults and 20¢ for children and there will be four showings a week instead of six. . . . Charles White has taken over management of the Avoca Theatre in Avoca. White is the son-in-law of Howard Brookings, owner of the house.

James M. Wren of the Strand Theatre, Waterloo, won the $250 showmanship prize for his campaign on "Kiss Me Kate" in M-G-M's "Lucky 7" contest. . . .John MacLay closed the Strand in Dubuque for three weeks, taking advantage of the product shortage to fix up the house. . . . Damage from fire which gutted the Grand Theatre in Des Moines recently is estimated at $100,000 by mgr. Ben Kubby. The building is owned by Louis Kahn of Los Angeles. . . . A. F. Palmquist, new owner of the Prim Theatre in Primghar, is now calling the house the Primghar. . . . Free shows are being presented each Saturday afternoon at the Pix in Woodbine by mgr. Al Gardner. Woodbine merchants are co-operating in the venture.



Exhibitors meet with RKO and Walt Disney execs in New Haven to discuss forthcoming campaign on Disney's "Pinocchio," which is being brought back to New England in February. L to R: Bill Vuono, Palace Theatre, Stamford, Conn.; Sid Kleeper, Loew's College, New Haven; Merv Houser, RKO eastern ad-pub dir.; Lou Brown, Loew's New England pub. dir.; Dave Cantor, RKO exploitation mgr.

DETROIT

Fred Sourbeck, longtime mgr. of the downtown Roxy, was named supervisor of Cohen Circuit operations, a new post. Ed Edwards, newcomer to show business, took over at the Roxy. . . . John Eberhard of the Franklin Theatre, Saginaw, was awarded $250 for his campaign on "Escape From Fort Bravo" in M-G-M's "Lucky 7" showmanship contest. . . . Mrs. M. Miller closed the Capac Theatre at Capac, with no present plans for reopening. . . . Shelby Lee is new mgr. of the Strand for Kilbride Circuit, succeeding Walter P. Conlan. . . . Samuel Ackerman, who retired last year after 41 years as owner-operator of the East Side Theatre, was married to Mrs. Freda Goldfarb.

After 28 years in exhibition, Wm. Kentz is planning to dispose of his Lake and Riviera theatres at Port Huron and to convert the now closed Royal at Bay City into a store, to enter the real estate business. . . . The Amo Theatre, closed recently following death of lessee Wm. A. Rennie, will probably be converted to commercial use, says David Flayer, realty owner and former exhibitor. . . . Rumors that the superdeluxe Punch and Judy Theatre in Grosse Point will be converted to department store use remain just rumors, according to mgr. Frank Krueger. . . . Trial of the 5-year-old lawsuit brought by the SIMPP against United Detroit and Cooperative Theatres is

DETROIT (cont'd.)

expected to be set for the spring term in Federal Court.

Thomas A. Funk is resuming active management of the Great Lakes Theatre in addition to serving as administrator of the estate of his late father, Gustave W. Funk. . . . Albert Hefferan is returning to management of the Centnry at Coopersville, which has been operated by John Oatley. House is being redecorated and air-conditioned. . . . Mrs. & Mrs. Carl Jones took over the interest of Mrs. Frank Fralick in the Kingston and Ritz Theatres, Cheboygan, becoming sole owners. . . . Michael J. Chargot converted the former Pinegrove Theatre in Port Huron into a cleaning and pressing plant.

INDIANAPOLIS

Motiograph installed latest stereophonic sound system and projectors in the Mavs Theatre, Lafayette, Ind. . . . Paul S. Merryman, operator of the Lyric at Covington, Ind., recently underwent surgery. . . . The Devon, Francisville, installed a new wide screen. . . . John Roberts was named mgr. of the Voncastle at Greencastle. . . . The Fountain Square Theatre, Indianapolis, installed a Miracle Mirror screen and wide angle lenses. . . . Wm. Carroll, ATOI secy., reports a lively interest among state exhibitors in Box Office Television. . . . Dream Theatre, French Lick, Ind., is installing an Astrolite screen.

LOS ANGELES

Mrs. H. H. Flesher has turned over operation of the Ojai Theatre to H. N. Bowers. . . . John C. Allender has been appointed mgr. of the Grove Theatre in Uplands to succeed Elbert Trapp. . . . John N. Nercesian was appointed IFE sales representative for the Salt Lake and Denver territories. . . . Al Levoy shuttered his Temple Theatre in Glendale and removed all the equipment. Owner of the property plans to re-equip the house and reopen in the near future. . . . The newest drive-in to open in this territory is the La Mirada, owned by John Danz, and features the world's largest outdoor screen.

Construction is under way on a $260,000 remodeling job for the Broadway Theatre, Santa Ana. House suffered considerable damage this year by fire. . . . The long-shut-



Jake Flax, Republic branch mgr. in Washington, D. C., is visited at John Hopkins Hospital, Baltimore, prior to premiere of "Flight Nurse" at Baltimore's Mayfair Theatre. L to R (seated): Capt. Lillian M. Kinkela, technical advisor; Flax; Joan Leslie, who plays the title role; (standing): Richard Simmons, featured player; Milton Green, Republic h.o. exec.; Sam Tabor, sales mgr.; and James V. O'Gara, div. mgr.

FILMS TELEVISED NOV. 28 to DEC. 11

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Angels With Broken Wings	Gilbert Roland	Rep. 6-3-41
Army Girl	Preson Foster	Rep. 7-19-38
Badman's Gold	John Carpenter	UA 7-23-51
Command Performance	Lilli Palmer	
The Crooked Road	Irene Hervey	Rep. 5-15-40
Exiled To Shanghai	Dean Jagger	Rep. 12-13-37
Flying Blind	Richard Arlen	Par. 8-20-41
Gangs of Chicago	Lloyd Nolan	Rep. 5-21-40
The Girl From Mandalay	Conrad Nagel	Rep. 4-14-36
Headin' For Rio Grande	Tex Ritter	Grand Nat. 12-8-36
Heart and Soul	Vittorio De Sica	Crest Films 2-2-51
Hearts in Bondage	James Dunn	Rep. 5-226-36
Homicide For Three	Audrey Long	Rep. 11-30-48
Impact	Brian Donlevy	UA 3-16-49
Joe Palooka in Fighting Mad	Joe Kirkwood	Monog. 1-27-48
Lost Continent	Cesar Romero	Lipp. 8-17-51
Man Bait	George Brent	Lipp. 1-25-52
One Exciting Week	Jerome Cowan	Rep. 6-18-46
Phantom Thunderbolt	Ken Maynard	World Wide Pic. 6-14-33
Pilgrim Lady	Lynn Roberts	Rep. 1-27-47
President's Mystery	Betty Furness	Rep. 9-28-36
Rangers of the Frontier	Tex Ritter	
Remeber Pearl Harbor	Donald Barry	Rep. 8-11-42
Romance On The Run	Patricia Ellis	Rep. 5-12-38
Senor Jim	Conway Tearle	
Showtime	Richard Greene	English Films 5-25-48
Spirit of West Point	Glenn Davis	Film Classics 10-1-47
Stolen Face	Paul Henreid	Lipp. 6-6-52
Summer Storm	Linda Darnell	UA 5-25-44
Things Happen At Night	Gordon Harker	Gordon Films 1-151
Thoroghbreds	Tom Neal	Rep. 12-22-44
Tournament Tempo		
Whispering City	Paul Lukas	E.L. 11-13-47
Zero Hours	Otto Kruger	Rep. 5-2439

tered Larchmont, formerly operated by National Theas., will be reopened shortly by David Rector, who formerly operated the Ebell, Long Beach. . . . Ray Robbins, owner of the Midway, La., has acquired the Victoria Theatre from Carl Young. . . . Gorman Heimueller, Allied Artists Booker, resigned his post to represent a large frozen food organization. . . . The neighborhood Adams has been taken over by Boyd Lowe. . . . Jerry Sheftel was appointed office mgr. for IFE by Alex Cooperman.

Bill Wahl, 20th-Fox salesman, back at his desk after undergoing surgery. . . . Roy Wolf of Paramount Theatres, back in town after attending the wedding of his son in Denver. . . . Fred Tabor, Calipatria exhibitor, became the proud pater of a baby boy. . . . Film Row saddened by the passing of veteran film salesman Cliff Harris of Allied Artists. . . . The 2-year-old son of Ernest Kilpatrick, Paramount booker, was killed in a traffic accident. . . . Max Sinift, who owns the Del Mar and Normandie in L.A., is sporting a new Cadillac convertible. . . . Hospitalized for major surgery was Bill Quinn, formerly of Film Row.

MIAMI

Hal Kopplin, ad head of Wometco, working on world premiere of "The Glenn Miller Story" on Jan. 19 at the Carib, Miami and Miracle theatres. . . . The Gale Theatre is now a first-run house. . . . "Eddie Cantor Story" opens New Years Eve at the Paramount, Beach and Gable with big fanfare. . . . The Colony at Miami Beach reopens Christmas Day. . . . Florida State employees annual Christmas party set for Dec. 15, bathing suits optional, at the home of George C. Hoover, southeastern dist. mgr., who calls home the Casa-de-Sageho. . . . Sid Meyers, co-owner of the Wometco Chain, resting at Worall Hospital after an ear operation.

Employees of Mrs. Edward Claughton have been asked to suggest ideas for bettering the theatres. Most recent prize went to Pat Borton, candy girl at the Royal. . . . Florida State's drive went into its third week with 10 mgrs. getting cash prizes for their efforts. They are Bill Russell, Florida Theatre, Ft. Lauderdale; Fred Lee, Florida in Hollywood; Bob Ancell of the Palms; Bob Battin of the Beach; Jerry Mayburn, Lake in Lake Worth; Ed Heller, Regent; Ralph Puckhaber, Florida; Jack Miller, Shores; Charles Whitaker, Paramount. . . . Peter Seaborn, former asst. mgr. at the Normandy, upped to mgr. of the Embassy. . . . Wometco has a new pitch in Books of Happiness, good for admission or at candy stand. Sell for $1 and covers that are returned give 5¢ to Crippled Children's Hospital.

MILWAUKEE

Lou Elman, distributor chairman, presided at a local COMPO meeting and assigned salesmen theatres to call upon. Also present were Sig Goldberg and Al Kvool, exhibitor chairmen. . . . Dave Ross is back on amusement row as salesman for Universal. . . . Jake Eskin invited all his managers and their wives to the formal presentation of M-G-M's award to Wayne Berkley, city mgr. at Richland Center, for his winning exploitation on "Take the High Ground." . . . Frank M. DeLorenzo, projectionist since 1912, passed away. He was employed at the Alhambra at the time of his death.

Milwaukeeites who went to Marshfield to attend the testimonial in honor of John P. Adler's 45th anniversary in show business were Mr. & Mrs. Wm. Pierce, Savoy Theatre; Ed Johnson, Roosevelt; Ray and Oliver Trampe, Cudahy and Majestic; Ben Marcus, S&M Theas.; Harold Pearson, Wisc. Allied. . . . H. J. Thacher is now mgr. of the Egyptian Theatre here; Kenny Fischer is at the Juneau, replacing Joe Bindell, now at Racine. . . . Louis Orlove, local M-G-M representative, was pictured on the front page of the Green Sheet of the Milwaukee Journal in the act of accepting a U.S. Treasury citation for his efforts in promoting bond sales.

MINNEAPOLIS

A CinemaScope screen has been installed in the Star at Jamestown, N.D., operated by Lake Road Theatre Co. . . . Jim Eschelman, mgr. of the Tower, St. Paul, is putting on a Kiddie Karnival Klub of Fun'' every Saturday morning for 15 weeks. It consists of a serial, cartoon and a western feature and, in addition, a clown from the Ringling Bros. circus, who winter in St. Paul, will conduct contests and stunts for prizes. . . . Allied Artists opened its own shipping and inspection depts., with Harry Max Katz as head shipper. . . . The Lyceum, St. Paul, is blanketing a different section of the city each week with numbered programs of coming attractions and some of the numbers are printed in its daily ads. Those holding lucky programs win tickets to the theatre.

Mike Guttman installed new seating in his Orpheum, Aberdeen, S.D. . . . A projection booth fire routed patrons at Merle Burn's Roxy, Menno, S.D. . . . Holger Peterson has purchased the Justrite, Castlewood, S.D., from Elwyn Kraeger. . . . Don Breilein of the Faust, New Richland, Minn., finally decided to raise his admission prices. . . . Sheldon Grengs, operator of theatres in Wisc., reportedly purchased the Towne, Fargo, N.D. from Gordon Aamoth. . . . Jerry Lavine is the new student booker at Universal. . . . Bud Krohn, head shipper at 20th-Fox, is hospitalized.

NEW HAVEN

Abraham and Frances Bronstein of Hartford announced plans for immediate erection of an 800-car drive-in on Route 5, South Windsor, with completion set for April 1. . . . Fine Arts Theatre Corp., headed by Norman Białek, Robert Spodeck and Leonard Sampson, have leased the Norwalk and Empress theatres, Norwalk, from the T. H. Canty Co. Houses were formerly operated by New England Theas. Circuit. . . . Irving Hillman, mgr. of the Sherman Theatre, New Haven, was named winner of the S-W zone Oct. promotion contest. Other high scorers were Victor Morelli, Manchester city mgr., and Joseph C. Miklos, Embassy, New Britain. . . . The staffs of Warner, UA, U-I, Republic and National Theatre Supply will hold a joint Christmas party at Ceriani's Restaurant, New Haven, Dec. 17.

The 850-seat Art Theatre in Hartford, which reopened in Sept. on a subsequent run schedule, has resumed a first-run art film policy. House is managed by Pat Bucheri. . . . Strand Amuse. Co. has started a new dinnerware deal at the State, Torrington. . . . S-W offered a legit attraction, at $2 top, on a one-night stand schedule, at the Palace, Danbury, and Garde, New London. . . . Morris Alderman resigned as booker for 20th-Fox. . . . The Colonial, Bridgeport, operated by Strand Amuse., relighted on a weekend policy, Fri. thru Sun. . . . Al Schuman, former gen. mgr. of the Hartford Circuit, and Mrs. Schuman moved into a new home at Daytona Beach, Fla. Schuman still has an interest in the circuit.

NEW ORLEANS

Eugene T. Calogne and Jules A. Seven of the Bell Theatre, New Orleans, filed damage suit for $106,495 in Federal Court against United, Paramount, 20th-Fox, RKO, Warner, M-G-M of Texas and Columbia of La. Distributors are charged with violation of anti-trust laws and setting up a system of awarding second-runs to the Rivoli, owned and operated by United Theas. in the same competitive area as the Bell Theatre. . . . The WOMPI's first Christmas charity was a matinee for 130 orphans at Renee Brunett's Imperial Theatre here, where they distributed goodies and dolls to the children. . . . Charles J. Feldman, v.p. and gen. sales mgr. of U-I, was in town in connection with release of "Walking My Baby Back Home" and "The Glenn Miller Story.'' The former opens Christmas Eve at the Joy Theatre.

J. E. Adams and Herbert Ruston opened their new 300-car Forrest Drive-In at Hattiesburg, Miss. . . . Chief Drive-In and the Don Theatre of Natchitoches, La. are now affiliated with Theatre Service. . . . With the Star Theatre, Homer La., closed for good, the building is now being dismantled. . . . Hilltop Theatre, Clinton, Miss., will be closed to Jan. 4 for remodeling. . . . Pal Theatre, Chatham, La., closed because of poor business. . . . The Joy Theatre, Gueydan, La., reopened. . . . Illings Theatre, Ocean Springs, Miss., closed permanently. . . . "Peter Pan'' reopens at the RKO Orpheum Dec. 16 at regular prices.



Home office execs and sales personnel from 10 Columbia Pictures' branches attended the N. Y. regional meeting called by gen. sales mgr. A. Montague. Shown here (l to r): New York (top row)—L. Steisel, salesman; T. Falgitore, office mgr.; S. Trauner, branch mgr.; M. Fraum, J. Weinisch, salesmen. Boston—(center)—S. Simons, J. Finn, F. Bragdon, salesmen; H. Rogovin, div. mgr.; A. Berry, office mgr.; C. Myshrall, salesman; T. O'Brien, branch mgr. Washington (bottom)—S. Galanty, div. mgr.; C. Wingfield, M. Kutzer, salesmen; F. Sapperstein, office mgr.; J. Whiteside, J. Jackter, salesmen; B. Caplon, branch mgr.

NEW YORK

RKO Theatres sold its 1,700-seat Orpheum Theatre, Brooklyn, and its 1,500-seat Proctor's 125th St. in Manhattan this week. Both theatres are scheduled to be converted to non-theatrical uses. A circuit spokesman explained that the sales were decided upon because both houses are very old and in neighborhoods that have under-gone changes. Therefore, the houses no longer justified operation.

More than $10,000 in door prizes have already been donated for the Celebrity Ball, the New Year's Eve party in the Sert Room of the Waldorf, sponsored by the Women's Committee of the Variety Club Foundation to Combat Epilepsy, with headquarters at 140 W. 58th St. Mrs. Howard Kolbert and Mrs. Edward Rubin, co-chairladies of the Prize Committee, expect to more than double this list and will have special table gifts for all. . . . Paramount's annual employees Christmas Party will be held the afternoon of Dec. 24 in the North-East Ballroom of the Hotel Astor, according to Charles Hikey, pres. of the Paramount Pictures Club.

"The Eddie Cantor Story'' will have a reserved seat premiere Dec. 23 at the Paramount Theatre under sponsorship of the Educational Alliance Alumni Ass'n and the Eddie Cantor Camp Committee. Regular engagement begins at the Paramount Dec. 25, two days after the gala premiere.

OMAHA

J. Robert Hoff, theatre equipment exec., was elected chief barker of the Omaha Variety Club. Other new officers are Max Rosenblatt, 1st asst.; Iz Weiner, 2nd asst.; Iz Sokoloff, dough gny, and Wm. Barker, property master. Elected crew members were Wm. Miskell, Fred Fejfar, Pat Halloran, Don Hammond, Virgil Sharpe and Joe Jacobs. Hoff announced that the Club's 1954 project will be the Omaha Opportunity Center. . . . Wayne Sweeney of the State Theatre, Omaha, won the $500 in M-G-M's "Lucky 7'' showmanship contest on "Kiss Me Kate.''

PHILADELPHIA

As word spread that a garage was to be built on the site of the Aldine Theatre, sold by Warners last July to the Sley System, and protests poured into City Hall, Harry Sley changed his plans and decided to



Wayne Berkley, mgr. of the Richland and Eskin theatres in Richland Center, Wis., receives congratulations upon winning M-G-M's $100 award for his campaign on "Take the High Ground." L to R: Harry Karp, film buyer, Eskin Theas.; Louis Orlove, M-G-M field rep.; Armin Wirth, mgr., Elroy Theatre, Elroy; Jack Eskin, head of the cicuit; Jerry Barre, mgr., Falls and Avalon theatres, Black River Falls; Berkley; Wayne Wanless, asst. to Berkley; Jim Thiele, mgr., Elaine Theatre, Boscobel; Persh Moyle, mgr., Julian and Al Ringling theatres, Baraboo, and Harry Schlar, M-G-M.

PHILADELPHIA (cont'd.)

keep it as a theatre. It is hoped to open by Christmas with "Julius Caesar," under manager J. J. Manning. . . . Harrowgate Theatre in northeast Philly is being converted to a skating rink by Malcolm Carey. . . . Voters approved Sunday movies in Quakertown by 1089 to 718. There are two movie theatres in Quakertown.

The practice of some theatre owners and managers who re-use 3-D glasses was attacked by Dr. Nathan Torrens of the Penna. Ass'n for the Blind, who said, "too many communicable eye diseases can be transmitted in this manner." . . . The much-discussed "Moon Is Blue" had its local premiere at the Trans Lux Theatre recently. . . . The Inquirer Cooking Show, co-sponsored by Philadelphia Gas Works and Stanley-Warner was held at the Circle and Liberty theatres and at the Logan. It's an hour-long cooking demonstration plus the regular show, all for the same admission price.

PORTLAND-SEATTLE

Top cash award of $500 for the best campaign on "Escape From Fort Bravo" in M-G-M's "Lucky 7" showmanship contest was won by Robert H. Anderson of the Roxy Theatre, Tacoma, Wash. Mrs. Elaine S. George of the Star Theatre, Heppner, Ore., received $100 for her campaign on "Kiss Me Kate." . . . Mr. and Mrs. Charles Nelson are reopening the Winthop Theatre at Twisp, Wash. . . . J. Bidwell, RKO publicist, transferred from Seattle to Denver area. . . . Willard A. Coghlan resigned as mgr. of Seattle's Orpheum. . . . "Kiss Me Kate" will be shown at John Hamriek theatres during the holiday season. . . . Art Adamson of Adamson Circuit was moderator at a special forum session at Berg's Chalet in Portland, where some 40 Oregon exhibitors assembled to hear a detailed report of the recent TOA convention.

Kenneth Kinzer has purchased the Ritz Theatre at Ritzville, Wash., from Mrs. R. C. Irvine. . . . The Olympic, Arlington, Wash., recently changed hands. Andres J. Fish purchased it from G. Compston. . . . CinemaScope has been installed at the Oriental Theatre, Portland. . . . First new Master Life wire-screen to be installed in Oregon is now being used at Egyptian, Portland, reports Wm. Graeper.

PROVIDENCE

The Hope, east side nabe, is featuring "Kiddie Karnival" programs at Saturday matinees. . . . At last count, no less than 17 houses in this city are going after the young fry by giving them a great afternoon's entertainment. . . . The Boro, Route 44, Cranston and Somerset open-airers continue to defy the elements by remaining in operation on a curtailed schedule. . . . E. M. Loew's Theas. reopened the Center Theatre, Pawtucket, and the Olympia, Olneyville. . . . The Castle inaugurated a giveway featuring the New Masters Pictorial Encyclopedia, consisting of 12 volumes.

ST. LOUIS

Loew's State here is converting to CinemaScope and will offer as its first attraction "Knights of the Round Table" on Xmas Day. . . . Sale of the E. I. Drive-In at Charleston, Mo. to Rino Bianchi and Frisina marked the second recent sale of an ozoner by Central Ill. Theatre Co. Bianchi and Frisina announced plans for construction of a 600-car ozoner on Route 16 at Cox Corner, Mo. . . . Tomey Falk, Jack Taylor and associates sold their Okaw Drive-In at Camargo near Tuscola, Ill. to George Barber. . . . The general business outlook in the Tuscola area was altered considerably when the Atomic Energy Commission announced that its plans for a $26,000,000 plant on the Spoon River had been abandoned.

At New Madrid, Mo., the 300-car Midway Drive-In has been equipped with in-car heaters and will operate the year round. Owners are Norvin Garner and H. Poe. . . . The 256-seat Illinois Theatre, Newman, Ill., was reopened by Mrs. R. Welch. It was formerly under management of Mr. & Mrs. Victor E. Reeker. . . . Continental Productions, Inc. has been incorporated here by Meyer Blocker, C. Malone and E. A. Dieckgrafe. . . . Mayor Ray Tucker has indicated that he favors some relaxation of the downtown parking restrictions on Saturdays and non-rush hours of other days. . . Hall Walsh, southern dist. mgr. of Warner, became a grandfather again with the birth of a son to Mrs. Charles Wahlbrink. . . . Caesar Berutt returned to his home in Rolla, Mo., following an operation at St. Mary's Hospital here. . . . Philip P. Hill, mgr. of the Lincoln Theatre, Belleville, Ill., was elected pres. of the Chamber of Commerce of that hustling little city.

Thomas E. Gates took over the 300-seat Lee at New London, Mo., marking the third change in ownership in the past few months. . . . A certificate of incorporation was granted to Crest Productions, Inc., Kansas City, Mo., headed by E. C. Rhoden, Jr., J. P. Wooten and W. B. Adams. . . . At Golden, Ill., the 265-seat Gold Theatre has been reopened under new management. . . . Herman Gorelick, co-owner of Realart of St. L., recently was given the 32nd degree of Masonry Scottish Rite. . . . "The Robe" opened an indefinite run at the Missouri Theatre, Columbia, Mo., recently taken over by Commonwealth. . . . Carter Smalley, operator of the Ritz in Van Buren and Winona Drive-In between Eminence and Bartlett, Mo., is recovering from the illness that recently forced his hospitalization.

Russell Armentrout of Louisville, Mo., recently rounded up 15 of his friends and took them to Quincy, Ill., to build up the blood bank supply at St. Mary's Hospital for the wife of Jimmy Bradford, Columbia salesman. . . . Andy Dietz of Cooperative Theas., who underwent surgery several times in the past year, is paying an occasional visit to his office. . . . Sue Hosier, daughter of Arch Hosier, owner of St. L. Theatre Supply, became the bride of Thomas Benjamin Stolze. . . . COMPO dues have been reduced 25% for 1954. Film salesmen in this area are concentrating on obtaining dues from theatres and pledges for the Will Rogers Hospital fund. . . . A 34 ft. screen has been installed in the 1165-seat Hall Theatre, Columbia, Mo., managed by Homer G. Woods. . . . To curb local juvenile delinquency, the Shawneetown, Ill., City Council adopted a curfew ordinance.

SAN FRANCISCO

Theatres closed and being demolished are the Esquire, Oakland, leased by Blumenfeld Theas. and closed for several months; the Ramona, Walnut Creek, owned by Clarence "Brick" Laws. . . . The building in which the now-closed Broadway, Burlingame, is housed, is up for sale by Fox West Coast. . . . The Chowchilla, Chowchilla, closed because of poor business. . . . Robert Copes, former mgr. for FWC's Redwood, Redwood City, is now working for the circuit in East Bay. Lew Singer, mgr. of the Fox will also manage the Redwood. . . . Elmer Hanks, purchasing agent for FWC of No. Calif., announced his retirement.

FWC moved "The Robe" to its CinemaScope-equipped El Capitan, a neighborhood house. . . . El Rey, also a nabe, owned by Golden State, has completed CinemaScope installation. . . . United Artists took the 3-D equipment from the Orpheum, which is being readied for Cinerama. First picture, "Gun Fury," proved very profitable, according to mgr. Horace Tapper. . . . Columbia is holding a four-day sales meeting here, starting Dec. 14, for western district sales personnel, with Abe Montague from N. Y. presiding. . . . Film Colony Club elected Mary Marquart of M-G-M as its pres. for 1954. . . . John Ford, 62, projectionist member of Local 162 since 1912, most recently with FWC's Cinema, passed away suddenly.

Northern Calif. is having hoodlum trouble with concentration on theatre burglaries. Four men accused of slugging two janitors and robbing the Alexandria Theatre were indicted, and in Merced three members of a gang were arrested who admitted burglaries of 11 theatres, including the Starlite Drive-In, northeast of Merced, from which they carried off a safe containing $318. . . . Robt. L. Lippert held a one-day conference and pep meeting of his circuit managers from El Centro, Calif., to Medford, Ore., with George M. Mann of Mann's Theatre Service as principal speaker, following which Lippert hosted a stag dinner at St. Julian's.

Say Only Indies Can Lick Control

Independents are the only producing organizations remaining in Hollywood in a position to make pictures "without controls, that will appeal to the general public," according to Richard Bartlett and Earle Lyon, partners in Enterprise Cinema Productions, a new and independent filmaking concern.

Bartlett and Lyon, in an interview, explained that in their opinion new ideas for films will come from the independents. They said that on a recent cross-country tour, exhibitors they met influenced their thinking on the type of pictures to produce.

"Dieppe Raid" and "Calliope," their initial two productions, were the result, they added. "Dieppe" deals with the famous 1942 war raid, and singles out an incident concerning seven men, covering 24 hours prior to that encounter.

Shoot Fresh Footage

The producers said the footage will be all freshly shot, including battle scenes. Lyon noted, moreover, that an element of realism is present, despite the lack of stock shots. Lyon produced while Bartlett directed "Dieppe."

Their second film, "Calliope," will be a carnival story, the partners maintained. Associated with Edward Rosslyn, prominent Beverly Hills attorney, Lyon and Bartlett are seeking a major release for "Dieppe."

They asked that exhibitors with questions concerning their productions write them at 8272 Sunset Blvd.

No Pix Plans For LeRoy After He Leaves Metro

Veteran producer-director Mervyn LeRoy announced this week that following completion of his editing on M-G-M's "Rose Marie" he will take an extended rest, with no picture plans set for the future. LeRoy disclosed earlier that he had requested and received his release from the film company, giving as his primary reason a personal desire for an extended rest.

The studio supported his request "with reluctance." LeRoy had said that "three pictures in a row convinced me that it was time I took the long rest and holiday I have been promising myself for years." Besides "Marie," his latest films have been "Million Dollar Mermaid" and "Latin Lovers."

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

From M-G-M comes the news that Charles Vidor will direct and Dudley Nichols write the screen play of "I'll See You Again," which will be adapted from an original story by Dore Schary and produced by the M-G-M studio head. . . . As a starring vehicle for Elizabeth Taylor, Dore Schary has negotiated purchase of "Babylon Revisited," one of F. Scott Fitzgerald's greatest love stories. The motion picture will be filmed against the colorful background of Paris. Richard Brooks will script and direct the feature. Schary also announced that M-G-M will next year make "The Venetian," a dramatic spectacle of Medieval Venice.

* * *

''Duffy of San Quentin,'' starring Louis Hayward, Paul Kelly, Joanne Dru and Maureen O'Sullivan and produced independently by Berman Swarttz and Walter Doniger, will be released by Warner Brothers under a deal just announced last week. . . . Following weeks of preparation, actual filming on "The Big Rainbow,'' RKO's drama in Technicolor starring Jane Russell, Richard Egan and Gilbert Roland, started with the second unit filming under-water sequences off the coast of Kona, Hawaii. Principals and the rest of the cast, together with Producer Harry Tatelman, leave later this month for location shooting.

* * *

Clarence Greene and Russell Rouse will roll their film, "New York Confidential," Jan. 5. Locations will be lensed in New York with interiors at Motion Picture Center. . . . Edward Dmytryk signed to direct 20th Century-Fox's ''Broken Lance,'' the Sol Siegel production, to be filmed in CinemaScope with Spencer Tracy starring. . . . Francis Bateman, Republic's western sales manager, left for Salt Lake City and Denver to confer with the branch managers on the opening of two forthcoming releases.

* * *

Peggy Converse, who has a key role in "Miss Sadie Thompson," has been signed for an important role in ''The Wood Hawk,'' starring Robert Francis and Donna Reed at Columbia. . . . Paramount signed Cary Grant and Alfred Hitchcock for ''Catch A Thief,'' a suspense story planned for 1954 production. "Catch A Thief,'' a novel by David Dodge, had just been purchased by Paramount. John Michael Hayes will write the screen play.

* * *

Continuing their policy of financing independent producers, Republic Pictures has signed contracts with Mickey Rooney Enterprises, which will make "The Mighty Melvin," and with Dudley Pictures Corp. for the making of ''Tobor.'' "The Mighty Melvin," starring Rooney, is a comedy written by Blake Edwards, who also did the screen play. It is scheduled to start in March under the production reins of Maurice Duke, of Mickey Rooney Enterprises. ''Tobor,'' a science fiction story, will be produced by Richard Goldstone, vice-president of the Dudley company. The original is by Carl Dudley and the screen play by Philip McDonald and Richard Goldstone. It will go before the cameras Jan. 5.

* * *

Completion of the first motion picture ever filmed in Haiti was announced by R-K Productions. The film, tentatively entitled ''Treasure of the Untamed,'' stars John Agar and Rosemary Bowe, the latter a Columbia Pictures contractee. It was directed by Joel Judge and is in Pathecolor. R-K Productions is headed by Harry Rybnick and Richard Kay, with Edward Barison and Sam X. Abarbanel also partnered in the project. The film was made without a release. The government of Haiti co-operated with the producing company in the filming and more than 5,000 natives were used in various scenes.

* * *

Paddy Chayefsky, New York playwright and winner of the Sylvania ward as the author of "Marty," judged the best script written directly for television during the past year, is in Hollywood conferring with Harold Hecht and James Hill of Hecht-Lancaster Productions. He will then return to New York to finish the screen play of ''Marty.'' . . . An unproduced comedy play, "Phfft: the Chronicle of a Happy Divorce," has been purchased by Columbia Pictures from George Axelrod, author of the current Broadway hit, "The Seven Year Itch," Columbia executive producer Jerry Wald announced. Axelrod will write the screen play under the supervision of producer Fred Kohlmar. . . . At the same studio, Fred MacMurray will star in ''The Killer Wore A Badge,'' which Jules Schermer will produce and Arnold Laven direct, starting Dec. 21. This will be the picturization of Thomas Walsh's ''Saturday Evening Post'' serial, "The Night Watch."

* * *

At Allied Artists, Producer Lindsley Parsons set an original lumber camp story, "Crashing Timber,'' as a starrer for Barry Sullivan and has completed negotiations with the Mt. Whitney Lumber Co. for use of its logging camp facilities near Johnsondale, in California's High Sierras east of Bakersfield. The screen play written by Warren Douglas will go before the cameras in July.

(*Continued on next page*)



On the set of Warner Bros. "Lucky Me" are (l. to r.): Steve Trilling, exec. asst. to Jack L. Warner, studio vp.; Jack Donohue, director; Eddie Foy, Jr.; Doris Day, star; Warner, and Phil Silvers.

Hollywood Can't Find Enough Talent: Producer Jonie Taps

By Richard Bernstein

"There is no reason for discussion on the motion picture's future—good films are making money. There is always a market for good things," explained Columbia Producer Jonie Taps. After two decades of spotting top songs and producing musical films, Taps still has the "common touch." He buys all the songs and music for all Columbia pictures and his record of selecting top songs is one of the greatest in the business. He is also the man who sees that a song is exploited properly.

Taps does three pictures a year at the studio as a producer. Some of his musical films were "Cruisin' Down The River," "Make Believe Ballroom," "When You're Smiling," "Sunny Side Of The Street," "Rainbow Round My Shoulder," "Sound Off" and "All Ashore."

Uses "Natural" Stars

Critics have pointed out the fact that the stars in Jonie Taps' films are so natural and so human and he explains this with: "we try to make people nice as they are. People go to motion pictures to relax and they want to be entertained."

"You can't stop talent," Taps pointed out in answer to how newcomers become discovered. Another point is that Taps has been the man to bring a lot of talent to the screen. Some of the many are Connee Russell, Billy Daniels, Frankie Laine, Kay Starr, Toni Harper, Jack Smith and the Bell Sisters.

"I personally scout people," the producer revealed. "I can tell that they are movie material when they feel at home with the audience." He also stressed that an entertainer must have "heart."

In the comedy field, a natural comedian, a comic who isn't dependent on his writers, is the man that Taps feels is a good movie bet.

To show his versatility even more, Taps just finished a dramatic film, "The Little Giant," starring Mickey Rooney. This is a story of sports car racing.

Taps has also drawn the production chores on the Betty Grable musical for Columbia, "The Pleasure Is All Mine." This will also have the dance team of Marge and Gower Champion top-lined in it. The film will be made in CinemaScope and will be one of the studio's most elaborate musicals.

Follows Busy Schedule

Taps is one of the busiest producers in Hollywood. He listens to recordings on his private phonograph, catches radio and television performances on special sets and auditions potential screen thrushes on a sound stage especially equipped for that purpose. He is also constantly on the hunt for fresh talent to augment forthcoming Columbia productions.

"We can't find enough talent," he pointed out. He also explained that he wouldn't buy a singer on one hit. He studies their technique and their records—all of their records—and then puts two and two together, and decides if there is a movie future for the person concerned.

Taps graduated from Clark High School in New York City, then spent two years at



JONIE TAPS

Syracuse University. He is the son of David Taps, manager for Irving Berlin. He put in his apprenticeship with Ager-Yellen-Bernstein before joining Shapiro-Bernstein, also publishers, where he stayed 15 years, eventually rising to general manager of the firm.

Taps usually selects standard songs for films; however, when he feels that an original score is needed or a certain number of songs, he calls in the writers which he feels can deliver the goods. He knows every song writer in the country.

As a producer, he believes that the biggest problem in making a film is finding the right story.

As a final note as to why he keeps his "common touch," the judgment of an average layman, he said: "There are many songs that have technical failings, for the hyper-critical musician, songs that otherwise give an overall impression that is thoroughly satisfying to the average listener."

Title Changes

M-G-M: "**Betrayed**" is the new title for "The True and The Brave." (Stars Clark Gable, Lana Turner and Victor Mature; Gottfried Reinhardt directing).

Univ.-Int'l.: "**Creature From Black Lagoon**" is the new title for "Black Lagoon." (Stars Richard Carlson and Julia Adams; William Alland produced).

Allied Artists: "**Loophole**" is the new title for "Off the Record." (Stars Barry Sullivan; Lindsley Parsons produced).

RKO Radio: "**Dangerous Mission**" is the final title for "Rangers of the North." (Stars Victor Mature, Piper Laurie and William Bendix; Irwin Allen produced).

HOLLYWOOD

(*Continued from preceding page*)

Cy Howard is about to make a deal with Alexander Korda to write the screen play of Jules Verne's "Around The World in Eighty Days," in which Korda plans to star Alec Guiness and Fernandel. . . . Republic has purchased the film rights to "High Iron," the Todhunter Ballard novel, and associate producer William J. O'Sullivan has been assigned to it. John Butler will write the screen play. "High Iron" is the story of a cowboy with smoke and iron in his blood who wins recognition as a future railroad tycoon by defeating a mountain outlaw gang's plot to steal a million dollar trainload of silk. . . . Rex Allen's next film, "Home in Texas," will roll at Republic Jan. 5.

* * *

Edward Selzer, head of Warner Bros. Cartoon Studio, after consulting with Jack L. Warner, has definitely set Jan. 4 as the date for resumption of production. The cartoon studio plans to turn out between 25 to 30 cartoons during the ensuing year. . . . Another item from WB is that Jack Warner has signed Laurence Harvey, a top British film personality, for a minimum of six pictures during the next five years. The first will be "The Talisman," the CinemaScope film.

* * *

Cornel Wilde will star in the film version of "The Naked King," a French novel by Albert Ades, which will be produced and directed independently by Albert Lewin in 1954. Lewin, who produced and directed M-G-M's "Saadia," in which Wilde starred, is currently in New York working on the film adaptation of the 30-year-old work. "The Naked King," which deals with the life of a Parisian artist at the turn of the century, will be filmed in its entirety in and around Paris.

* * *

Romulus Films of London will produce three motion pictures primarily for the American market, James Woolf, co-managing director of the British production firm stated last week. In Hollywood for a few weeks, primarily to discuss a releasing deal for "The Good Die Young," recently completed Romulus film which stars Richard Basehart, Gloria Grahame, John Ireland and Laurence Harvey, Woolf is also planning to cast key roles for his forthcoming productions while here. "The Wine of Etna," "The Story of Esther Costello" and "Carrington, V.C." are the three properties which Romulus will put in production in 1954. Woolf also plans to sign two important directors for "Etna" and "Esther Costello" before he returns to London.

* * *

Eugene Frenke and Rene Williams, who will produce a motion picture based on the Charles Shaw novel, "Heaven Knows Mr. Allyson," are concluding negotiations for Kirk Douglas to star. Douglas, currently in Europe, is finalizing contracts with Charles Feldman under the terms of which he will star in the film on a cash basis. The femme lead has been set. Frenke, who acquired exclusive rights to the Shaw novel, has concluded a production deal for the film with William and Elliot Hyman. The film is slated for production next spring on location in the South Pacific and will be lensed in CinemaScope and Technicolor.

Hollywood Production

ALLIED ARTISTS

Shooting

THE FORTY NINERS

Cast: Wild Bill Elliott, Virginia Grey, Henry Morgan, John Doucette, Stanford Jolley, Lane Bradford.

Producer .....Vincent M. Fennelly
Director .....Thomas Carr

Cutting

THE GHOST OF O'LEARY

(Technicolor)

Cast: Yvonne De Carlo, Barry Fitzgerald, David Niven.

Producer ..... Mario Zampi
Director ..... Mario Zampi

PARIS PLAY-BOYS

Cast: Leo Gorcey, Huntz Hall, Veola Vonn, Bernard Gorcey, Bowery Boys.

Producer ..... Ben Schwalb
Director ..... William Beaudine

OFF THE RECORD

(Lindsley Parsons Production)

Cast: Barry Sullivan, Dorothy Malone.

Producer ..... Lindsley Parsons
Director ..... Harold Shuster

ARROW IN THE DUST

(Technicolor)

Cast: Sterling Hayden
Producer .....Hayes Goetz
Director .....Lesley Selander

COLUMBIA

Shooting

THE WOOD-HAWK

(Technicolor)

Cast: Robert Francis, Donna Reed, Phil Carey, May Wynn, Roy Roberts, Jack Kelly, Peggy Converse, Maurice Jara, Frank de Kova, Eugene Iglesias, Stuart Randall, George Keymas.

Producer .....Lewis J. Rachmil
Director .....Phil Karlson

THE BLACK KNIGHT

(Technicolor)
(Warwick Productions)
(Shooting in Madrid)

Cast Alan Ladd.

Porducers .....Irving Allen and A. R. Broccoli
Director .....Tay Garnett

FIRE OVER AFRICA

(Technicolor)
Hemisphere Productions)

Cast: Maureen O'Sullivan, Macdonald Carey, Kieron Moore, Binnie Barnes, Harry Lane, Leonard Sacks, Eric Corris, Bruce Beeby, Meinhart Maur, James Lilburn.

Producer ..... M. J. Frankovich
Director ..... Richard Sale

WATERFRONT

(Horizon Production)

Cast: Marlon Brando, Eva Marie Saint.

Producer .....Sam Spiegel
Director .....Elia Kazan

JUNGLE MAN EATERS

Cast: Johnny Weissmuller, Karin Booth.

Producer .....Sam Katzman
Director .....Lee Sholem

THE WHITE STALLION

Cast: Phil Carey, Dorothy Patrick.

Producer .....Wallace MacDonald
Director .....Fred F. Sears

Cutting

MASSACRE AT MOCCASIN PASS

(Technicolor)

Cast: Phil Carey, Audrey Totter, Charlita.

Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

SARACEN BLADE

(Technicolor)

Cast: Ricardo Montalban, Betta St. John.

Producer ..... Sam Katzman
Director ..... William Castle

THE MAD MAGICIAN

(Edward Small Prod.
for Columbia Release)

Cast: Vincent Price, Mary Murphy, John Emery, Eva Gabor, Donald Randolph, Lenita Lane.

Producer .....Bryan Foy
Director .....John Brahm

BATTLE OF ROGUE RIVER

(Technicolor)
(Esskay Pictures Co.)

Cast: George Montgomery.
Producer .....Sam Katzman
Director .....William Castle

THE MIAMI STORY

Cast: Barry Sullivan, Adele Jergens, Luther Adler, John Baer.

Producer ..... Sam Katzman
Director ..... Fred S. Sears

INDEPENDENT

Shooting

NEW FACES

(CinemaScope) (Eastman Color)

Cast: Ronnie Graham, Eartha Kitt, Robert Clary, Alice Ghostly.

Producer .....Berman Schwartz
Director .....Harry Horner

DUEL IN THE JUNGLE

(Moulin Productions, Technicolor,
Wide-Screen, Shooting in
Johannesburg, So. Africa.)

Cast: Dana Andrews, Jeanne Crain, David Farrar.
Producers .....Marcel Hellman and Tony Owen
Director .....George Marshall..

WITNESS TO MURDER

Cast: Barbara Stanwyck, Gary Merrill, George Sanders.

Producer ..... Chester Erskine
Director ..... Roy Rowland

KERRY DRAKE

(Les Hafner Unit)

Cast: William Lundigan, Arline Judge.

Producer ..... Les Hafner
Director ..... Jack W. Reynolds

TENDER HEARTS

(Hugo Haas Productions)

Cast: Hugo Haas, June Hammerstein, Francesca de Scaffa, Syra Marti, Ken Carlton.

Producer .....Hugo Haas
Director .....Hugo Haas

Cutting

THE SEA DEMON

(Palo Alto Productions)

Cast: Ann Kimbell, Stuart Wade, Wyott Ordung.

Producer ..... Roger Corman
Director ..... Wyott Ordung

RIVER BEAT

(Abtcon Pictures, Shooting in
London, England)

Cast: Phyllis Kirk, John Bentley, Robert Ayres, Leonard White.
Executive
Producer .....Herman Cohen
Producer .....Victor Hanbury
Director .....Guy Green

CONGO KILLER

(Wide Screen)
(Trinity Productions, Shooting at Keywest Studios)

Cast: Myron Healey Karin Booth, Ross Elliot, Ralph Dumke.

Producer ..... Jerry Thomas
Director ..... Seymour Friedman

"GOG"

(Ivan Tors Production)
(Eastman Color)

Cast: Richard Egan, Constance Dowling, Hervert Marshall.

Producer .....Ivan Tors
Director .....Hervert L. Strock

METRO-GOLDWYN-MAYER

Shooting

BEAU BRUMMEL

(Technicolor)
(Shooting in England)

Cast: Elizabeth Taylor, Stewart Granger, Peter Ustinov.

Producer .....Sam Zimbalist
Director .....Curtis Bernhardt

BETRAYED

(Shooting in Holland)

Cast: Clark Gable, Lana Turner, Victure Mature.
Director ..... Gottfried Reinhardt

A BRIDE FOR SEVEN BROTHERS

(Technicolor) (CinemaScope)

Cast: Jane Powell, Howard Keel, Jeff Richards, Rusty Tamblyn, Tommy Ralls, Marc Platt, Matt Mattox, Jacques d'Amboise.

Producer .....Jack Cummings
Director .....Stanley Donen

VALLEY OF THE KINGS

(Eastman Color) (Wide Screen)

Cast: Robert Taylor, Eleanor Parker, Carlos Thompson, Kurt Kaszner, Samia Gamal, Victor Jory.

Director .....Robert Pirosh

Cutting

PANTHER SQUADRON

(Ansco Color)

Cast: Van Johnson, Dewey Martin, Walter Pidgeon, Frank Lovejoy, Keenan Wynn, Louis Calhern.
Producer ..... Henry Berman
Director ..... Andrew Marton

HER TWELVE MEN

(Ansco Color)

Cast: Greer Garson, Robert Ryan, Barry Sullivan, Richard Haydn, James Arness, Rex Thompson, Tim Considine, David Stollery.

Producer .....John Houseman
Director .....Robert Z. Leonard

ROSE MARIE

(Technicolor; CinemaScope)

Cast: Ann Blyth, Howard Keel, Fernando Lamas, Marjorie Main, Bert Lahr, Joan Taylor.

Producer .....Arthur Hornblow, Jr.
Director .....Melvin LeRoy

Paramount Pictures

Shooting

WHITE CHRISTMAS

(Wide Screen, Technicolor)

Cast: Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen, Dean Jagger, Mary Wickes, Percy Helton.

Producer ..... Robert Emmett Dolan
Director ..... Michael Curtiz

ABOUT MRS. LESLIE

Cast: Shirley Booth, Robert Ryan.

Producer ..... Hal Wallis
Director ..... Daniel Mann

LIVING IT UP

(Technicolor) (Wide Screen)

Cast: Dean Martin, Jerry Lewis, Janet Leigh, Fred Clark, Edward Arnold, Sheree North, Walter Baldwin.

Producer ..... Paul Jones
Director ..... Norman Taurog

REAR WINDOW

(Technicolor)

Cast: James Stewart, Grace Kelly, Wendell Corey, Thelma Ritter, Raymond Burr, Sara Berner, Judith Evelyn.

Producer-Director ....Alfred Hitchcock

CONQUEST OF SPACE

(Color) (Wide Screen)

Cast: Eric Fleming, William Redfield, Phil Foster, Ross Martin.

Producer .....George Pal
Director .....Byron Haskin

Cutting

THE ODESSEY OF ULYSSES

(3-D) (Eastman Color)
(Lux Films) (Shooting in Rome)
(For Paramount release)

Cast: Kirk Douglas, Silvana Mangano, Anthony Quinn.

Producer .....Dino DiLaurentis

SABRINA FAIR

(Wide Screen)

Cast: Humphrey Bogart, Audrey Hepburn, William Holden, Walter Hampden, John Williams, Martha Hyer.

Producer-Director ..... Billy Wilder

LEGEND OF THE INCA

(Technicolor) (Wide Screen)

Cast: Charlton Heston, Nicole Maurey, Robert Young, Thomas Mitchell, Yma Sumac, Glenda Farrell, Geraldine Hall.

Producer ..... Mel Epstein
Director ..... Jerry Hopper

RKO RADIO PICTURES

Shooting

SUSAN SLEPT HERE

Cast: Dick Powell, Debbie Reynolds.

Producer .....Harriet Parsons
Director .....Frank Tashlin

Cutting

THE CARNIVAL STORY

(Color)

(King Brothers Production; Shooting Munich)

Cast: Anne Baxter, Steve Cochran, Lyle Bettger, J. C. Flippen, Helene Stanley, George Nader, Sol Solomon.
Producer .....King Brothers
Director .....Kurt Neumann

Hollywood Production

THE FRENCH LINE
(Edmund Grainger Prod.)
(Technicolor)

Cast: Jane Russell, Gilbert Roland, Arthur Hunnicutt, Mary McCarty. Joyce Mackenzie, Craig Stevens, Steve Flagg, Laura Elliott.
Producer .....Edmund Grainger
Director .....Lloyd Bacon

Republic

Shooting

JOHNNY GUITAR
(Trucolor)

Cast: Joan Crawford, Sterling Hayden, Scott Brady, Mercedes MacCambridge, Ward Bond, Ben Cooper, John Carradine, Ernest Borgnine, Royal Dano, Frank Ferguson.
Associate producer ..... Nick Ray
Director ..... Nick Ray

SHANGHAI STORY
Cast: Edmond O'Brien, Ruth Roman.
Associate Producer .....Frank Lloyd
Director .....Frank Lloyd

THE HOT HEIRESS
Cast: Judy Canova, Donald "Red" Barry, Chick Chandler, Grant Withers, Taylor Holmes, Douglas Fowley.
Assoc. Producer .....Sidney Picker
Director .....Charles Lamont

Cutting

THE FORTUNE HUNTER
Cast: John Derek.
Associate producer .....William J. O'Sullivan
Director .....William Witney

GERALDINE
Cast: John Carroll, Mata Powers
Associate Producer.....Sidney Picker
Director .....R. G. Springsteen

LAUGHING ANN
(Technicolor)
(Wilcox-Neagle Production)

Cast: Wendell Corey, Forrest Tucker, Margaret Lockwood.
Producer-Director ....Herbert Wilcox

JUBILEE TRAIL
(Trucolor)

Cast: Vera Ralston, Forrest Tucker, Joan Leslie, Pat O'Brien, Ray Middleton, Buddy Baer, John Russell, Jim Davis, Barton MacLane, Nina Varela, Martin Garralaga.
Associate Producer .....Joseph Kane
Director .....Joseph Kane

20th CENTURY FOX

Shooting

GARDEN OF EVIL
(CinemaScope)
(Shooting in Mexico City)

Cast: Gary Cooper, Susan Hayward, Richard Widmark, Cameron Mitchell, Hugh Marlowe.
Producer .....Charles Brackett
Director .....Henry Hathaway

PRINCESS OF THE NILE
(Panoramic Prod. for 20th Century-Fox release)

Cast: Debra Paget, Jeffrey Hunter, Michael Rennie, Robert Roark, Dona Drake, Michael Ansara.
Producer .....Leonard Goldstein
Director .....Harmon Jones

THE KID FROM OUTER SPACE
(Panoramic Prod. for 20th Century-Fox release)

Cast: Charles Coburn, George Winslow, Spring Byington, Anne Francis.
Producer .....Leonard Goldstein
Director .....Oscar Rudolph

Cutting

WE BELIEVE IN LOVE
(Shooting in Rome)
(CinemaScope) (Technicolor)

Cast: Clifton Webb, Jean Peters, Maggie McNamara, Dorothy McGuire, Louis Jourdan.
Producer .....Sol C. Siegel
Director .....Jean Negulesco

NIGHT PEOPLE
(CinemaScope) (Technicolor)

Cast: Gregory Peck, Rita Gam, Broderick Crawford, Walter Abel. Buddy Ebsen, Casey Adams, Anita Bjork.
Producer .....Nunnally Johnson
Director .....Nunnally Johnson

MAN IN THE ATTIC
(Technicolor) (Panoramic Productions)
(For 20th Century-Fox Release)
(Shooting at RKO-Pathe)

Cast: Constance Smith.
Producer .....Robert Jacks
Director .....Hugo Fregonese

PRINCE VALIANT
(Technicolor; CinemaScope)

Cast: Robert Wagner, Janet Leigh, Debra Paget, James Mason.
Producer .....Robert L. Jacks
Director .....Henry Hathaway

RIVER OF NO RETURN
(Technicolor; CinemaScope)

Cast: Marilyn Monroe, Robert Mitchum, Rory Calhoun, Tommy Rettig.
Producer .....Stanley Rubin
Director .....Otto Preminger

GORILLA AT LARGE
(3-D, Eastman Color)
(Panoramic Prod. for 20th Century-Fox Release)

Cast: Anne Bancroft, Cameron Mitchell, Charlotte Austin, Raymond Burr.
Producer .....Robert Jacks
Director .....Harmon Jones

UNITED ARTISTS

Shooting

AMERICANO
(Moulin Prod.) (Shooting in Brazil)
Cast: Glenn Ford, Arthur Kennedy, Caesar Romero, Sara Montiel.
Producer .....Robert Stillman
Director .....Budd Boetticher

BRONCO APACHE
(Hecht-Lancaster Prod.)
(Technicolor) (Wide Screen)

Cast: Burt Lancaster, Jean Peters, John McIntire, Monte Blue, Charles Buchinski, Walter Sande, Paul Guilfoyle, Phil Van Zandt, Morris Ankrum, David Hoffman, John Dehner, Johnny McGough.
Producer ..... Harold Hecht
Director ..... Robert Aldrich

ADIOS, MY TEXAS
(Edward Small Prod.)
(Wide Screen) (Color)

Cast: George Montgomery, Dorothy Malone, Frank Faylen, Neville Brand, Skip Homeier.
Producer ..... Edward Small
Director ..... Ray Nazarro

Cutting

CAPTAIN KIDD AND THE SLAVE GIRL
(Edward Small Productions)
(Wide Screen, Color)

Cast: Tony Dexter, Eva Gabor, James Seay, Alan Hale, Lyle Talbot, Noel Cravat, Richard Karlan.
Producer ..... Aubrey Wisberg
Jack Pollexfen
Director ..... Lew Landers

RIDERS TO THE STARS
(Eastman Color) (Ivan Tors Prod.)

Cast: William Lundigan, Richard Carlson, Martha Hyer, Herbert Marshall.
Producer .....Ivan Tors
Director .....Richard Carlson

THE LONG WAIT
(Parklane Productions)

Cast: Anthony Quinn, Gene Evans, Charles Coburn, Peggie Castle, Shirley Patterson, Mary Ellen Kay, Pat Orsatti.
Producer ..... Lesser Samuels
Director ..... Victor Saville

Universal International

Shooting

FIREMAN SAVE MY CHILD
Cast: Hugh O'Brien, Buddy Hackett, Spike Jones and Orch., Tom Brown.
Producer .....Howard Christie
Director .....Leslie Goodwins

PLAYGIRL
Cast: Shelley Winters, Barry Sullivan, Gregg Palmer, Richard Long, Colleen Miller.
Producer .....Albert J. Cohen
Director .....Joseph Pevney

Cutting

SASKATCHEWAN
(Shooting in Canada)
(Technicolor)

Cast: Alan Ladd, Shelley Winters, Robert Douglas, J. Carrol Naish, Richard Long, Hugh O'Brian, Antonio Moreno, George Lewis, Jay Silverheels.
Producer .....Aaron Rosenberg
Director .....Raoul Walsh

JOHNNY DARK
Cast: Tony Curtis, Piper Laurie.
Producer .....William Alland
Director .....George Sherman

THE FAR COUNTRY
(Technicolor)
(Shooting in Canada)

Cast: James Stewart, Ruth Roman, Corinne Calvert, Walter Brennan.
Producer .....Aaron Rosenberg
Director .....Anthony Mann

FORT LARAMIE
(Technicolor)

Cast: John Payne, Mari Blanchard, Dan Duryea, Joyce MacKenzie, Barton MacLane.
Producer ..... Ted Richmond
Director .....Jesse Hibbs

TANGANYIKA
(Technicolor)

Cast: Van Heflin, Ruth Roman, Howard Duff, Joe Commodore, Noreen Corcoran, Gregory Marshall, Murray Alper.
Producer ..... Albert J. Cohen
Director ..... Andre de Toth

ECHO CANYON
(Technicolor)

Cast: Joel McCrea, Mari Blanchard, Race Gentry Murvyn Vye, Irving Bacon.
Producer ..... John W. Rogers
Director ..... Jesse Hibbs

WARNER BROS.

Shooting

A STAR IS BORN
(Technicolor) (CinemaScope)

Cast: Judy Garland, James Mason, Jack Carson, Charles Bickford.
Producer ..... Sid Luft
Director ..... George Cukor

LUCKY ME
(CinemaScope) (Warner Color)

Cast: Doris Day, Phil Silvers, Robert Cummings, Nancy Walker, Eddie Foy, Jr.
Producer ..... Henry Blanke
Director ..... Jack Donohue

THE HIGH AND THE MIGHTY
(Wayne-Fellows Production)

Cast: John Wayne, Claire Trevor, Laraine Day, David Brian, Jan Sterling, Doe Avedon, Paul Kelly, Robert Newton, Sidney Blackmer, Paul Fix.
Producer ..... Wayne-Fellows
Director ..... William A. Wellman

RING OF FEAR
(Wayne-Fellows Productions)

Cast: Clyde Beatty, Mickey Spillane, Pat O'Brien, Sean McClory, Jim Arness, Gonzales Gonzales, Karen Sharpe.
Producer ..... Wayne-Fellows
Director ..... James Edward Grant

Cutting

THEM
(3-D) (All Media) (WarnerColor)

Cast: Edmund Gwenn, James Whitmore, James Arness, Joan Weldon.
Producer ..... David Weisbart
Director ..... Gordon Douglas

MURDERS IN THE RUE MORGUE
(WarnerColor, 3-D, All-Media)

Cast: Claude Dauphin, Karl Malden, Steve Forrest.
Producer .....Henry Blanke
Director .....Roy Del Ruth

THE COMMAND
(3-D) (All-Media) (WarnerColor)

Cast: Guy Madison, Joan Weldon, James Whitmore, Harvey Lembeck, Carl Benton Reid, Howard Petrie.
Producer..... David Weisbart
Director .....David Butler

DIAL M FOR MURDER
(3-D) (All-Media) (WarnerColor)

Cast: Ray Milland, Grace Kelly, Robert Cummings, John Williams, Anthony Dawson.
Director .....Alfred Hitchcock

THE BOUNTY HUNTER
(3-D, All-Media, WarnerColor)

Cast: Randolph Scott, Dolores Dorn, Marie Windsor.
Director .....Andre De Toth



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- M. P. DAI

"Excitement and action a-plenty!"
- SHOWMEN'S T.

"Should give okay account of itself!"
- VARIE

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- M. P. HERA

"Hard-hitting suspenseful!
- DAILY VARIE

"Holds attention constantly!"
- FILM DAI

"Solid grosser!"
- HOLLYWOOD REPORT

Another
BIG ONE

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

WS

KOURAS WILL OPPOSE BASTARDIZATION" F CINEMASCOPE

OX OFFERS THEATRES ULL CS FILM SHOWS

NDUSTRY REVENUE VERSEAS CLIMBS O NEW HEIGHTS

OLSOM FORESEES CA COLOR VIDEO N 1955 MARKET

XPECT NEW ADMISH AX REPEAL BILL ON OUSE FLOOR MARCH 1

VIEWS

ages 11, 14, 15, 16

PLOITATION

ages 18, 19

2, No. 12 December 26, 1953

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Merry Xmas— Trying New Year

WHILE some 1,800 theatres are girding for record-breaking runs of CinemaScope features, some 18,000 theatre owners have been experiencing record-breaking lows in receipts, struggling to stay in business in the hope that the New Year will bring better days.

Regardless of new techniques and their box office potential, theatre owners have one important task to perform during the Yuletide season if they are anxious to see a healthier theatre economy in 1954.

During the early part of this fading year, a grass roots tax repeal effort by theatre owners in all sections of the country produced a result with which

(See Page 5)



THE GREAT EVENT THAT USHERS IN M-G-M's 30TH ANNIVERSARY JUBILEE!



M-G-M presents in CINEMASCOPE "KNIGHTS OF THE ROUND TABLE" in Color Magnificence starring ROBERT TAYLOR • AVA GARDNER • MEL FERRER with Anne Crawford • Stanley Baker • Screen Play by Talbot Jennings, Jan Lustig and Noel Langley • Based on Sir Thomas Malory's "Le Morte D'Arthur" Directed by Richard Thorpe Produced by Pandro S. Berman

Soon the World will see M-G-M's FIRST Production in the magic of

CINEMASCOPE IN COLOR MAGNIFICENCE

Knights Of The Round Table

How fitting that this mighty picture marks the start of a great industry celebration "M-G-M's 30TH ANNIVERSARY JUBILEE"!

IMPORTANT ANNOUNCEMEN

by MR. SPYROS P. SKOURAS

President, Twentieth Century-Fox Film Corporation

REGARDING SCREENS FOR PROJECTIO OF CINEMASCOPE PICTURES

WE cannot overemphasize our belief and conviction that CinemaScope is the only remedy to combat the ravages of television at the box office and recapture lost audiences. CinemaScope must be safeguarded to the end that superior entertainment, which is so much needed to attract audiences to theatres again will do what it is capable of doing. CinemaScope is a complete new process engineered to provide a whole new form of entertainment. CinemaScope is not merely a lens, or a screen, or stereophonic sound, or a new size, or a new aspect ratio. CinemaScope involves the proper use of all these components as an entirely new system designed to tell a story in a new and more dramatic fashion.

The results obtained from the first two CinemaScope productions are ample proof of the soundness of our position as to the way CinemaScope should be exhibited. CinemaScope demands a bigger story, more action, whether outdoor or indoor or intimate. It requires more material, for instance when Darryl Zanuck produced the second CinemaScope picture, HOW TO MARRY A MILLIONAIRE, he combined two great Broadway stage plays—THE GREEKS HAD A WORD FOR IT, by Zoe Akins, produced on the stage by William H. Harris, Jr., and LOCO, by Dale Eunson and Katherine Albert. Exhibitors know that the public wants to see only great pictures, and since CinemaScope requires bigger and better pictures, this system represents to the theatre man the answer to the box office drop.

We have conducted many tests on screens other than Astrolite and Miracle Mirror and while we find the manufacturers of these other screens have recently made improvements in their screens to meet our CinemaScope requirements it is our feeling that they have not yet made a reflective screen which will distribute the light evenly over the full theatre area as is accomplished with the Miracle Mirror and Astrolite. The Astrolite and Miracle Mirror screens contribute substantially to this superior entertainment in providing clearer and sharper pictures with improved color brilliancy.

The exhibitor must keep in mind the dramatic qualities of CinemaScope and that the action no longer is restricted to the center but occurs on both sides of the screen as well. Therefore, this coul very disturbing to the theatre patron who does see both sides of the screen with equal brillia While one outstanding picture like THE ROBE have so much appeal as to outweigh this disadvan still in the long run an inadequate screen could a destructive effect on the whole CinemaScope gram. It is comparatively easy to make a sc bright in the center but it is extremely difficul maintain brilliance and effectiveness clear to edges of CinemaScope's enlarged area of effe action.

In order that there will be no misunderstan of our attitude we still feel the Miracle Mirror Astrolite screens are superior in the distributio light equally to all seats in the theatre. Especi is this so in a wide theatre with balcony and angle projection where we are of the definite opi that other screens are not adequate although provements are promised. The Hollywood den strations of CinemaScope were directly respons for providing an entire new market for screen ma facturers and afforded them new opportunitie prosperity, and they were further aided by the nouncement of other producers of their intentio make CinemaScope pictures. We have encoura many screen manufacturers and promised our ful cooperation to improve the quality of their scr to meet the exacting CinemaScope requirements.

The exhibitors in the case of the larger thea of the country have appreciated the importanc a proper screen and there have been installed the larger houses approximately eighteen hund Astrolite or Miracle Mirror screens. As to the la and first run houses, of which nearly all have b equipped with either Miracle Mirror or Astro screens, we must continue to insist that they us screen providing equivalent results for our Cine Scope productions. We are presently concer primarily with the medium sized and small ho Believing that every exhibitor has a responsibi to give his patrons the very best in CinemaSc exhibition we therefore have determined that he forth we will leave to the exhibitor in the case of narrow and small theatre to choose whatever m or type of screen he desires to use.

December 26, 1953
Vol. 32 No. 12

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

the entire industry is familiar . . . and were it not for the stubborn objections of the Treasury Department, an extra dimension would have already been added to every box office in the nation with a 100-cent dollar.

Unfortunately, the campaign did not succeed but that demonstration of strength on the local level is an indication of what the industry can do. Now, with the new session of Congress convening in January, the effort must be made all over again from scratch. Nothing must be taken for granted. Commitments received in behalf of the Mason Bill must virtually be regarded as meaningless with respect to forthcoming tax legislation . . . and the job must be repeated in each community by the local exhibitor. The National Tax Committee of COMPO cannot do this. It can only co-ordinate industry activities and act as spokesman at the formal hearings.

What is the job? It is actually very simple. Congressmen and Senators are at home this time of the year. Each theatre owner should visit his representative and tell his story. Even though the exhibitor did it during the last campaign, he must do it again, remembering that Congressmen will always give sympathetic attention to their constituents.

The exhibitor must tell his representative how many people he employs, the taxes they pay, and the taxes he pays. He must tell them of closed theatres in the state and their effect on local trade and property values; of his problems to re-tool for new techniques; of his increased operating costs and the relationship of his profit or loss to admissions tax collections.

After telling his story to the Congressman, the exhibitor should secure a definite commitment. Oral pledges are inadequate and theatre owners should get written assurances of support for legislation seeking the total elimination of the admissions tax.

There are many questions that yet remain unanswered. Will the tax relief measure be part of an omnibus tax bill? Since the President has stated that he will recommend a *reduction* of all excise taxes generally in his address to Congress in January, will the industry be compelled to settle for partial relief such as halving of the tax or elimination of the excise up to a certain figure?

These are speculations to which no answers can presently be given . . . and which will be met at the proper time. In the meantime, the exhibitor has a top priority job . . . to see his Congressman and ask, as before, for *complete repeal* of this 20 percent gross sales tax. This is no time for compromise.

Once the pledge is received, the information should then be forwarded to the National Tax Committee which will work out strategy for the presentation of the industry's case.

Go to it!

Vice-Versa

When a newspaper releases a rate schedule that puts amusements on a par with other businesses, it makes news. That is why considerable publicity was given to the announcement that the "Bergen Evening Record," a New Jersey newspaper, beginning with the new year, will apply the same contract rate for motion picture advertising as prevails for all other regular display ads.

By this time, many newspapers in various parts of the country are offering the regular retail ad rate to theatres. However, industry information on this subject seems to be woefully lacking . . . and it should not be. That is why THE INDEPENDENT urged an accurate survey of amusement ad rates in '52.

The practice of charging higher rates for amusement ads is a hangover from the days of the itinerant show where the advance man came on and got scads of publicity and the newspaper got limited advertising. Today, the theatres are here to stay and advertise regularly. There are no flash-in-the-pan dealings.

Many of the premium rates are justified by the newspapers on the theory that they devote extra news space to screen publicity. That's really one for the books. As the editor of the "Bergen Evening Record" indicated, movie items should not be published unless they make valid news. We agree—and who is there to deny that movie news boosts circulation? We hope to see the day when an attempt to charge amusements a *premium rate* will make news and not vice-versa.

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CinemaScope 'Bastardization' Will Be Opposed By Skouras

Sypros P. Skouras, president of 20th Century-Fox, insisted this week that he will remain adamant in his determination that CinemaScope must not be "bastardized" by the substitution of inferior materials, at a home office interview with the trade press. The company head spoke upon his return from a three-week trip abroad, where he visited Great Britain and Continenal Europe.



SKOURAS

His company will fight with all its strength "to keep the medium intact," he maintained, because he has "never been so confident" of the need for stereophonic sound and the proper screen. The CinemaScope pioneer argued that he would do a great injustice to the industry if he relaxed his demands.

Everywhere he went he was greeted by foreign theatre owners with the same complaints found in the U. S., he disclosed. European exhibitors wanted to know why they had to use special sound and screen equipment to play films in the anamorphic process. They all complained about the expense of the new medium, Skouras revealed.

Nevertheless, "The Robe" is breaking all grossing records in these same foreign countries, he stated, bringing hosts of new patrons back into the theatres. The film was greeted by a series of gala openings, where it was favorably received by both the "classes and masses," the speaker announced.

The Biblical spectacle has grossed "far beyond everybody's expectations" in such places as Australia, New Zealand, and South Africa, Skouras claimed. Only in France and Germany did some critics complain about the religions subject matter of the film, he stated. In most theatres the film has earned in a few days what the theatre would normally net in several weeks, he added.

The success of the medium depends upons its "perfection and superiority" over regular 2-D films, the executive stated. This superiority would be lost "without light, without sound, without screen." He cited the fact that 6,000 U. S. theatres closed before the introduction of the new process, claiming that CinemaScope could keep theatres alive.

The motion picture industry can have the greatest future it has ever had, he predicted, "provided that it will advance technically and artistically with the demands of the public." The 20th-Fox head referred to Cinerama, which has enjoyed enormons grosses simply because of the technical progress of the medium.

Calls For "Gadgets"

Skouras claimed that his demands for technical superiority have led to U. S. screen manufacturers improving their product to the point that small, narrow theatres can use screens other than Miracle Mirror or Astrolite ones with some assurance of success. Screens have not yet been improved enough for the medium to be shown successfnly with other screens in large theatres, he declared.

"Gadgets" are needed to make motion pictures sell, he announced, citing that fact that he expects to do four times as much business with "Beneath the 12-Mile Reef," a low budget film, because of CinemaScope than he would have done without the new medium. Other CinemaScope films are breaking records wherever played, he added.

The studios still do not know the best way to use stereophonic sound, Skouras stated, although he thought it was used to best advantage in "The Robe." He assured the press that this technical know-how would be developed shortly. Meanwhile, he will remain staunch against "everything that will not give superior entertainment," he declared.

Skouras revealed that he returned to this country with about 25 to 40 foreign production deals in his pocket. These films will be made abroad by foreign producers in 1954, he explained. As for theatres, he estimated that by the end of May from 350 to 500 theatres will be equipped in England and from 500 to 750 in Continental Europe.

(*Continued on page* 26)

Fox Offers Theatres Full CS Film Shows

An attempt to bring the individual exhibitor into closer identification with the product shown on his screen is being made by 20th Century-Fox through establishment of a complete CinemaScope program for theatres, it was pointed out over the weekend by Charles Einfeld, 20th-Fox vice-president.

The program, Einfeld disclosed, consisting of a newsreel clip running from three and one-half to four minutes, a "suitable number" of CinemaScope short subject, plus a spoken commentary, will be offered with each of the company's new features in the wide, curved screen process.

Program is being established to add something new to the method of presenting motion pictures to audiences, Einfeld said. By coupling special shorts with the news clip, which is designed to show up-to-date CinemaScope developments, the company hopes to add something "newer and bigger" in the way of entertainment to surround the CinemaScope feature, Einfeld added.

The film clips, he said, can be inserted at the close of regular newsreels and preceding a CinemaScope feature. After showing the clips, the screen darkens and a voice welcomes the viewer to the CinemaScope presentations. The voice record runs for approximately 65 seconds, Einfeld noted.

The vice-president emphasized that his company, by instituting this special program, was not trying to usurp the individual exhibitor's prerogative of booking whatever short subjects he desires. He said, rather, that the program is being offered only as a suggestion.

Following Einfeld's talk, a demonstration was given of one typical CinemaScope program. Exhibited were the newsreel clip, a short entitled "Vesuvius Express," another short featuring a performance of the final movement from Tchaikovsky's Fourth Symphony, the voice reel, and the opening titles for "The Robe." Program, however, is being offered for runs of "Beneath The 12-Mile Reef," Einfeld noted.

Industry Revenue Abroad Reaches New Heights

The industry's foreign revenues will reach a record $200,000,000 this year with a five or 10 percent decrease seen for next year, according to Eric A. Johnston, president of the Motion Picture Association of America. This year's high will be caused in part by the unfreezing of blocked funds in Brazil and Japan, the executive told the trade press this week.

A decrease in 1954 was seen probable because American dollars should be more difficult to obtain then, Johnston told reporters following his Town Hall speech on "The Future of the Motion Picture." He stressed that earnings will most likely increase next year despite the revenue cut.

The current year's figure represents a 10 to 15 precent increase over 1952. Of the total, from $150,000,000 to $160,000,000 was received in cash and the rest used by American companies to pay foreign expenses, he estimated.

In his Town Hall speech, Johnston predicted that the magnetic tape recently demonstrated by RCA would revolutionize certain phases of the industry. As for all new techniques, he said that the public would have to choose for itself the methods it preferred.

Warner Bros. Pictures Lists $1,575,000 Profit

Warner Bros. Pictures, Inc., which was re-organized Feb. 28, has announced a consolidated profit of $1,575,000, equivalent to 63 cents per share, for the first six months, ended Aug. 31. Income for the period amounted to $36,238,435, according to the company's annual financial report, while costs and expenses totaled to $32,162,980. Provisions for taxes and contingent liabilities amounted to $2,500,000.

The combined net profit for the year, which included those portions of the old company not transferred to the new theatre company, was listed as $2,908,000, as against $7,085,000 for the old company of one year ago.

The company declared a dividend of 30 cents per share payable Feb. 5, to holders of record Jan. 15.

Dividends For Year Drop From 21 To 16 Millions

WASHINGTON.—Film industry publicly declared dividends for the first 11 months of 1953 dropped to $16,519,000, from a high of $21,509,000 for the same period of the previous year, it was revealed by the Department of Commerce last week. November dividends, amounting to $1,018,000, were way ahead of last year's $104,000 reported for the same month.

Shifting of Columbia and Warner Bros. dividend months accounted for the November rise, the report explained. Warner Bros. paid in October last year, while Columbia paid its common stock dividends in December. The Warner dividend amounted to $742,000 of the total this year, while Columbia paid $237,000. Loew's Boston Theatres paid $39,000 in November of both years.

Folsom Foresees RCA Color TV On 1955 Market

The Radio Corporation of America will require at least one year's work before it is ready to mass produce color television sets, according to Frank M. Folsom, president. His comments came last week following the FCC approval of the compatible color TV system advocated by his company. Also praising the FCC decision was David Sarnoff, RCA board chairman.

The new system will go into effect by early February, 30 days after publication in the Federal Register. It replaces the non-compatible system pioneered by Columbia Broadcasting System, which received FCC approval three years ago. The non-compatible system never won favor with telecasters.

Folsom disclosed that when RCA color sets are put on the market, they will have a 14-inch picture screen and will be priced between $800 and $1,000. Meanwhile, NBC, the RCA-owned network, has already begun its color telecast schedule. A new ruling permits stations to send out color telecasts without having to gain FCC approval well in advance.

Dr. Frank Stanton, CBS president, announced that his network plans color telecasts of its regular programs on a rotating basis, so that each program will be seen at least once in color during the next year. CBS has taken a long-term lease on the 2,000-seat RKO 81st St. Theatre, N. Y. C., to use as a color-TV production studio.

A further prediction about the time lapse needed for color TV to come into its own was made by Dr. W. R. G. Baker, chairman of the National Television System Committee. He warned that "only a trickle of color television sets will be manufactured during 1954." The NTSC was instrumental in gaining FCC approval of the compatible color system, which it favored.

The compatible system winning approval permits black and white sets to receive the images sent out from color telecasts in the ordinary black and white hues. At a private showing last week, NBC demonstrated one of its color telecasts by having black and white sets placed next to the color receivers.

The network had arranged for a color telecast of its annual Christmas opera, "Amahl and the Night Visitors."

The images were well defined, and the colors were notable for their subtle shadings. Images on the black and white set were similar to those resulting from ordinary telecasts.

TOA Directors, Execs Slate Mid-Winter Session

The mid-winter meeting of TOA's executive committee and board of directors will be held Jan. 31-Feb. 2 at the Mayflower Hotel, Washington, D. C., according to a report from that group. Among items scheduled for discussion are arbitration, the 16mm. anti-trust suit, subscription television, CinemaScope sound and screen, film rentals and the Federal 20 percent admission tax.

A. Julian Brylawski, TOA vice-president, will serve as chairman of the host committee. Presiding at all sessions will be Alfred Starr, chairman of the executive committee and of the board.

Expect New BO Tax Repeal Bill Reaching House Floor March 1

With Rep. Daniel A. Reed (R., N.Y.), chairman of the House Ways and Means Committee, having announced plans for a six-weeks session of closed hearings on excise tax questions beginning early in January, it is unlikely that the Committee will bring forward its new tax bill till March 1.

Nature of the new measure is not yet known, but it is general knowledge that Reed favors two separate tax measures, while Treasury Secretary George M. Humphrey advocates one omnibus tax bill to cover the entire subject. Reed would like the Congress to consider first a technical change bill and then a corporate and excise tax measure.

The House Committee has already referred its opinion on certain of the tax questions to Colin F. Stam, chief of staff of the Joint Committee on Internal Revenue, which is working with the Internal Revenue Service to draft a bill of its own. It is expected that Stam's group will probably summarize the testimony given rather than make any positive suggestions.

Of considerable weight in the entire problem will be the tax message of President Eisenhower, which is expected sometime in January. The President's ideas will probably influence the thinking of a great many members of Congress, though they may not be the controlling factor in determining the action of the House committee.

Legit Group Meets

Meanwhile, the U. S. Chamber of Commerce presented itself as an adherent of the plan of Rep. Noah M. Mason (R., Ill.) that the Federal government withdraw entirely from the field of admission taxes and six other types of levies. The C. of C. recommended that the states be given the tax rights to finance for themselves several welfare-type programs currently administered by the Federal government.

Any hopes that the motion picture industry and the legitimate theatre interests could agree on fighting the tax war together were virtually killed by statements coming out of a luncheon last week, assembled by the National Association of the Legitimate Theatre for the purpose of disenssing tax questions.

A spokesman for the group stated that several representatives had met with Robert W. Coyne, COMPO's special counsel, to discuss the matter, but that COMPO was not receptive to the idea of joining forces. Reason given was that COMPO feared that the legitimate group might accept a measure that would not be agreeable to the film industry.

Last season the legitimate theatre groups fought the Mason Bill, which would have brought tax relief to the film industry. At that time, the stage people claimed that the measure was unfair to other entertainment media.

Adding his plea for tax relief last week was James C. Petrillo, head of the American Federation of Musicians, who asked President Eisenhower for an end of the 20 percent entertainment taxes on hotels, cabarets, night clubs and theatres. Petrillo reported that although he obtained no definite commitment, the President was "sympathetic" to his request.

Suspend 2-Week Chi Loop Ruling

CHICAGO.—Industry speculation runs high concerning a possible trend towards the lessening of court supervision into trade practices with two important decree suspensions passed this week. In Chicago, Federal District Court Judge Michael Igoe suspended for six months all provisions of the Jackson Park Case relevant to Loop theatres, and in Milwaukee all defendant film companies except United Artists were released from terms of the Towne decree.

The Chicago ruling means a temporary relaxation of the two-week run limitation placed on all product playing Loop theatres. It means additionally that distribution will not have to release films to neighborhood theatres the day after they finish their first runs in defendant theatres.

Results of this experiment will undoubtedly have great influence on creating a pattern for future Chicago film activities. Both the court and the industry will be watching to determine whether or not the decree relaxation results in a stoppage of the flow of product from Loop houses to the Jackson Park and other outlying theatres.

The ruling came at the request of Jackson Park's attorney, Tom McConnell, who pleaded for more time to prepare a brief in one of several cases dependent upon the decree. Both the RKO Grand Theatre and the Balaban and Katz circuit have filed court requests asking for the elimination of the two-week limit.

The Milwaukee action followed an out-of-court settlement with all parties involved except UA. The defendant theatres were freed from the run and clearance limitations previously enforced by the decree.

'M,' 'La Ronde' Distribs Cite N. Y., Ohio Censor Laws As Unconstitutional

WASHINGTON. — Distributors of the films "M" and "La Ronde" contend that censorship laws in the states of New York and Ohio violate the first and fourteenth amendments to the Constitution in briefs filed last week with the Supreme Court. Both briefs present similar arguments in fighting Ohio's ban of "M" and New York's censorship of the French production.

Cases are scheduled to be heard during the week of Jan. 4. At that time the high court has agreed to view both films to determine whether or not they are "immoral" as contended by the states. Plaintiffs demand that films be given the same constitutional protections accorded other media of information.

Superior Films, "M" distributors, and Commercial Pictures, "La Ronde" distributors, claim that this right was established by the Supreme Court's decision in "The Miracle" case. They argue that existing laws for punishment of actual moral infringements by book and newspaper publishers are adequate for film distributors.

EXHI-BITS

Regular Rates Prevail

HACKENSACK, N. J.—Amusement advertising rates, which have been much higher in local papers than other forms of display advertising, will be lowered to regular display rates on Jan. 1 by the Bergen "Evening Record." Guaranteed page position will carry an extra charge of 25 percent, still below former cost, the "Record" has announced.

Donald G. Borg, paper's editor and publisher, has stated additionally that there shall be no charge for the paper's editorial columns relating to film items. Such material is news rather than advertising, he explained.

New Bank Night Plan

DES MOINES.—A new bank night plan for Iowa theatres has been approved by State Attorney General Leo Hoegh, but because of the difficulties involved in the ruling, it is not known whether theatre owners will adopt it. Under new ruling, exhibitors would have to stop the show, conduct the drawing and then start another show.

Basis for the ruling is that it is illegal to hold a lottery if people have to pay admission to win a prize. Therefore, theatres would have to allow patrons to enter free or else hold the drawing at a time when the theatre is not normally open for business. With the newly approved plan, the drawing could take place, but only with great bother.

McCulloch Exhib Head

TORONTO. — John M. McCulloch of the Iriquois Theatre, Petrolia, has been re-elected president of the Ontario Theatres Association. Serving with him are E. G. Forsyth, Odeon Theatres, vice-president; Lionel Lester, Studio Theatre, secretary and membership committee chairman; Jack Clarke, Loew's Toronto, treasurer; Arch H. Jolley, executive secretary, and Angus Jewell, Jewell Theatre, budget and finance chairman.

"Sadie" Not For Memphis

MEMPHIS. — Columbia's "Miss Sadie Thompson," 3-D Technicolor production starring Rita Hayworth, has been found too strong a slice of life by censor Lloyd Binford who banned the film here. Censorship ruling applies only to the local county, and city residents wishing to see the film can do so by going to theatres on the other side of the county line.

Seek One-Man Booth

ST. LOUIS.—A bill to reduce the legally required number of motion picture operators in this city's theatres has been presented to the Board of Aldermen by one of its members, William Brady. Current ordinance requires that two projectionists, at least, must be on duty at all times during the hours that a theatre is open for business.

Balcony For Ozoner

PORTLAND, ORE. — Now it's a balcony for ozoners with word from owner Tom Meyer that his new Valley Drive-In, a 1,000-car situation, will have a "balcony" ramp for 200 cars. Theatre, scheduled for a June opening, occupies 17 acres and will cost $150,000, Meyer reports. Cars will be equipped with in-door heaters.

Propose Columbia Subsidiary Handle Picture Inventory

The board of directors of Columbia Pictures will "take very seriously under advisement" a proposal that the company form a new corporation to take title to its inventory of old films now credited to its finances at $1, according to Charles Schwartz, secretary. Latter gave his assurance while presiding at the annual stockholders meeting this week.

Presenting the idea was Lester H. Martin, minority stockholder, who was recently awarded the right to inspect the company's books. Martin explained that the new company could either sell or rent the films, with profits going to the stockholders. Principal market seen for such product is television, although Martin did not mention that medium specifically.

Schwartz disclosed that members of the Columbia board, all of whom were re-elected at the meeting, had been thinking of a similar idea for some time. The board's nine directors include Harry Cohn, Jack Cohn, A. Schneider, A. Montague, N. B. Spingold, L. M. Blancke, A. M. Sonnabend, Donald S. Stralem and Alfred Hart.

Spingold, who is also vice-president in charge of advertising and publicity, will retire to a semi-active status in the company's management at the conclusion of his current contract in March.

Gives Treasurer's Report

Abe Schneider, vice-president and treasurer, disclosed at the meeting that the company's second quarter business will total approximately $20,000,000, which would be an all-time record high. He reported additionally that Columbia has $4,000,000 in earnings now blocked abroad.

Columbia announced this week a net profit of $762,000, equivalent to $1.01 per share of common stock, for the quarter ended Sept. 26, 1953, which represents a major increase over the $128,000, or $.09 per share, reported for the corresponding period of last year. Figures, subject to final check, were reached after deducting $1,185,000 for taxes this year, while $232,000 was deducted in the same quarter of 1952.

The Columbia board has declared an extra dividend of 25 cents in cash and 2½ percent in common stock on its common stock and voting trust certificates, payable Jan. 19 to holders of record Dec. 29. The company's high level of business was attributed to the exceptionally high grosses of "Eternity."

Brandt Public Relations Firm Gives Full Service

Leon L. Brandt's public relations firm, started eight months ago, has announced that it can now offer motion picture producers and distributors a complete service for film promotion. The organization is equipped to handle unit and pre-release publicity, premiere and personal appearance activity, exploitation and advertising, according to Brandt.

The public relations man stated that other systems currently in use, in which a producer must employ several persons to accomplish this over-all task, lack co-ordination.

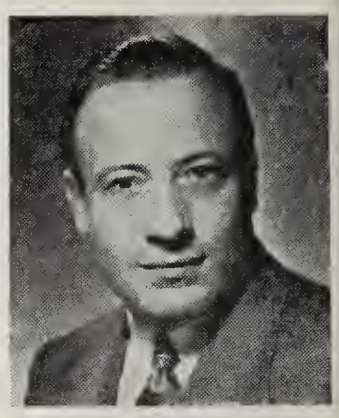
DISTRI-BITS

Boasberg, Edwards Elected

Charles Boasberg, sales manager of RKO Radio, has been named to succeed Charles Feldman, Universal general sales manager, as chairman of the national distributors committee of the Motion Picture Association of America. Boasberg will begin his one-year term Jan. 1.



EDWARDS



BOASBERG

Steve Edwards, director of advertising and publicity for Republic Pictures, was named chairman of MPAA's advertising and publicity directors committee. The term is for six months, standard tenure for the rotating post. Edwards succeeds Rodney Bush, exploitation manager of 20th Century-Fox, who was accorded a unanimous vote of thanks for his services as committee chairman since last April.

U-I Re-releases "Hamlet"

Universal will re-issue its first film in almost seven years when it re-releases "Hamlet" starting Jan. 15, according to Charles J. Feldman, vice-president and general sales manager. The J. Arthur Rank production was originally released in the U. S. in 1948. New prints and advertising material have been prepared for the film, which is said to be suitable for wide-screen exhibition.

"Top Banana" to UA

"Top Banana," film version of the Broadway musical comedy with Phil Silvers recreating his starring role, has been acquired for release by United Artists, it was announced this week by Arthur B. Krim, UA president. Filmed in color by the Color Corp. of America, the picture features a series of tunes from the original show and the entire Broadway cast in supporting roles.

Study Distribution Methods

The problem of streamlining distribution of motion pictures to reduce costs and improve service will be studied by a committee of three chosen this week at a meeting of the MPAA's national distributors' committee. Serving on the committee are Charles M. Reagan, distribution chief of M-G-M; Abe Montague, Columbia general sales manager, and William C. Gehring, 20th-Fox executive assistant general sales manager.

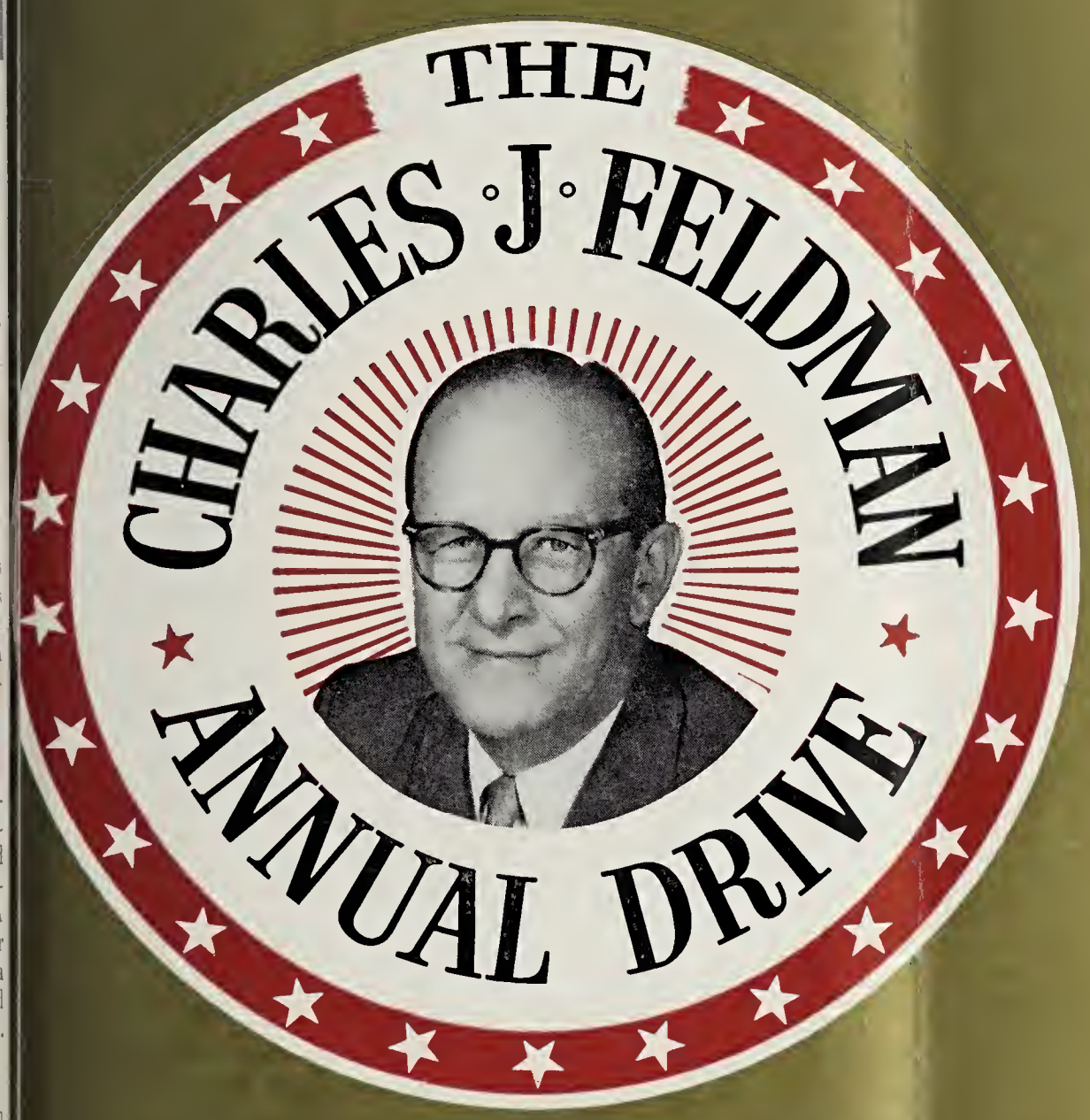
Argentina Remits $500,000

U.S. distributors have received $500,000 in part payment of their funds frozen in Argentina, marking the first payment to come from that country in five years, it was learned this week. American distributors still have $10,000,000 frozen in that country, of which 50 percent is remittable under the 1950 agreement.

Universal-International

Announces

with Pride.....



JANUARY 3 THROUGH MAY 2, 1954

DEMONSTRATING U.-I.'s

CONFIDENCE, RESPONSIBILITY

AND RELIABILITY

It's a Happy Boxoffice New Year for you, Mr. Exhibitor, with U-I's "Golden Dozen" for the Charles J. Feldman Annual Drive.

Never in this company's history has there been a stronger group of pictures released in sequence.

Again it demonstrates U-I's CONFIDENCE in our Industry . . . RESPONSIBILITY to you, the Exhibitor, to keep on delivering our present high number of releases . . . and RELIABILITY of entertainment to please your patrons and keep them coming.

Confidence . . . Responsibility . . . Reliability!

The Charles J. Feldman Annual Drive gives these words more meaning (meaning more profits) for you than ever before!

Join us for your happiest boxoffice New Year.

UNIVERSAL-INTERNATIONAL

U-I'S "GOLDEN DOZEN" FOR THE CHARLES J. FELDMAN ANNUAL DRIVE

JANUARY 3 THROUGH MAY 2, 1954

DONALD O'CONNOR
JANET LEIGH
WALKING MY BABY BACK HOME
COLOR BY Technicolor
with **BUDDY HACKETT**
LORI NELSON • SCAT MAN CROTHERS
THE MODERNAIRES • THE SPORTSMEN

TONY CURTIS
JOANNE DRU
Forbidden
co-starring **LYLE BETTGER**
with MARVIN MILLER

JEFF CHANDLER
MAUREEN O'HARA
WAR ARROW
COLOR BY Technicolor
co-starring **SUZAN BALL**
with JOHN McINTIRE • CHARLES DRAKE
DENNIS WEAVER • NOAH BEERY

JOEL McCREA
YVONNE DE CARLO
BORDER RIVER
COLOR BY Technicolor
co-starring **PEDRO ARMENDARIZ**
with HOWARD PETRIE • ERIKA NORDIN

ROCK HUDSON
BARBARA RUSH
TAZA, SON OF COCHISE
COLOR BY Technicolor
with GREGG PALMER • BART ROBERTS
MORRIS ANKRUM • JOE SAWYER
Available in both 2-D and 3-D

JAMES STEWART
JUNE ALLYSON
The GLENN MILLER STORY
COLOR BY Technicolor
with CHARLES DRAKE • GEORGE TOBIAS
and Guest Stars
FRANCES LANGFORD • LOUIS ARMSTRONG
GENE KRUPA • BEN POLLACK
THE MODERNAIRES

ALAN LADD
SHELLEY WINTERS
SASKATCHEWAN
COLOR BY Technicolor
with ROBERT DOUGLAS • J. CARROLL NAISH
HUGH O'BRIAN • RICHARD LONG
LOWELL GILMORE

RICHARD CARLSON
JULIA ADAMS
The Creature from the Black Lagoon
with RICHARD DENNING • NESTOR PAIVA
ANTONIO MORENO • WHIT BISSELL
Available in both 2-D and 3-D

AUDIE MURPHY
DAN DURYEA
SUSAN CABOT
ABBE LANE
RIDE CLEAR OF DIABLO
COLOR BY Technicolor

JEFF CHANDLER
RHONDA FLEMING
YANKEE PASHA
COLOR BY Technicolor
with LEE J. COBB • MAMIE VAN DOREN
BART ROBERTS
and the MISS UNIVERSE BEAUTIES

MARJORIE MAIN
PERCY KILBRIDE
MA & PA KETTLE AT HOME
with ALICE KELLEY • BRETT HALSEY
ALAN MOWBRAY

JOHN PAYNE
MARI BLANCHARD
DAN DURYEA
FORT LARAMIE
COLOR BY Technicolor
with JOYCE MacKENZIE
BARTON MacLANE

Printed in U.S.A.

Staff Reviews

"Knights Of The Round Table"

(M-G-M) CinemaScope Eastman Color 115 Min.

Cast: Robert Taylor, Ava Gardner, Mel Ferrer, Anne Crawford, Stanley Baker, Felix Aylmer, Maureen Swanson, Gabriel Woolf, Anthny Forwood, Robert Urquhart, Niall MacGinnis.

Credits: Produced by Pandro S. Berman; Directed by Richard Thorpe; Screen play by Talbot Jennings, Jan Lustig and Noel Langley; Based on Sir Thomas Malory's "Le Morte D'Arthur."

"Knights Of The Round Table" is a big attraction and should reap a box office harvest. Set against a background of the colorful pageantry and spectacle that dominated England in the sixth century, M-G-M's first CinemaScope production is most appropriately suited to the new technique. The age of chivalry when knighthood was in flower has always appealed to a universal audience and Producer Pandro S. Berman and Director Richard Thorpe, who last combined in making "Ivanhoe," have lavished the same care, research and production values in bringing to life the court of King Arthur and all its exciting and legendary characters. Effectively cast in the major romantic role and calling for a variety of derring-do is Robert Taylor as Lancelot. Ava Gardner, a solid box office draw, is beautiful as Guinevere. Mel Ferrer is royally competent as Arthur and the featured British cast leaves little to be desired. The CinemaScope cameras have captured broad scenes of battle and strife in beautiful color to satisfy any craving for action. The realism is considerably enhanced by authentic English backgrounds. All in all, "Knights" will recall "the good old days" for the exhibitor as well as his patrons.

STORY: Arthur, Mel Ferrer, is declared rightful king of England by the wise, old prophet Merlin, Felix Aylmer, when he draws the sword Excalibur from a steel anvil in a ruined abbey. His right to the throne is contested by his scheming stepsister Morgan Le Fay, Anne Crawford, and her villainous husband Modred, Stanley Baker. Knight Robert Taylor saves Ferrer from an ambush in the woods and later foils a plot on his life at the Council of Chiefs where Ferrer again proves his right to the kingdom. War rages and Ferrer's forces win the crucial battle against Baker's faction and allegiance is sworn to the victor. When Ferrer pardons Baker in the hope of restoring peace to the realm, Taylor rides away angrily only to rescue Guinevere, Ava Gardner, from the clutches of an ungallant knight. Gardner continues her journey to Camelot to marry Ferrer. Taylor, recanting his quick-tempered action, returns to swear fealty to the newly-crowned king and is proclaimed queen's champion. As Taylor and Gardner are together, they fall in love but, to end court gossip, Taylor marries Elaine, Maureen Swanson, and leaves with her for the North where he goes off to fight the Picts. On Elaine's death, Taylor returns to the Round Table after Aylmer is poisoned by Crawford for advising Arthur against his recall. Guinevere, jealous of Taylor's deliberate attentions to another, is trapped in his quarters and both are voted guilty of high treason. Before the mandatory death sentence, Taylor appears, admits his love and swears to the queen's innocence. Ferrer, deeply moved, banishes Taylor and orders Gardner into a convent. Baker seizes on the king's clemency to challenge his authority, split the knights into factions and bring on civil war. After pardoning Taylor and forgiving Gardner, Ferrer dies during battle. Taylor seeks out Baker, kills him and pledges his life to the restoration of peace in England.

"King Of The Khyber Rifles"

(20th-Fox) CinemaScope Technicolor 99 Min.

Cast: Tyrone Power, Terry Moore, Michael Rennie, John Justin, Guy Rolfe, Richard Stapley, Murray Matheson, Frank de Kova, Argentina Brunetti, Sujata.

Credits: Produced by Frank P. Rosenberg; Directed by Henry King; Screen play by Ivan Goff and Ben Roberts; From a story by Harry Kleiner; Based on the novel by Talbot Mundy.

The stellar values of Tyrone Power's name, CinemaScope and Technicolor, plus a title that promises high adventure, should garner highly satisfactory general audience patronage for this film. Story, based on a native uprising against the British in India 100 years ago, receives a broad visual sweep from employment of the wide angle lens of CinemaScope. It also is chock full of exploitable incidents. In one sequence, a squad of natives brutally tosses lances into the bodies of British soldiers lashed to stakes. Another exciting interlude concentrates on a savage hand-to-hand battle between Power and the chief heavy. Tying these action scenes together are vivid long shots of warriors trekking or riding horseback through colorful hills. In CinemaScope, all this is most beautiful. And as a change-of-pace to the outdoor proceedings are a couple of scenes in which Far Eastern dancing girls arrest the attention. In "Rifles," CinemaScope is so all-encompassing a medium that each shot is loaded with colorful incident and detail to fill the screen.

Cast as an English officer half-native by birth and in love with the daughter of his regimental commander, Power delivers a satisfactory performance. The mainstream of the narrative is, of course, focussed on his dilemmas in love and war due to his mixed blood. Story, as such, rehashes a time-worn set of incidents revolving around the native uprising with some action, plenty of talk but not enough drama. On hand to tackle the romantic scenes with Power is Terry Moore, who shows up well in Technicolor.

STORY: Natives under Guy Rolfe are planning an uprising against the British in India in 1857 and Michael Rennie, commander of English soldiers, assigns Capt. Tyrone Power, a half-caste, to head a company of native soldiers loyal to the crown. Power, however, finds that British tradition fails to recognize his blood status; Rennie opposes his romance with Terry Moore, his daughter. Contrary to orders, Power sets off to kill Rolfe, but narrowly escapes with his own life, instead. Rennie has him arrested as a deserter but releases him to quell the uprising. Leading his native soldiers in battle, Power kills Rolfe and returns in triumph.

"The Eddie Cantor Story"

(Warner Bros.) Technicolor 116 Min.

Cast: Keefe Brasselle, Marilyn Erskine. Aline MacMahon, Will Rogers, Jr., Arthur Franz, Alex Gerry; Gregg Grandstedt, Gerald Mohr, William Forrest, Jackie Barnett, Richard Monda, Marie Windsor, Douglas Evans, Ann Doran, Hal March, Susan Odin, Owen Pritchard.

Credits: Produced by Sidney Skolsky; Directed by Alfred E. Green; Screen play by Jerome Weidman, Ted Sherdeman and Skolsky; From a story by Skolsky; Musical numbers staged and directed by LeRoy Prinz.

Warner Bros. has a warm and nostalgic audience picture in this Technicolor biography of the life and career of one of the nation's top entertainers. The film is tailor-made for success, possessing the time-tested ingredients of sentimentality in its rags-to-riches depiction of Eddie Cantor's struggle to reach the top and remain in the limelight. In many respects, the visual treatment accorded this picture by its producer, Sidney Skolsky, is similar in style to his earlier and very successful "Jolson Story." Appeal for young and old alike will be found. The rangs-to-riches theme, plus the infectious Cantor humor, should suffice to delight those young enough not to have been directly acquainted with a "Banjo Eyes" performance. Obviously, persons over 20 will find their memories mingling with the many events which "The Cantor Story" relives on the screen.

For in detailing Cantor's rise to musical comedy stardom under the Florenz Ziegfeld banner, and his subsequent ascent on radio, a host of songs which "Banjo Eyes" made household melodies to millions is dished up. The nub of the picture is found in his renditions of such tunes as "If You Knew Susie," "Margie," "Meet Me Tonight in Dreamland," "Bedelia," "Ida," "Row, Row, Row," "How You Gonna Keep 'em Down on the Farm," "Pretty Baby," "Yes, We Have No Bananas" and "Ma, He's Making Eyes At Me." Many of these Cantor favorites are presented against vivid production backgrounds.

Delivery of the songs is remarkably charged with an accurate mimmicking of the famous Cantor clap-hands and bounce-across-the-stage pattern by Keefe Brasselle. In portraying Cantor, the actor had his face stretched in several directions to approximate the comedian's big, round eyes and anxious mouth. But in the songs, it is Cantor's voice that is heard.

The picture takes Cantor from his early beginnings on Manhattan's teeming lower East Side through his Ziegfeld Follies days, to his famous radio program and his first heart attack. A show business comeback is then depicted, but the angle here is to reveal that Cantor was no longer interested in success for its own sake but in using his talents for charitable causes.

Throughout the film, Cantor's devotion to both his aged grandmother and wife Ida serve as pivotal points in the plot. The emotional impact of many of these situations will draw tears galore from the older folks. But it should be noted that the script writers stretched a point or two in their detailing of Cantor's personal life in order to magnify sentiment and drama.

STORY: Richard Monda, young Eddie Cantor, solves the problem of whether Aline MacMahon, his aging gradmother, should send him to an orphanage by signing with Hal March, Gus Edwards, as a vaudeville performer. Subsequently, Keefe Brasselle, Cantor, becomes a singing waiter, marries Marilyn Erskine, Ida Cantor, and eventually wins a Ziegfeld Follies role. His personal triumph on the night of his Broadway debut is dampened by the death of Aline. But Brasselle goes on to tremendous applause and becomes a star. Preoccupation with success almost causes break-up of his marriage and plans for a vacation with Marilyn are frustrated by the 1929 market crash. Overwork then brings on a heart attack and Brasselle retires until it dawns on him that he can help good causes by his performing.

"Miss Sadie Thompson"

(Columbia) 3-D Technicolor 91 Min.

Cast: Rita Hayworth, Jose Ferrer, Aldo Ray, Russell Collins, Diosa Costello, Harry Bellaver, Wilton Graff, Peggy Converse, Henry Slate, Rudy Bond, Charles Buchinsky, Frances Morris.

Credits: A Beckworth Corp. Production; Produced by Jerry Wald; Directed by Curtis Bernhardt; Screen play by Harry Kleiner; From W. Somerset Maugham's short story, "Rain;" Songs by Lester Lee, Ned Washington and Allan Roberts.

Snappy, suggestive and sardonic, this latest version of W. Somerset Maugham's short story, "Rain," comes through as Rita Hayworth's best starring vehicle to date. Bolstered by excellent Technicolor, Hawaiian islands backgrounds, 3-D and a strong supporting cast, "Miss Sadie Thompson" should spell socko at box offices throughout the land. Story is familiar to millions. It recounts the regeneration of a woman with a shady past at the hands of a moralistic zealot, and his subsequent self-destruction as a result of his own hypocrisy.

In this latest version, the script plays down the character of the zealot, portrayed by Jose

(*Continued on page* 14)

Annual Elections Bring New Slates To Variety Tents

A flock of elections has brought several new slates of officers to Variety tents throughont the country with new chief barkers and crewmen replacing the out-going officers. In Omaha, J. Robert Hoff, Ballantyne sales chief, has received the nod as chief barker, with Max Rosenblatt named first assistant and Iz Weiner second assistant.

Iz Sokoloff was elected dough guy of the group and William Barker, property master. New crewmen are William Miskell, Fred Fejfar, Pat Halloran, Don Hammond, Virgil Sharpe and Joe Jacobs.

Baltimore's Tent No. 19 elected Rodney Collier, manager of the Stanley Theatre, its chief barker. I. K. Makover and Pete Prince were elected first and second assistant chief barkers, respectively. Sol Goodman was made property master and Aaron Seidler, dough guy. The governing board includes Bernard Seaman, Irwin Cohen, Nate Klein, Fred Sapperstein, Myer Rendelman and Robert Rappaport.

Edward C. Salzberg, manager of the Screen Classics office, was elected chief barker of Cincinnati's Tent No. 3. Phil Fox and Harry Hartman were named first and second assistants. Ruben Shor was elected dough guy, and Saul M. Greenberg was re-elected property master for the 18th consecutive year. Herman Hunt, retiring chief barker, was named international canvasman,

Milwaukee's Tent No. 14 named Ben Marcus its new chief barker. Other officers include John Schnyler, first assistant; Jack Lorentz, second assistant; Ed Johnson, property manager; Harold Pearson, dough gny; Eddy Weisfeldt, chairman of the pnblic relations committee, and Sam Kaufman, chairman of the Heart Committee.

M. H. Brandson, Sr., president of the Film Transit Co., was re-elected chief barker of the Memphis tent. Ben Bluestein is the new first assistant and Gill Brandon, second assistant. Jack Sawyer was elected dough guy and Howard Nicholson, property master.

In Charlotte, John Vickers was elected chief barker of Tent No. 24. H. F. Kincey was named first assistant, and Frank Beddingfield, second assistant. J. Francis White was elected dough guy, and Robert Simril, property master. New crewmen include J. E. Holston, Cy Dillon, William White, Bob Sannders, Jack Webb and Earl Mulwee.

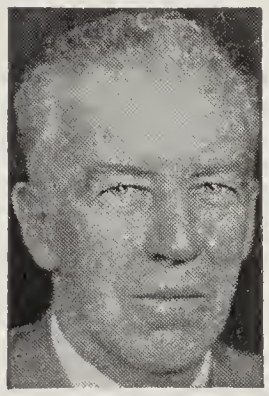
Annual VCI Convention Shaping Up 'Texas Style'

Variety Club's Tent No. 17, Dallas, has announced that it is shaping up a "Texas style" program for the annual convention of Variety Clubs International, scheduled for March 22-25 in the Texas city. Those planning to attend are asked to make transportation arrangements with their own tents.

The group, anticipating a record-breaking attendance, is asking that reservations be made as early as possible. A broadside from John H. Rowley, general chairman, discloses that special activities are being planned for the ladies.

NEW POSTS

Andrew W. Smith, Jr., former distribution head for 20th Century-Fox, was named chief of the U. S. Information Agency motion picture service, succeeding J. Cheever Cowdin, resigned. In accepting the appointment, Smith said that he hopes to maintain the close cooperation of the entire film industry. Irving A. Maas, MPAA director, was lent to the agency as a consultant on overseas activites. In the new line-up Cecil B. DeMille will continue to serve as chief consultant on the use of films in the program.



A. W. SMITH, JR.

Hugh McGuire was promoted by Paramount Film Distributing Corp. from salesman in the New Haven branch to sales manager of the Philadelphia office. McGuire has been with the New Haven office for approximately 10 years.

T. B. Walcot, industry veteran in Australia since 1918, was appointed special representative for Allied Artists in that country. Post was newly created because of the recently made agreement by which Allied Artists product in Australia is to be distributed through United Artists. For the past 20 years, Walcot has been N.S.W. branch manager for RKO.

William Zimmerman, RKO counsel and executive for almost 20 years, has joined the law firm of Leon, Weill & Mahoney. Zimmerman has testified extensively in key industry cases involving trade practices, and he has appeared as an industry spokesman in the Senate Small Business subcommittee hearings. The law firm with which he is now connected has several industry accounts.

Frank W. Luther, Washington public relations counsel, has become associated with the Ettinger Co. by forming an affiliated office for that firm in the nation's capital. Firm is a public relations-pnblicity outfit serving many industry clients.

Lester G. Clark was unanimously elected a director of Technicolor Motion Pictnre Corp. by the board of that company. Clark is also a director and treasurer of Technicolor, Inc., and secretary and treasurer of the Bon Ami Co. George F. Lewis, Jr., was unanimously elected to the office of secretary of Technicolor, Inc., at a meeting of that company's board.

The Rev. Paul J. Hayes, a priest of St. John the Baptist Church, Jersey City, N.J., was appointed assistant executive secretary of the National Legion of Decency. Father Hayes attended Seton Hall University and the Seminary of the Immaculate Conception at Darlington, N.J. He was ordained in May, 1948.

Irvin Paul Sulds, theatre television consultant to American Broadcasting-Paramount Theatres for the past three years, has joined Theatre Network Television to assist Nathan L. Halpern, president. Sulds will be concerned especially with sales and production for Tele-Sessions, closed-circuit TV division of the firm.

St. Louis MPTO Headed By Kropp

St. Louis.—Lester R. Kropp was elected president of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois at the close of the organization's two-day meet last week. Other newly-elected officers include Tom Edwards, chairman of the board; Thomas James, vice-president; Joseph C. Ansell, treasurer, and L. J. Williams, secretary.

Several hundred industryites attending the conclave heard speeches by Walter Reade, Jr., TOA president; Alfred Starr, TOA board chairman; Herman M. Levy, TOA general counsel; Walter Wagner, manager of the Belleville, Ill., chamber of commerce, and Mike L. Simons, sales promotion manager of Loew's, Inc.

George Murphy, M-G-M actor, discussed the recent magnetic tape demonstration for the group, while Myron Blank, chairman of TOA's research committee, described new camera lenses which will increase the range of vision offered by CinemaScope.

Other speakers included Paul Krueger, co-general manager of Fred Wehrenberg Theatres, St. Louis; Elmer Rhoden, Jr., of the Commonwealth Amusement Corp., Kansas City; Senn Lawler, public relations director of Fox Midwest Theatres; Robert Livingston, member of TOA's executive committee; Edward Lachman for the Nord Co., and James Shetley, a St. Louis insurance man.

Brazilian Film Festival Expects Hollywood Group

The First International Film Festival of Brazil will be held in Sao Paulo from Feb. 12-26 in conjunction with the city's fourth centennial, it was announced this week by Consul General J. B. de Berenguer Cesar. Under the honorary sponsorship of Brazil's president, Dr. Getulio Vargas, the festival is slated to attract delegations from the U. S. and many other foreign nations.

More than 40 personalities, including top Hollywood stars, are expected to comprise the U. S. group, which will be headed by Eric A. Johnston, MPAA president.

Katz Resigns Roxy Post

David T. Katz, executive director of the Roxy Theatre, N.Y.C., has resigned his post with National Theatres after 20 years with the Broadway house, it was announced last week. Katz joined the theatre in 1933 and was appointed managing director in 1947.

THE SCREEN'S HOTTEST NEW BOXOFFICE PERSONALITY.....

.....in the year's most unusual entertainment thrill!



JACK PALANCE

tops his sensational performances in "Sudden Fear" and "Shane" as he rockets to stardom in

MAN IN THE ATTIC

A PANORAMIC PRODUCTION · RELEASED BY 20th CENTURY-FOX

Staff Reviews

(Continued from page 11)

Ferrer, and builds up the heroine's encounters with the sex-starved Marines of the story. Latter incidents are chock full of wise cracks which often generate scads of hilarity. In these sequences an additional entertainment charge is delivered by Miss Hayworth's singing and dancing to some suggestive tunes. Her romantic partner in Marine escapades is Aldo Ray, the actor with the hoarse voice.

STORY: Stranded on a tropical island en route to New Caledonia from Honolulu, Rita Hayworth, a woman with a shady past, becomes the darling of the U.S. Marines in general, and Sgt. Aldo Ray, in particular. Ray falls in love with Rita and she agrees to rendezvous with him in Australia following his upcoming discharge. But Jose Ferrer, moralistic zealot, who knows of Rita's past, hounds her into scotching these plans and returning to the U.S. to stand trial for an old offense. Ray learns the truth about Rita from Ferrer and breaks up the romance. Then Rita, who decides to repent, is attacked by Ferrer, who later commits suicide for his hypocrisy. Rita and Ray make up and plan to marry in Australia.

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"Beneath The 12-Mile Reef"

(20th-Fox) CinemaScope Technicolor 102 Min.

Cast: Robert Wagner, Terry Moore, Gilbert Roland, J. Carrol Naish, Richard Boone, Angela Clarke, Peter Graves, Jay Novello, Jacques Aubuchon, Gloria Gordon, Harry Carey, Jr.

Credits: Produced by Robert Bassler; Directed by Robert D. Webb; Written by A. I. Bezzerides.

"Beneath the 12-Mile Reef," a romantic adventure, in Technicolor, dealing with deep sea sponge divers, is fortified with enough exploitable material, plus the draw of CinemaScope, to connect for highly satisfactory grosses in the general market. What the picture lacks in star names is more than made up through exciting visualizations of underwater perils and terrors which befall the main characters. Scenes involving a battle with an octopus, an undersea slug fest between two men, and the entrapment of a diver when his safety line is severed stack up as meaty fodder for the exploitation cannons.

When the story treats with life above sea level, an abundance of warm and colorful incidents revolving around the exploits of the Greek-Americans of the Florida coast is presented. Intermingled with their adventures are conflicts with rival sponge fishermen of English extraction. A number of these conflicts explode in scenes of brutality, but an unpleasant atmosphere is avoided via the injection of a cute romance between the picture's juvenile stars, Robert Wagner and Terry Moore.

The employment of CinemaScope to capture with greater vividness the undersea exploits of the divers is extraordinarily successful in this film. Breathtaking and picturesque are shots of gigantic, elongated fish swirling into camera range to fill every inch of the wide, curved screen.

STORY: Gilbert Roland, Greek-American sponge diver, is robbed of his sponges by Peter Graves and Richard Boone, rival sponge fishers of British extraction. Roland and Robert Wagner, his son, vainly try to recover the loss, then set sail for the deep and forbidden waters beneath Florida's 12-mile reef. There Roland meets his death. Graves steals the fresh sponges and beats up Wagner, now in love with Terry Moore, Boone's daughter whom Graves desires. To even the score, Terry and Wagner make off with Boone's boat, marry and set sail for the reef. The angry Boone catches up, but accepts Wagner as a son when the latter thrashes Graves, then saves him from drowning.

"Act Of Love"

(United Artists) 108 Min.

Cast: Kirk Douglas, Dany Robin, Barbara Laage, Robert Strauss, Gabrielle Dorziat, Gregoire Aslan, Marthe Mercadier, Fernand Ledoux, Serge Reggiani, Gilberte Geniat, George Mathews, Leslie Dwyer, Richard Benedict.

Credits: Produced and directed by Anatole Litvak; Associate producer, Georges Maurer; Screen play by Irwin Shaw; Based on the novel, "The Girl on the Via Flaminia," by Alfred Hayes; Songs by Michel Emer.

"Act of Love," tragic romance of an American soldier and a French girl in war-time Paris, depicts the ironies and frustrations brought to human beings because of war. Kirk Douglas, playing the soldier, provides the only strong name, but audiences should find themselves unable to resist the spell of his co-star Dany Robin. Possessing a tender warmth to match her visual beauty, this French lass actually *is* the pathetic heroine of the story at all times. Film's flash-back plot, climaxing in implied suicide, is set amidst a wealth of detail, all of which illuminates the despair of a city caught in the tides of war. Therefore, much of its popular appeal will probably depend on audiences' reaction to its pessimistic attitude towards life.

Producer-director Anatole Litvak has filmed his story with great skill. Using authentic locales, he has been especially successful with his shots of the streets of the city, in which he has captured the fears and loneliness of the people. They become living characters, to which theatre-goers must respond sympathetically. With fine performances and a good production, "Act of Love" tells a bitter story, but it tells it well.

STORY: Kirk Douglas, an American, returns to France to reminisce about a war-time incident. A flash-back moves to Paris, where Douglas, a soldier, has taken a room for himself and Dany Robin, who pretends to be his wife. The affair begins strictly as a convenient arrangement, but gradually the two young people fall in love. They live together till the authorities force Dany to register for having no legitimate means of support. She becomes unnerved and is calmed only by Douglas' promise of marriage. However, his officer, George Mathews, has Douglas transferred to another city. Dany waits in vain for him. Back in the present, Mathews meets Douglas and asks what happened to the girl. He replies that her body was found at the bottom of the river.

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"Paratrooper"

(Columbia) Technicolor 87 Min.

Cast: Alan Ladd, Leo Genn, Susan Stephen, Harry Andrews, Donald Houston, Anthony Bushell, Patric Doonan.

Credits: A Warwick Production; Produced by Irving Allen and Albert R. Broccoli; Directed by Terence Young; Screen play by Richard Maibuam and Frank Nugent; Adaptation by Sy Bartlett; From Hilary St. George Saunders' book, "The Red Beret."

Alan Ladd's latest vehicle, about early World War II British paratroop raids, will be highly acceptable action market fare. The routine story, showing how the hero accepts responsibility only after tasting battle, is charged with enough action and scenes of warfare to satisfy. Picture moves along for the most part at a rapid clip but telegraphs plot punches at every turn. Although events slow down for the romantic moments with newcomer Susan Stephen, momentum is regained each time the 'troopers board a plane for a new raid on the enemy. Excellent use of Technicolor and some well-photographed battle actions lend extra conviction to the proceedings.

STORY: Alan Ladd, a Canadian, finishes his training as a British army paratrooper under Maj. Leo Genn and so distinguishes himself on his first raid early in World War II that he is recommended for officer. But Ladd, despite the pleadings of Susan Stephen, who loves him, refuses a command. Back in America, he had experienced regret over a commission he once held. But on a raid into North Africa Genn is wounded and Ladd is forced into command. His decisions save the day for the Allies and he accepts a commission.

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"Annapurna"

(Mayer-Kingsley) Technicolor 58 Min.

Credits: Produced by Marcel Ichac; Narrated by Maurice Herzog and Edward Byrne; Introduction by Walter A. Wood; Narrative adapted by Janet Adam Smith and Nea Morin; Music by Tony Aubin; English version by Anvil Films. Ltd.

From the film that was shot during an amazing ascent of one of the world's highest peaks has been created a thrilling and grim, documentary, "Annapurna." Film should meet with success in art house engagements, where it will attract the thousands of readers who made the published account of the adventure an immediate best seller. They will not be disappointed by what they see, for here is a striking Technicolor record of Maurice Herzog's 1950 encounter with the Himalaya mountains. "Annapurna" tells a success story, for the mountain is climbed, but it is also a record of almost unbelievable suffering, as all of nature's elements combined to wreak havoc with the party. These events are described by an American and a Frenchman in a narration for this French production.

The first half of the film, describing the ascent, presents awe-inspiring scenes, in which both nature's beauty and man's daring shine forth. But the latter half, the descent, is even more dramatic. Here nature, furious at having been conquered, makes a fearful attempt at gaining her revenge. The men were hit by blizzards and tropical monsoons. They suffered from frost-bite, gangrene and burning sun. Herzog and an assistant, on the verge of death, had to be carried back to safety on a 40-day journey.

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"White Mane"

(Snyder-United Artists) 40 Min.

Credits: A William L. Snyder presentation; A film of Albert Lamorisse; Directed and written for the screen by Lamorisse; Adaptation by Denys Colomb de Daunant; Commentary by James Agee and Lamorisse; Spoken by Frank Silvera.

A simple tale about a boy's love for a wild stallion, filmed with care and in excellent taste along the picturesque coast of southern France, is unfolded with much charm in "White Mane." Because of its photographic beauty and ease of narrative, the film should find its way into the hearts of both children and adults the world over. "White Mane" won the Cannes Film Festival Grand Prize for 1953, and the film's poetic splendors should garner numerous other awards on this side of the Atlantic. Tagged with an English narration which may well serve as a model for what descriptive prose should be in a motion picture of this sort, "White Mane" registers as ideal fare for any theatre.

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"Heidi"

(United Artists) 98 Min.

Cast: Elsbeth Sigmund, Heinrich Gretler, Thomas Klameth, Elsie Attenhoffer, Margrit Rainer, Fred Tanner, Isa Gunther, Willy Birgel, Anita Mey, Karl Wery, Theo Lingen.

Credits: Produced by Lazar Wechsler; Directed by Luigi Comencini; Screen play by Richard Schweizer and Wilhelm M. Treichlinger; Based on the book by Johanna Spyri.

This children's classic has been faithfully adapted to the screen in a manner that should yield satisfactory returns in the general market

despite a lack of marquee names and dubbing into English. Producer Lazar Wechsler would settle for nothing less than exact locales and the film was shot on Alpine peaks and in the streets of Frankfurt. The story of the Swiss orphan girl who lives on a mountain-top with her gruff but kindly grandfather, only to be spirited away to act as companion to the invalid daughter of a wealthy city family, is unfolded unhurriedly and with tenderness. Dramatic highlights, if anything, are underplayed to avoid syrupy sentiment. Elsbeth Sigmund, in the title role, is a lovable youngster. The supporting cast is first-rate.

STORY: Elsbeth Sigmund lives happily with her grandfather in the mountains. He is bitter and has isolated himself from the other villagers. She is kidnaped by her aunt, Elsie Attenhoffer, to become the playmate of the paralyzed daughter of a wealthy family in Frankfurt. Every day, she hopes to return to her home and finds it difficult to adjust herself to the strict discipline of governess Anita May. Encouraged by the child of the mountains, the invalid girl walks. Elsbeth learns to read and write but her homesickness results in sleep-walking. She is allowed to go home and joins her grandfather, succeeding in getting him to once again go to church and mingle with his neighbors.

"Lure Of The Sila"

(IFE) Dubbing 74 Min.

Cast: Silvana Mangano, Vittorio Gassman.

Credits: A Lux Film; Produced by Dino De Laurentis; Directed by Duilio Coletti; Story by Steno and Monicelli.

In "Lure Of The Sila" is to be found sufficient exploitation dynamite centering on the popular Italian star, Silvana Mangano, to pull in patrons from the general market. For this film, detailing a routine lust-and-revenge story, displays plenty of the Mangano pulchritude along the way to produce healthy returns at the till. Aside from that draw, "Sila" shapes up as just fair melodrama. The photography is passable; so is the acting. Dubbing from Italian to English is successful enough to sustain the amount of illusion necessary to put the story across.

STORY: Silvana Mangano, only survivor of a family long ago destroyed as a result of the pride of Amedeo Nazzari, comes to work as a servant in Nazzari's household. Latter, much older than Silvana, fails to recognize her as the survivor. He soon decides to marry her, thus incurring the jealousy of Jacques Sernas, his son. But Silvana and Sernas develop a passion for each other and run off, with Nazzari in pursuit. Latter is shot by his sister, who years back had also been hurt by Nazzari.

"Man in the Attic"

(20th-Fox) 82 Min.

Cast: Jack Palance, Constance Smith, Byron Palmer, Frances Bavier, Rhys Williams, Sean McClory, Leslie Bradley, Tita Phillips, Lester Mathews, Harry Cording, Lisa Daniels.

Credits: A Panoramic Production; Executive producer, Leonard Goldstein; Produced by Robert L. Jacks; Directed by Hugo Fregonese; Screen play by Robert Presnell, Jr. and Barre Lyndon; From "The Lodger" by Marie Belloc Lowndes.

"Man in the Attic," a remake of "The Lodger," tale of Jack the Ripper, is an exploitable suspense thriller that should do all right as a programmer. Film represents the first efforts of Leonard Goldstein's new producing unit, Panoramic Productions. Picture tells of a series of sensational murders that frightened London at the turn of the century. Killer's identity is fairly obvious from the beginning, but suspense is generated by concentration on strange scientific experiments and chase scenes. At times the film gets psychological and talky, but it never strays too far from its goal of scaring theatre-goers.

STORY: At the turn of the century London is terrified by the murders being committed by Jack the Ripper. Jack Palance, a medical researcher, rents a suite of rooms from Frances Bavier and Rhys Williams. There he conducts strange experiments, which frighten the household. He falls in love with an actress, Constance Smith, who protects him despite the fact that Inspector Byron Palmer believes him to be the Ripper. However, when Constance rejects his frenzied declaration of love, Palance starts to knife her, then changes his mind. He flees, but the police chase him till he jumps in the river, where he drowns.

"Man Crazy"

79 Min.

Cast: Neville Brand, Christine White, Irene Anders, Coleen Miller, John Brown, Joe Turkel, Karen Steele, Jack Larsen, Bill Lundmark, John Crawford, Ottola Nesmith, Charles Victor, Frances Osborne.

Credits: A Security Pictures Production; Produced and written by Sidney Harmon and Philip Yordan; Directed by Irving Lerner; Narrated by Robert Bice.

"Man Crazy" is a well-made, highly exploitable programmer that should offer strong support on the double bill. Featuring a cast of talented newcomers, film concerns the tragedy that befalls three teen-age girls who go off on a wild spree with stolen money. Told in semi-documentary style, the camera follows them from the first stages of frenzied spending through the final realization of the seriousness of their actions. Plot manages to remain consistently believable, and production values are several notches above the routine.

STORY: When Christine White, Irene Anders and Coleen Miller find druggist John Brown's hidden savings, they take the money and head for Los Angeles. Brown can't report the theft because the money was earned from selling bootleg liquor. Therefore, he takes off after the girls himself. Meanwhile, they rent an expensive house and start spending the money. They separate when Christine marries Neville Brand, while Irene gets involved with a "hot rod" crew. Brown finds the girls and kills Brand accidentally. All concerned go to jail for their crimes.

"The Best Years Of Our Lives"

(RKO) 172 Min.

Cast: Fredric March, Myrna Loy, Dana Andrews, Teresa Wright, Virginia Mayo, Cathy O'Donnell, Hoagy Carmichael, Harold Russell.

Credits: Produced by Samuel Goldwyn; Directed by William Wyler; Screen play by Robert E. Sherwood; From a novel by MacKinlay Kantor.

The readjustment problems of the homebound serviceman and of his awaiting family are in many respects as pertinent today as seven years ago, when this drama was first released. When reviewed in THE INDEPENDENT, issue of Nov. 23, 1946, picture was rated "one of the year's best." The prediction has proven conservative. It became one of the all-time "bests." "The Best Years," when recently sneaked on wide screen at the RKO 58th St. Theatre, N.Y.C., drew a tremendous ovation. The original review, which holds today, stated that "if honesty is a potent and compelling factor in great films, this one has it. In scope, the story ranges the social scene as it exists and the wealth of understanding between different levels is an admirable and successful treatment. (The film's) quality of warmth and conviction prevails constantly . . . direction brings out the finest characterization from each" in the cast.

"The Wild One"

(Columbia) 79 Min.

Cast: Marlon Brando, Mary Murphy, Robert Keith, Lee Marvin, Jay C. Flippen, Peggy Maley, Hugh Sanders, Ray Teal, John Brown, Will Wright, Robert Osterloh, William Vedder, Yvonne Doughty.

Credits: A Stanley Kramer Co. Production; Directed by Laslo Benedek; Screen play by John Paxton; Based on a story by Frank Rooney.

Credit Producer Stanley Kramer with a topical, if disturbing, melodrama on teen-age delinquency, and Marlon Brando with another sensitive performance for "The Wild One." Expertly contrived and absorbing throughout, the film relates a down-beat tale of calculated violence and sadism which breaks out in a small American town with the arrival of an irresponsible gang of motorcyclists. With its accent on two-wheeled action rather than depth of characterization, the film shapes up commercially as a fast-moving exploitation programmer. If the theme had been bolstered with a stronger motivation, "The Wild One" could have been the "message" picture of the year on juvenile delinquency.

STORY: Marlon Brando and his gang of motorcyclists arrive in a small town, where they infuriate the population with their rough-house antics. Angry citizens form a mob to banish the cyclists while Brando grows attracted to Mary Murphy. While pursuing her, his gang begins destroying property and Brando is nabbed. He receives a flogging but escapes. Then Brando accidentally kills a man and is framed for murder. Mary comes to his rescue and Brando is released. He leaves town alone.

"Times Gone By"

(IFE) ITALIAN 106 Min.

Cast: Vittorio de Sica, Gina Lollobrigida, Aldo Fabrizi, Pina Renzi, Alba Arnova, Enzo Staiola, Andrea Checchi, Elisa Cegani, Amedeo Nazzari.

Credits: A Cines Production; Produced by Carlo Civallero; Directed by Alessandro Blasetti; Written by O. Biancoli, Blasetti, V. Brancati, G. Carancini, S. Ceochi D'Amico, A. Continenza, B. Rondi, I. Dragosei, V. Marinucci, A. Mazzetti, F. Mercati, T. Vasile, G. Zucca.

Boasting an all-star foreign cast and several hilarious and racy sequences, the Italian omnibus-type film, "Times Gone By," should provide welcome product for art house exhibitors. The film, consisting of half a dozen sketches, investigates the manners and morals of turn-of-the-century Italy. Most of the stories are comedies, with sharp satire used to great effect, but there are some sentimental pieces and one tragedy, also. The quality of the sections varies, but two of them, "A Question of Property" and "The Trial of Frine," are guaranteed to bring down the house. In the latter the comic performances of Vittorio de Sica and Gina Lollobrigida should help in arousing word of mouth for the film. Aldo Fabrizi, playing a second-hand book seller, selects the various tales, providing a frame for the narratives. English titles are adequate.

STORY: In "Less Than a Day" Andrea Checchi meets his married mistress Alba Arnova for a short rendezvous. During the few hours they have, they quarrel so much that they never have time to make love. "A Question of Property" concerns two farmers who fight over possession of a load of horse manure. When the police ask why they are fighting, they reply that it is "a question of property." In "The Idyll" a little boy kisses a pretty little girl. He thinks that his kiss will cause her to have a baby and objects strenuously, but to no avail, when his parents take him away for the summer. In "The Vise" Amedeo Nazzari discovers that his wife, Elisa Cegani, has been unfaithful. He teases her with his knowledge, till she commits suicide. In "The Trial of Frine" lawyer Vittorio de Sico saves confessed murderess Gina Lollobrigida purely because of her unique physical beauty.

(Continued on next page)

Staff Reviews

(Continued from preceding page)

"Geraldine"

(Republic) 90 Min.

Cast: John Carroll, Mala Powers, Jim Backus, Stan Freberg, Kristine Miller, Leon Belasco, Ludwig Stossel, Earl Lee, Alan Reed, Nana Bryant, Carolyn Jones.

Credits: Associate producer, Sidney Picker; Directed by R. G. Springsteen; Screen play by Peter Milne and Frank Gill, Jr.; Story by Doris Gilbert and Milne.

Although it could be trimmed in length a bit, "Geraldine" is a strong program entry in the romantic comedy field and should bolster any bill. It has lots of laughs and is cleverly written. The names of John Carroll and Mala Powers should also be assets to the film. The film has seven songs, the title song, which is sung ably by John Carroll and folk songs such as "Black Is The Color" and "The Foggy Dew," also warbled with skill by Carroll. Stan Freberg, the song satirist, who is currently the record rave throughout the country, clowningly sings "Flaming Lips" and "Along the Colorado Trail." Picture also boasts some clever comedy work by Jim Backus.

STORY: John Carroll, a university music instructor, is interested in folk music. Mala Powers touring with her music and recording company's top seller, Stan Freberg, happens on to the professor during a recital, where Freberg becomes infatuated with one of Carroll's folk songs and demands that Mala get it for him. Mala relates this news to her boss, Jim Backus, who is under pressure continually from company president Alan Reed, and he sends her to get the professor, both for the song and also because Reed has heard one of Carroll's practice records. Carroll records under the name, "The Wandering Stranger," and his disc becomes a nation-wide seller, while a folk song album he waxed is set aside. When Carroll hears a frenetic waxing of one of his folk songs, he blames Mala, but he learns that Backus was responsible and all ends well.

"Drums Of Tahiti"

(Columbia) Technicolor 74 Min.

Cast: Dennis O'Keefe, Patricia Medina, Francis L. Sullivan, George Keymas, Sylvia Lewis, Cicely Browne, Raymond Lawrence, Frances Brandt.

Credits: Produced by Sam Katzman; Directed by William Castle; Screen play by Douglas Heyes and Robert E. Kent; Story by Kent.

"Drums of Tahiti" is an okay adventure romance that should do good business. Dennis O'Keefe and Patricia Medina, who is one of the most beautiful women on the screen, are good marquee bait and this production has all the lush production values that Producer Sam Katzman can lavish on a film. A competent dancer-actress Sylvia Lewis stands out with her exploitable performance. The special effects of the picture showing the violent eruption of a volcano in Technicolor are outstanding. The screen play and story are well thought out and hold interest.

STORY: Queen Frances Brandt of Tahiti plans a revolution that will take the island out from under the French protectorate and over to the British. To keep her from accomplishing this is Francis L. Sullivan, the French Prefect of Police. Frances asks O'Keefe to smuggle rifles from San Francisco. Sullivan goes along. O'Keefe finds Patricia Medina, who agrees to marry him for $2,000. He then shanghais her aboard his ship. Angry, Patricia has nothing to do with him throughout the voyage. The ship drops anchor near Kalua, home of a fiery volcano; Frances is convinced by Sullivan and Patricia that her conspiracy is futile. O'Keefe and his men can't get the rifles because of a sudden eruption of the volcano. O'Keefe returns and it looks like Patricia and he are going to be happy ever after.

'Bad For Each Other'

(Columbia) 80 Min.

Cast: Charlton Heston, Lizabeth Scott, Dianne Foster, Mildred Dunnock, Arthur Franz, Ray Collins, Marjorie Rambeau, Lester Mathews, Rhys Williams, Lydia Clarke, Cris Alcaide, Robert Keys, Frank Sully, Ann Robinson, Dorothy Green.

Credits: Associate producer, William Fadiman; Directed by Irving Rapper; Screen play by Irving Wallace and Horace McCoy; Story by McCoy.

The most important thing about "Bad For Each Other" is the fact that it introduces to the screen a lovely, charming young actress named Dianne Foster, who no doubt will become a big star in the not too distant future. As a film, "Bad For Each Other" suffers from a story which doesn't seem to prove its point in the manner that it should. What vitality the film has is provided by some top grade performances by Charlton Heston, Lizabeth Scott and Mildred Dunnock with Arthur Franz a standout. The plot has been used before and the injection of new ideas and more powerful characterizations could have aided this film immensely. However, it should get by all right in the general market.

STORY: Charlton Heston, son of a coal miner, returns from the Army where he has been a doctor, and learns that his brother, now dead, swindled mine owner Ray Collins. Heston determines to pay off that debt. Asked to doctor the miners, Heston instead chooses to be a society doctor, partnered with Lester Mathews. He also falls for Lizabeth Scott, a wanton society belle, who sends her friends to him as customers. However, Heston's position becomes intolerable after he takes Mathews' place in surgery, when Mathews admits he cannot operate properly. A mine disaster follows and down in the shaft he realizes that his doctor's oath is more important than money and he sets up shop with his nurse, Dianne Foster, to minister to the miners, having broken with Lizabeth.

"El Alamein"

(Columbia) 66 Min.

Cast: Scott Brady, Edward Ashley, Robin Hughes, Rita Moreno, Michael Pate, Peter Brocco, Peter Mamakos, Ray Page, Benny Rubin, Henry Rowland.

Credits: Produced by Wallace MacDonald; Directed by Fred F. Sears; Screen play by Herbert Purdum and George Worthington Yates; Story by Herbert Purdum.

"El Alamein" is a stock programmer which deals with the North African campaign in World War II. It is a slow-paced entry, highlighted by a great deal of stock footage. It has its moments of action and its cast helps the proceedings with some good performances. Rita Moreno is the lone femme and although she handles her role well, it hasn't too much bearing on the story line.

STORY: Scott Brady returns to North Africa where, during World War II, he had been a civilian servicing and delivering tanks to the British Army. On this occasion, he gets caught in a shooting fray at an oasis. With a British tank crew, Brady stays on the oasis, where he meets Rita Moreno and Peter Brocco. They discover that the oasis is a supply dump for Rommel's Afrika Korps and that Brocco is a Nazi hireling. As a group, they battle off Nazi attacks and explode the dump just as reinforcements arrive.

"Red River Shore"

(Republic) 54 Min.

Cast: Rex Allen, Koko, Slim Pickens, Lyn Thomas, Bill Phipps, Douglas Fowley, Trevor Bardette.

Credits: Associate producer, Rudy Ralston; Directed by Harry Keller; Written by Arthur Orloff and Gerald Geraghty.

This Rex Allen oater is a routine affair that will get by on the western star's name. There is plenty of action in the feature, but little care has been exercised to develop the story line with an eye towards exciting interest. Allen is his usual capable self in the film.

STORY: Town marshal Rex Allen, who shoots Trevor Bardette, in league with Douglas Fowley and his gang in an oil swindle, doesn't tell Bardette's son, engineer Bill Phipps, that he killed Bardette or why his father was killed. Fowley, in an effort to get Allen out of the way, tells Phipps the secret and Phipps, in anger, goes gunning for him. However, Phipps learns that Allen shot his father in self defense just as his father was about to shoot Allen in the back. And to make the future even brighter, the phoney oil deal turns out to be legitimate when the well, engineered by Phipps, comes in a gusher.

"The Limping Man"

(Lippert) 75 Min.

Cast: Lloyd Bridges, Moira Lister, Alan Wheatley, Leslie Phillips, Helene Cordet.

Credits: Produced by Donald Ginsberg; Directed by Charles De Lautour; Screen play by Ian Stuart and Reginald Long; Story by Anthony Verney.

"The Limping Man" is an interesting melodrama that holds attention to its end, where a weak story gimmick reveals that everything was just a dream. However, there are plenty of exploitation angles here along with the interesting title, which has marquee strength. Lloyd Bridges, the only American in the cast, does a good job and Moira Lister, the femme lead, is attractive as well as convincing. This feature will get its best reception as a dualler in the general market.

STORY: Lloyd Bridges, former U.S. Army officer, goes back to London to see his sweetheart of six years back, Moira Lister, a thrill-hunter and famous actress. As he arrives, he asks a man at the airport for a match and the man is shot dead. Scotland Yard deduces that Moira was also the dead man's girl and that he was a smuggler. Helene Cordet, the dead man's wife, continues blackmailing Moira, who was being blackmailed by the dead man through love letters she had written him. The dead man, Bruce Beeby, comes to life again and tells everybody that the dead man was another man with his identification. Bridges and Beeby engage in a life or death battle and Bridges awakens and finds it was all a dream.

"Charge Of The Lancers"

(Columbia) Technicolor 74 Min.

Cast: Paulette Goddard, Jean Pierre Aumont, Richard Stapley, Karen Booth, Charles Irwin, Ben Astar, Lester Mathews, Gregory Gay, Ivan Triesault, Lou Merrill.

Credits: Produced by Sam Katzman; Directed by William Castle; Story and screen play by Robert E. Kent.

"Charge of the Lancers" is a good entry in the action market. The picture, in Technicolor, has some excellent battle sequences and Paulette Goddard and Jean Pierre Aumont, both names, deliver top performances in the leads. Dealing with the Crimean War of 1854-56 and the Allies' attempts to take the Russian naval base at Sebastapol, the film is loaded with adventure and is an exploitable piece of merchandise.

STORY: Capt. Jean Pierre Aumont and Maj. Richard Stapley bring Gen. Lester Mathews a new cannon powerful enough to blast through the walls of the impregnable Malakhoff and Redan forts. Stapley is captured by a Russian patrol and Aumont is sent by Mathews to rescue him. Aumont is saved by a gypsy, Paulette Goddard, who is taken to Russian Gen. Ben Astar and lures him into seeing that Aumont is kept safe. Aumont finds Stapley, discovers that Stapley's girl friend, Karin Booth, is a spy, gets information on how the Allies can attack the Malakhoff fort, and marries Paulette.



To
CAPITOL THEATRE
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from
COLUMBIA
(DON'T OPEN TILL DECEMBER 24th)

COLUMBIA'S

Miss Sadie Thompson

IN 3D

COLOR BY TECHNICOLOR

Stunts Wed To "Millionaire"

Boosting runs of 20th Century-Fox's second CinemaScope release, "How to Marry a Millionaire," should be an easy matter for exhibitors who can adapt some of the variety of stunts already performed to meet their particular needs. Theatres already playing the film have netted reams of free publicity via contests, tie-ups, window displays and other bally activities.

A 28-page exhibitor's campaign manual, similar to the one prepared for "The Robe," has been published by the film company to help theatremen plan their drives. Book, now being distributed to exhibitors across the nation, outlines procedures for launching the feature in all types of situations.

Film's three stars, Marilyn Monroe, Betty Grable and Lauren Bacall, are featured on the manual's colored cover, which is followed by seven exploitation pages containing national promotions and local level tie-up suggestions. Four publicity pages, two typical campaigns and poster and accessory details round out the booklet.

Promote Window Displays

For the world premiere engagements at the Globe and Loew's State Theatres, N.Y.C., more than 30 windows were garnered via fashion, luggage and bank tie-ups. Eight windows were devoted to the film by Arnold Constable, which also heralded the feature in its Manhasset, New Rochelle and Hackensack stores.

The Milgrim's chain planned a series of displays for its shops in New York, White Plains, Cleveland, Detroit, Columbus and Miami. Featured was a line of dresses by famous designer Ceil Chapman based on motifs from the film.

Oppenheim-Collins allocated six windows of its 34th St. store as well as displays in its Greenwich shop to the CinemaScope comedy. Other stores participating in the campaign were Andrew Geller, Delman's, Gunther-Jaeckel, Mr. John, and McCreery's, with Lord & Taylor, Bloomingdale's and Best & Co. expected to join.



One of more than 30 Gotham window displays promoted for the runs of 20th Century-Fox's second CinemaScope production, "How to Marry a Millionaire," at the Globe and Loew's State Theatres was created for the Franklin Savings Bank. Film's three millionaire-hunting stars are shown surrounded by a collection of $1,000,000 money bags, which the bank gave away with new accounts.

The Mr. John display featured a "Million Dollar Hat" created as a special salute to the CinemaScope production. The hat was designed in satin, dotted with precious jewels.

A stunt in which the Franklin Savings Bank, N.Y.C., gave away a $1,000,000 money bag bank free with every $5.00 account resulted in another big window display dedicated to the film. Cut-outs of the three stars, along with many stills from the production, were enclosed in a setting of money bags.

A floral tribute to Marilyn Monroe in the form of a "Million Dollar Duchess Gardenia" was presented by Irene Hayes' Fifth Ave. flower shop in a huge window display featuring a near life-size cut-out of Miss Monroe. Card attached to the piece gave full credit to the playdates.

Shops Clothe "Cinderella"

For the world premiere, a modern "Cinderella" was chosen to attend the opening in diamonds valued at $1,000,000. The gems, which came from the Harry Winston collection, were watched over constantly by two bodyguards.

The "Cinderella" girl was dressed in a Dior coronation gown of imported white French lace, Delman dancing slippers, especially created by the Fifth Ave. shoe salon and a pastel mink coak from Maximilian's. Escorted by a well-known millionaire, she was photographed, interviewed and televised during the event.

A contest sponsored by 20th-Fox asked for letters from hopeful girls on "Why I'd like to marry a millionaire." Twelve winners divided gifts which included Lanvin perfume, Opera Nylon taffeta bouffant petticoats, Helen Neushafer beauty kits and Sea Nymph swimsuits.

Nation-wide attention was drawn to the feature via an ad sponsored by the American Gas Association in conjunction with openings of the comedy. Local gas companies, numbering to more than 500, are scheduled to place the ad in newspapers upon receipt of playdate confirmation.

Record and sheet music promotions grouped around songs featured as background themes in the film kicked off with the release of a Crystallete recording of "New York," written by Ken Darby and Lionel Newman. Five hundred disc jockeys were sent copies of the platter, along with photographs and other promotional material.

Other information on the song went to music and department stores, juke box operators, TV and radio program directors and dance orchestras across the nation. More exploitation is expected from the Simon House Music Co., which is publishing the number with a special cover fully crediting the picture.

Also receiving extensive campaigning over the air is Alfred Newman's "Street Scene," which he conducts with the 20th-Fox Symphony Orchestra as a prologue to the film. Already in the catalogues of all major recording companies, the piece is slated for several new renditions, which should be released in the immediate future.

Highlighting the many tributes accorded to Miss Monroe was the one-day official name change of Monroe, N. Y., to Marilyn Monroe, N. Y. For the day, the film star was also elected honorary mayor by proclamation of the City Council. All mail leaving the town on that day was specially decorated with an inked stamp.

Star Sent Proclamation

Also, the 50 piece bands of the Monroe-Woodbury Central School and St. Patrick's Academy added a musical salute before newsreel cameras at the City Hall. The glamorous star was sent a formal copy of the proclamation, and she returned a life-size cut-out in her favorite pose to the townspeople.

Huge banners were hung throughout the locality heralding the name change, while city limits signs were altered for the 24-hour period to read "Entering Marilyn Monroe, N. Y." and "Leaving Marilyn Monroe, N. Y." Later, an official delegation from the area attended the invitational New York premiere.

Lucky Matches Net Free Ducats

Fairborn, O.—A "lucky cover" give-away, roughly comparable to the "lucky bucks" campaigns being waged by many daily newspapers, has been found an effective method of insuring against poor box office grosses by D. E. Kinsel, owner of the Skyborn Cruise-In Theatre. Each patron purchasing an admission ticket gets a match book which may provide free admittance on the next visit.

One out of eight match books states it is a "lucky cover." During the recent summer season, Kinsel distributed 127,500 match books in such a fashion. In addition, local merchants have been provided with the matches to give to cigarette purchasers. This tie-up results in added circulation of the theatre ad at a reasonable price to the theatre.

"Kate" Press Book Boasts 2-D, 3-D Stunts

Theatres choosing either the 3-D or "flat" version of M-G-M's "Kiss Me Kate" will find suitable ad copy and other exploitation suggestions in the pressbook prepared by the film company. Most of the stunts in the book are convertible, in that a simple substitution of one line for another will transform a 3-D drive into a conventional one.

The book recommends that exhibitors so equipped show the film in 3-D, but it does not insist that this be done. Details on the "Lucky 7" contest, of which "Kate" is one of the entries, are also to be found in the journal, along with sample contests and drives.

Mayor Gives Aid To 'Flight Nurse'

SPOKANE, WASH.—Proclamation of "Flight Nurse Day" by the local Mayor, a "Flight Nurse Blood Drive" and full air-force cooperation highlighted the campaign waged by the Granada Theatre for its run of the Republic feature. Mayor Arthur Meehan dedicated the opening day of the engagement to the film, with appropriate ceremonies and coverage.

In connection with the blood drive, passes to see the picture were issued to everyone donating blood during a five-day period. The theatre had arranged for the Spokane Blood Bank to park its mobile unit in front of the theatre during the run. Copy on the vehicle asked passers-by to "help fill the bottle," while giving full credit to the playdate.

Stunt succeeded in having the blood quota passed by more than 100 percent, with more than 300 pints donated. The theatre netted for itself a great deal of favorable publicity.

In advance of the opening, all superintendents of nurses at local hospitals were sent two tickets to the film along with information on the picture. Nurses appeared on local television shows plugging the run, while the staff from the base hospital at near-by Fairchild was the theatre's guest for the premiere.

Additional interest was garnered by a lobby display provided by the U.S. Air Force Recruiting Service. Medals and wings of many types were put on exhibit.

Druggists' Chain Offers Free "Honduras" Passes

CLEVELAND. — In a novel tie-up arrangement, patrons of 19 Leader drug stores were given an opportunity to accumulate "mileage" toward free passes to RKO's "Appointment in Honduras" at the Palace Theatre. The drug chain ran a large ad in all local papers offering the passes to the first 200 patrons who "accumulated 2,487 miles" through sales receipts.

Mileage was gained by totaling of the receipts, with each penny worth a mile. The figure used as the goal is equivalent to the distance between Cleveland and Honduras. In addition to the ads, the stores displayed window cards and stills from the film, to call attention to the contest.

National Book Ad Drive, Lecturers Credit "Everest"

A national co-op ad campaign sponsored by the E. P. Dutton Co. and a coast-to-coast lecture tour by Sir Edmund Hillary and George Lowe, members of the 1953 expedition that scaled Mount Everest, will back the release of "The Conquest of Everest," film of the first successful assault on the world's highest peak, it has been announced by Francis M. Winikus, national director of advertising, publicity and exploitaton for United Artists.

The promotion by Dutton, which is publishing Sir John Hunt's account of the expedition, also titled "The Conquest of Everest," will feature a series of ads in nationally circulated magazines and hundreds of key-city newspapers prominently crediting the UA release.

In addition, Dutton is supplying thousands of book stores throughout the country with a special promotion kit containing colored and black-and-white counter cards, window streamers and other material plugging the book and the film.

The lecture tour by Sir John Hunt, one of the leaders of the expedition, and George Lowe, a photographer for the group, will ballyhoo "Everest" with more than 30 speaking appearances in major American cities.

Stops include New York, Boston, Washington, Chicago, Cleveland, Philadelphia, Detroit, Omaha, Salt Lake City, Los Angeles, Seattle and San Francisco. Hunt and Lowe will also appear on top network air shows to back the film and book.

Army Pledges Bally Help To "Cease Fire!" Dates

A valuable source of help for exhibitors planning bally campaigns for runs of Paramount's "Cease Fire!" is the U. S. Army, which has pledged its full support to publicizing the production filmed in Korea. All public information officers have been advised to give full co-operation in boosting local premieres and subsequent showings of the film.

The Criterion Theatre, N. Y. C., took advantage of this offer for its world premiere engagement. Soldier-actors from the production rode around the city on opening night in a bannered jeep supplied by Kaiser-Willys, Detroit. Playdate information was prominently displayed on the jeep.

In a letter praising the 3-D feature, Major General Gilman C. Mudgett, chief of information, pointed up that the film was made with the aid of the Departments of Defense and Army. He called the picture "a major contribution to the Chief of Staff's policy to increase public understanding of the Army."

"Sahara" Animal Contest

CLEVELAND.—An animal identification contest for children, appearing in the comic section of the "News," was used to spur business for the run of RKO Radio's "Below the Sahara" at the Tower Theatre. The youngsters were asked to identify animal photos, for which they got war bonds, cash and free tickets to see the feature.



Sheldon Mandell, manager of the St. Johns Theatre, Jacksonville, Fla., studies the lobby show of live snakes and alligators being toured by marinologist Bill Walsh (right), to boost runs of United Artists' "Shark River." Reptile caravan visited seven southern states where film had saturation send-off to create interest in picture's Florida locale.

Tropical Circus Tour Plugs "Shark River"

Ideas for exploitation stunts on behalf of runs of United Artists' "Shark River," color tale of life in the Everglades, can be gleaned from the month-long tropical circus tour just completed in seven southern states. Caravan, containing giant alligators, snakes and turtles, was sent to ballyhoo the 400-date saturation send-off of the feature.

The attention-drawing menagerie, managed by Captain Bill Walsh, chief marinologist of Florida's Sea Zoo, was displayed on downtown streets and at theatre fronts and lobbies. Posters giving credits and local playdates were prominently placed on the cages holding the 30 jungle snakes, Everglades alligators and six sea turtles.

While other exhibitors may not be able to get the genuine reptiles, as was used in this tour, they should be able to promote some suitable substitutes. Also, it may be feasible to work some of the stunts used by Walsh, who climaxed his demonstrations by exhibitions of rattle snake milking.

Added interest was shown by camera fans, who were invited to photograph the deadly creatures rarely seen outside the Everglades. A photo contest might be a good bet to stir up interest in local runs.

Ozoner Plugs "Viewing Pleasure"

Latest note in bally campaigns by ozoners is the one proclaiming that there are 2,640 square feet of viewing pleasure at the Pike Drive-In Theatre, Newington, Conn. Unusual headline is part of a "Family Theatre" ad, designed to interest both parents and youngsters in the theatre's show.

Among the seven reasons listed for increased enjoyment is the "get-home-early" idea. Audiences can see the double- bill and three cartoons and still be out of the theatre by 9:30. This makes it possible for parents to have their night at the movies and still get the children to bed on time.

REGIONEWS

ALBANY

Dick Wells took over the feature booker's post for Schine Circuit in the Albany district from Ray Pollack, who resigned. . . . Variety Club crew for 1954 comprises Harry Alexander, Universal; Gordon Bugie, Paramount; Frank Carroll, Metro; Norman Jackter, Columbia; Jules Perlmutter, Perlmutter Theas.; Sylvan Leff, Utica and Watertown exhibitor; Joseph Saperstein, Fabian; George H. Schenck, Tri-State Automatic Candy; Lewis A. Sumberg, Albany TOA, Sidney G. Urbach, partner of Harry Lamont; Aaron Winig.

Wallace Wynkoop assumed operation of the Colchester Theatre in Downsville, N.Y., operated by Cliff Hall before it closed. . . . Dave Rosenbaum of the Capitol, Elizabethtown, stopped off in Albany enroute to a vacation in Florida with Mrs. Rosenbaum. . . . Mike Kallet, pres. of Kallet Theas., Oneida, is in Florida for the winter.

ATLANTA

The city of Covington, Tenn., about 40 miles from Memphis, where some of the films banned by the Memphis censor board have been playing lately, has set up its own censorship board. Mayor Will Shoaf appointed three citizens to look at the pictures that have been banned in Memphis. . . . Stein Theatres in Florida have taken over the Joy Auto Theatre in Ashburn, Ga. from Mr. & Mrs. Jack Parrish and Robert Davis. Mrs. Estelle Hay, former cashier at the Turner, will be asst. mgr. . . . Martin Theas. closed their Jet Drive-In at Columbus, Ga. . . . H. E. MacGregor, office mgr. at National Screen, back at his desk after a spell of illness.

The Chamber of Commerce of Dania, Fla. is trying to get the State Theatre reopened. Merchants are complaining about loss of business. . . . Mgr. Hugh Rainey announces the Riviera Theatre, Knoxville, Tenn., will soon be completely remodeled inside and out. . . . Jerry Miley, young employee of the Ribault Drive-In, Jacksonville, Fla., who was accidentally shot by a companion while target practicing near the theatre, passed away. . . . Closed because of poor business: West End Theatre, Birmingham, Ala.; 41 Drive-In, Ft. Valley, Ga. . . . Capacity of the Ritz Theatre, Athens, Ala., has been increased by 176 seats to 565 in a remodeling program which included installation of a CinemaScope screen, a new gas boiler and enlargement of air-conditioning system. . . . Kenneth Hall of Warners passing out cigars on arrival of twin sons. Other newcomers are a son of to Jim Murphy, U-I booker; a son to Charles Adams, owner of the Memorial Theatre; a daughter to R. T. Belcher, Queen City Booking Service.

The 14-member Birmingham, Ala. film review board rescinded a regulation barring newspaper reporters from attending their film previews. . . . A 3-man committee appointed by the Prattville, Ala. city council will study request by a group of local ministers for enforcement of a 1912 blue law pertaining to Sunday shows. . . . Plaza Drive-In at Tullahoma, Tenn. closed. . . . Allen Rainwater resigned as UA booker to go with Universal's booking dept. . . . Roberta Theatre, Roberta, Ga., will close after the 1st of the year. . . . O. C. Terrell, mgr. of Sunset Drive-In, Clarksville, Tenn., was elected pres. of the Clarksville Scottish Club.

Charles H. Kuertz is now handling his own booking and buying for the Bel Air Drive-In, Madison, Tenn. Howard and Cecil Brooks doing likewise for the Parkway in Marysville, Tenn. . . . Herman "Dusty" Rhodes, drive-in owner in Georgia and Alabama, had



Edward L. Fabian, Fabian Theatres' exec. and incoming chief barker of New York Tent #35, is presented with a high hat, symbolic of Variety Club Barkers, at the installation luncheon. Shown (l to r): Fred J. Schwartz, Century Circuit prexy; William J. German of Wm. J. German, Inc., who is to be honored by Variety Club with a testimonial dinner in April; Bernard Brooks, Fabian exec.; Fabian; Edward Lachman, retiring chief barker; and Jack Beresin, chief barker of Variety Clubs International.



Mark Stevens, star of Allied Artists "Jack Slade," looks at press book of the film during a cocktail party for the press at the Hotel Statler. L to R: Jerry Callahan, AA city salesman; Stevens; Ben Abrams, New England dist. mgr. for AA; and Charlie Wilson, head booker for AA.

his annual Xmas party for bookers and managers on film row at the Atlanta Variety Club. So did the WOMPI's. . . . Theatre receipts in Alabama showed an upsurge of 14.7% in July over June and a again of 9.9 in Aug. over July, according to the bureau of business research of the University of Ala. . . . Virgil Alberson, co-owner with his brother Hubert in the Ala Hi Drive-In at High Springs, Fla., died of a heart attack.

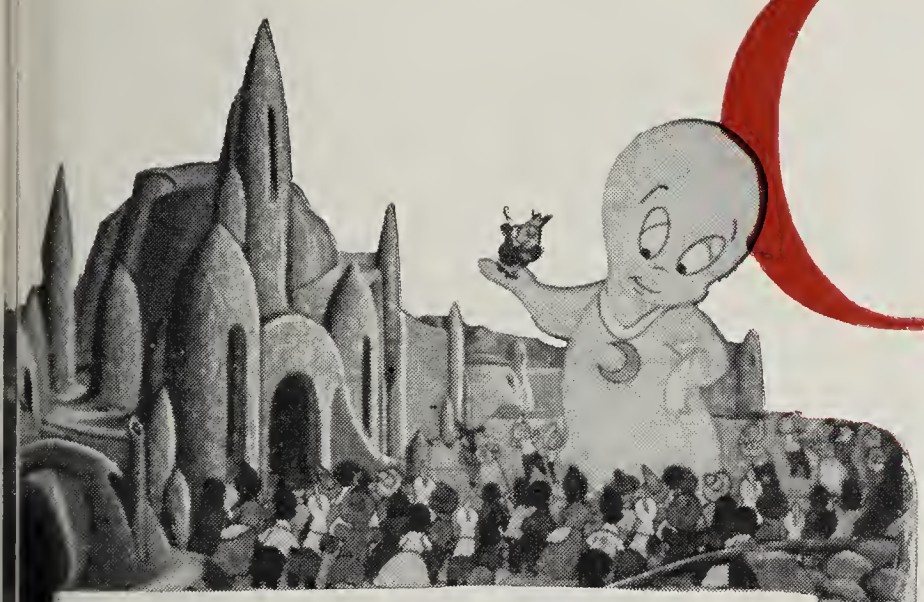
BOSTON

Falmouth, Mass. selectmen issued a drive-in permit to John R. Augusta, whose first application was turned down a year ago because of traffic hazards in the original plans, which have since been eliminated. It will be operated by Rifkin circuit. Richard Rubin is drawing up plans for the new ozoner, which will accommodate 500 cars. . . . While Harry Goldstein, Allied Artists field representative was in for advance of "Jack Slade," he was taken to Mass. Memorial Hospital suffering from an eye infection. . . . Four new arrivals in Interstate family ranks were announced within a few weeks of each other. Chris Joyce, Plymouth dist. mgr., welcomed a daughter; Erwin Neumann, Conn. dist. mgr., a daughter; Ernest Fitzgerald, N.H. dist. mgr., a son; Mal Green, head booker, a daughter.

With "This Is Cinerama" opening at the Boston Theatre Dec. 30, former mgr. Tony Zinn has been transferred to Keith Memorial Theatre as mgr. Max Michaels, former mgr. of the Old Howard, becomes house mgr. for Cinerama Corp. Bob Smith was transferred from the Memorial to S-W's Capitol, Everett, as mgr. . . . Joseph Levine of Embassy Pictures has acquired three former 20-th-Fox releases starring Randolph Scott, "Canadian Pacific," "Fighting Men of the Plains" and "Caribou Trail," and a John Wayne film, formerly distributed by RKO under title of "Lady Takes a Chance," renamed "Cowboy and the Girl." . . . Tom Duane, who resigned as gen. mgr. of Lockwood & Gordon, returned to distribution as Republic branch mgr. in

(*Continued on page* 22)





Paramount presents

Casper

The Friendly Ghost in

Boo-Moon

3-D and Color by Technicolor

Produced by Famous Studios

And now delighting audiences everywhere:
POPEYE-ACE OF SPACE...in 3-D

Casper
THE FRIENDLY GHOST
in 3-D

Only once in a boo-moon comes a short with feature selling power like this one. Casper's in 3-Dimension now...no other ghost can make that claim! He trips to the moon, capers thru the cosmos, spreads a galaxy of laughs in The Greatest Short On Earth! Available now...

BOSTON (cont'd.)

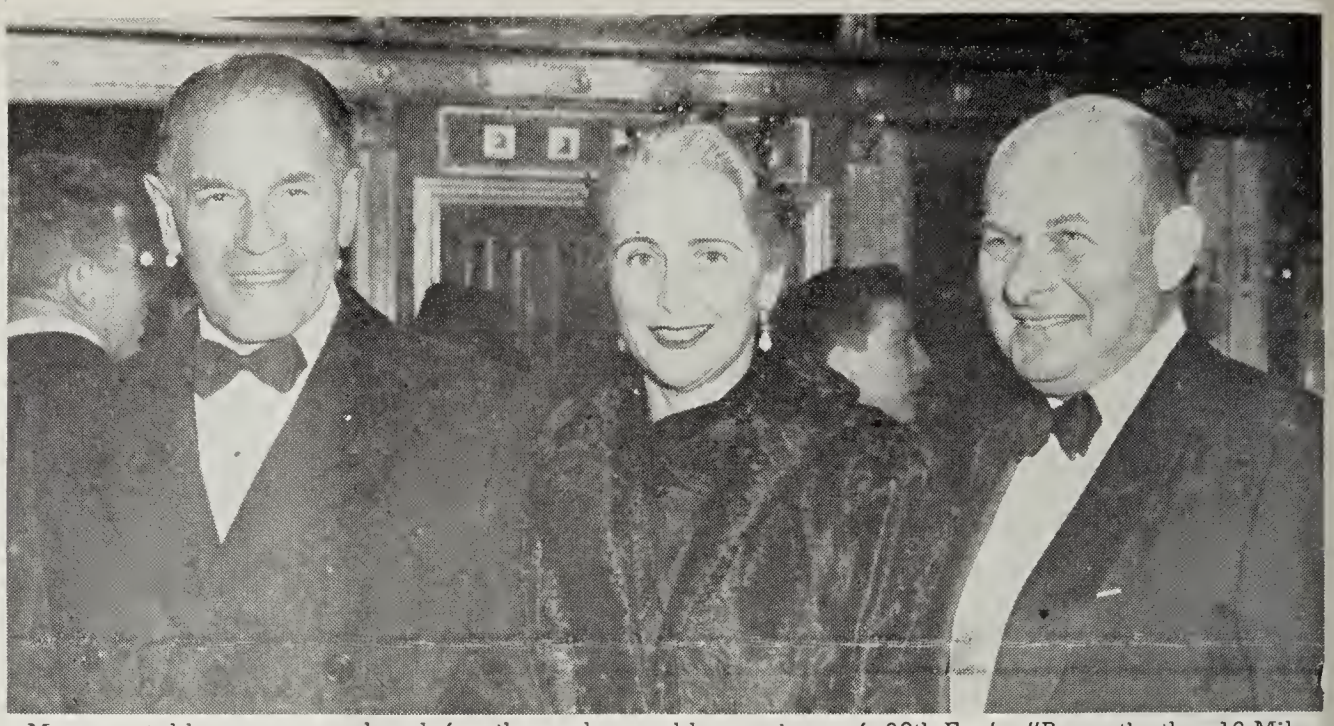
Pittsburgh. Russell Ordway, L&G dist. mgr., resigned to return to his toy shop and was replaced by "Buster" Holt, former mgr. of the Scarboro, Me. drive-in. . . . George Kraska, foreign film distributor in New England, entered Peter Bent Brigham Hospital for surgery.

E. M. Loew and Lawrence Laskey, who recently purchased the property including the Center and Stuart theatres, plan to redecorate the Center in 1954 and install the latest equipment. The Stuart, next door, operated by Edward Carroll with bi-weekly presentations of Chinese films, will continue under that policy for the present. . . . Cleo Staples, formerly asst. mgr. of the State Theatre, Holyoke, has been named mgr. of the Majestic, W. Springfield, Mass. . . . Herbert Schaefer receiver of "Republic's Man of the Month' award, gave due credit to his sales and booking staff. Herbert was upped to branch mgr. a few months ago when Frank Dervin resigned to go to RKO in a national executive capacity. . . . Sympathy to Harold Markel, operator of the Eliot, Cambridge, in the death of his father, Simon "Sam" Markel, who owned the theatre property.

CHARLOTTE

Johnny Vickers was elected chief barker of the Charlotte Variety Club, succeeding Bob Alander. Other elected are H. F. Kincey, 1st asst.; Frank Beddingfield, 2nd asst.; J. Francis White, Jr., dough guy, and Bob Simril, property master. . . . Ed Carrington Smith, mgr. of the Carolina Theatre, Chapel Hill, N.C., will direct the 1954 March of Dimes campaign in Orange County. . . . The Tarbor, Tarbor, N.C., managed by Rufus Stewart, was broken into and a sizable amount of merchandise taken from the concession stand. . . . O. C. Carter, Jr. opened his Bamberg Drive-In at Bamberg, S.C., with accommodations for 200 cars and space for 100 more. . . . L. A. Ireland Republic Pictures, welcomed a new baby daughter.

Jim Wallace and George McVey opened their new Sky Line Drive-In at Sumter, S.C. . . . Alton and J. B. Harding opened their Hilltop Drive-In at Chocowinity, N.C. . . . C. B. Seats is the new owner of the Cooleemee, Cooleemee, N.C. . . . New owner of the Finklea, Finklea, S.C., is L. R. McCracken. . . . J. D. Fort is new owner of the State, Roseboro, N. C. . . . R. F. Pinson of Astor Pictures Exchange has been appointed sales representative on "Martin Luther" for unsold situations in this exchange area.



Many notables were on hand for the gala world premiere of 20th-Fox's "Beneath the 12-Mile Reef," in CinemaScope, at the Roxy Theatre in New York. Shown here (l to r) are Meyer Schine, head of the Schine Circuit of Gloversville, N. Y., Mrs. Schine and Charles Einfeld, v.p. of 20th-Fox.

Watch These Dates!

1954

Jan. 14: New York — Federation of Jewish Philanthropies — Amusement Division luncheon — Hotel Astor.

Feb. 2-4: Cincinnati — National Drive-In convention—Netherlands Plaza Hotel.

Feb. 2-4: Cincinnati—Independent Theatre Owners of Ohio convention—Netherlands Plaza Hotel.

Feb. 4: New York — Amusement Division, National Conference of Christians and Jews, dinner, Waldorf-Astoria.

Feb. 5-6: Cincinnati—Allied States board meeting—Netherlands-Plaza Hotel.

March 22-25: Dallas—Variety Clubs International convention—Adolphus Hotel.

March 28-30: Edgewater Beach, Miss—Allied Theatre Owners of the Gulf States—Edgewater Gulf Hotel.

May 2-7: Washington, D. C.—SMPTE 75th convention—Statler Hotel.

CHICAGO

Chicago Tribune started a new service for subsequent-run theatres, listing films playing these houses in column on theatre page. . . . Chicago Theatre will have six weeks of 3-D films with "Kiss Me Kate" currently showing, "Hondo" opening Jan. 14, followed by "Sadie Thompson." B&K's publicity dept. is preparing a scroll to be presented to Cole Porter as New Year's greeting from admirers who saw "Kiss Me Kate." . . . Alliance circuit booked the 3-D version of "Hondo" for 14 of its houses, starting Jan. 1. . . . Over 200,000 TV sets have been installed in the Chicago metropolitan area since Jan. 1953. . . . Jack Garber, B&K publicity dept. is convalescing at home after surgery.

Oriental Theatre booked "King of the Khyber Rifles" for extended run to follow "How to Marry a Millionaire." . . . Alliance's Roxy at Ottawa, Ill. and State at Anderson, Ind. tied up with local merchants for free holiday matinees and presents for the kiddies. . . . Pension Fund of Operators Union in Chicago now exceeds three quarter million dollars, according to latest report. . . . Tom Flannery of Whiteway Electric Sign Works, 1317 Clybourn Ave., is offering a four color booklet to exhibitors on Whiteway signs. . . . More extended loop runs have been made possible by Judge Michael Igoe when he lifted the six-year-old ban on first-runs of more than two weeks. . . . Harry Ruda was named mgr. of Warner's Frolic Theatre. . . . James Gregory, Alliance v.p., leaves for an extended South American trip after the holidays and will inspect theatre operations in the countries he will visit.

20th-Fox and UA have filed separate percentage suits against Seymour and Julius Bland, operators of the Dale Theatre from Oct. 1950 to May 1951, and the Ideal Theatre from Jan. 1947 to the present. . . . B&K completing half million dollar investment in 14 Chicago houses with installation of CinemaScope and stereophonic sound. equipment. . . . Jack Kirsch, pres. of Illinois Allied, presented with a plaque from National Allied at the 23rd anniversary celebration of his unit. . . . Fountain Square Theatre and the Selwyn will omit selling popcorn during run of "Julius Caesar." . . . CinemaScope and stereophonic sound installations go into S-W's Avalon and Capitol next month.

Purchase of the Linden Theatre property by Prudential Insurance Co. does not affect the long-term lease on the building held by Jack Kirsch. . . . Albert Dezel completed distribution arrangements with Irv. Levin, pres. of Filmakers Releasing Org. for a long-term franchise for the Chicago and Detroit exchange areas. . . . Douglas Helegson, managing director of Eitel's Palace, reports 17 weeks of Cinerama brought in about one million dollars. . . . Film delivery companies in this territory received permission from state authorities to extend their territory to include drive-ins outside the present delivery limits. . . . Ideal Pictures, which has 27 branches throughout the country, has leased the 3-story building at 54-58 S. Water St. for its film distribution headquarters.

CINCINNATI

Edward B. Salzberg, owner of Screen Classics, is new chief barker of the local Variety Club. Others elected include Phil Fox, 1st asst.; Harry Hartman, 2nd asst.; Ruben Shor, dough guy; Saul M. Greenberg, property master. Delegates to the national convention are Vance Schwartz and Edward Salzberg; International canvasman for 1954 is Herman Hunt. . . . Theatre Owners Corp. has taken over buying and booking for the Royal Theatre, Chillicothe, owned by Mrs. Kaiser. . . . Chakeres' Orpheum Theatre in Xenia closed recently.

National Theatre Supply recently equipped Mid States' Hollywood Theatre here with CinemaScope wide-screen; also installed complete equipment and stereophonic sound in the Martin, Martin, Ky., owned by Lawrence Keathley, and a wide-screen in Jur Circuit's Strand, Parkersburg, W. Va. . . . Frank Decker, W. Va. salesman for Allied Artists, is back on the road after nursing a heart condition for several months. . . . Herbert Doppes, U-I booker who served in the Navy for two years, is back in the booking dept. . . . Jay Goldberg of Realart has been appointed sales representative on "Martin Luther" for unsold situations in this exchange area.

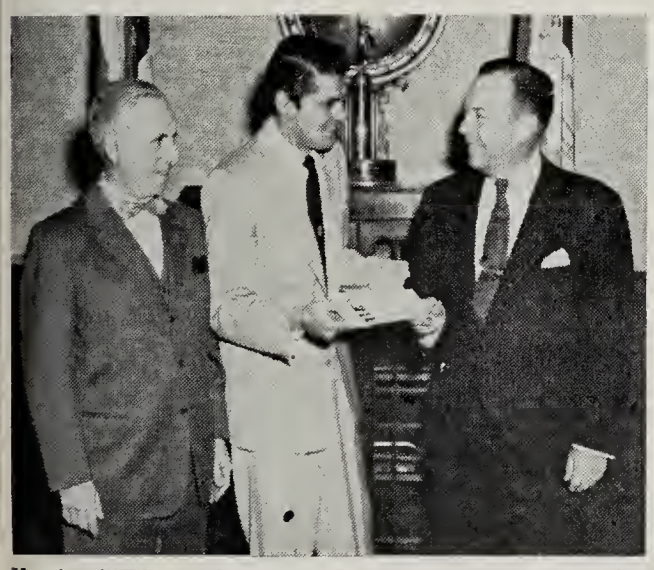
Mr. & Mrs. Si James of the James Theatre, Eaton, O., left to spend the winter in Florida. Chalmer Bach, mgr., will carry on for them. . . . Art Fine of the Empire, Cincinnati, recovered from a recent heart ailment, is also Florida bound. . . . Dick Breslin, Fox salesman, became a papa for the second time. . . . Franklin McCann has been appointed booker for Realart and Lippert.

DALLAS

A 13-acre site at Nacogdoches has been purchased by East Texas Theatres for construction of a drive-in. . . . Eugene Butler, 1953 winner of the $5,000 distinguished service award given by Interstate pres. Karl Hoblitzelle foundation has been elected pres. of the Progressive Farmer magazine. . . . Of the seven theatres which closed in Houston in the past three years, the Sunset has since reopened as the Academy with an art film policy; the State has been converted into Theatre Lounge, a burlesque house; the Globe, Midway and Bluebonnet replaced by newer nabes. Owner Robert Z. Glass blames TV and ozoners for demise of the Stude after 14 years. . . . E. Bernard is building a 300-car drive-in at Rockport. . . . New mgr. of the Capitol, Amarillo, is Thomas Lutterekk.

Texas theatres have served as collection points with other businesses in the drive to collect books for distribution to the armed forces. . . . Four TV companies, seeking FCC assignment to Channel 13, have indicated intentions of affiliating with the CBS network. They are KTRH Broadcasting Co., a Jesse H. Jones enterprize; T. V. Broadcasting Co. of Houston, owned by Houston's Mayor Roy Hofheinz; Houston Area TV Co., owned by 17 local businessmen; and Houston TV Co., Inc., owned by a local group. . . . Associated Popcorn Co. opened a new warehouse and office in San Antonio to handle supplies for the Rio Grande Valley.

Gibraltar Ents. re-elected Charles R. Gilmour pres. and celebrated its 20th anniversary with a party for film and theatre supply people at the Wolhurst Club. Company was formed in 1933 with 14 theatres and now owns 46 theatres and ozoners in Colo., Wyo., Neb. and New Mexico. . . . IATSE F-29, front office employees, re-elected John Roberts as pres. and George Mayo, business agent. . . . Lorene McCarthy bought the Ute, Strassburg, from Archie Goldstein and after doing considerable remodeling will reopen it about Jan. 20. He is now operating the World, Denver, which had been closed for some time. . . . Wm. Kolitz, son of RKO dist. mgr. Al Kolitz, will be married to Eleanor Loraine Silber on March 7 at San Antonio, Tex. . . . Diana Muirhead, a cashier at the Denver, was one of several Denverites shown in a color picture article in Colliers on "They Work on Christmas." . . .



Keefe ("Eddie Cantor") Brasselle, in N. Y. for advance of "The Eddie Cantor Story," Technicolor musical from Warner Bros. scheduled for a gala preview at the Paramount Theatre, presents Mayor-elect Robert Wagner with a ticket as Judge Jonah J. Goldstein looks on. Judge Goldstein and Cantor are alumni of the Educational Alliance, which helped many now prominent New Yorkers during their childhood.



R. L. Fridley (right), owner and operator of theatres in Ida Grove, Rockwell City and Lake City in Iowa, and his wife, honeymooning in Hollywood, visit the set of Paramount's "Living It Up" and are greeted by Dean Martin, who stars in the film with Jerry Lewis and Janet Leigh.

Harry McDonald, Torrington, Wyo. theatre owner, is home from the hospital.

Jack P. Byrne, eastern sales mgr. for Metro and chairman of the Metro 20th anniversary celebration, was in conferring with branch mgr. Henry Friedel on matters in connection with the event. . . . Tom Bailey, Lippert and Filmakers franchise owner, is back from Salt Lake City where he installed Ralph Trathen, recently with Consolidated, as sales mgr. there. . . . Warner Bros. is moving to 2062 Stout St. . . . Paul Lyday, mgr. of the Tabor, gathered some publicity by securing 2,000 signatures to a petition to change the name of Curtis to that of Tabor Street. Of course the Tabor is located there. His Councilman, Ed Mapel, poured cold water on the plan. Mapel owns the Gem on the same street.

DES MOINES

Remodeling of the Colonial Theatre in Hamburg is now under way and should be completed by mid-January, according to Bick Downey, who recently purchased the house. Improvements include new cushion seats, rest rooms with a special cry room, and installation of a giant screen. . . . The Isis in Postville has a new panoramic screen and new projector lenses. Lloyd Palmer owns and operates the theatre. . . . Both of Osceola's theatres, the Osceola and Lyric, have been closed for an indefinite period due to reduced business, high local and federal taxes and various state and federal license fees, according to owner Bob Huttee. Closings did not affect the annual free holiday children's matinees scheduled by the Osceola Lions Dec. 24 and the Osceola firemen Dec. 29.

Atty. Gen. Leo Hoegh has notified county attorneys that he would not order theatre bank nights banned until after a requested rehearing of the Mabrey case is determined. Case arose through the arrest of Mayor Wilson E. Mabrey of Carter Lake for operating a bingo game and cast doubt on the legality of theatre bank nights. . . . The Sidney Theatre in Sidney, which has been closed for several weeks, will ropen Jan. 3.

DETROIT

Al Ackerman, owner of the East Side Theatre, transferred booking responsibilities for the house to Bill Clark. . . . Alex Schreiber, head of Associated Theas., flew in from Los Angeles to aid the Old Newsboys Goodfellows drive for Christmas charity funds. . . . In a positive approach to problems of the younger generation, pres. Harold Brown of United Detroit inaugurated a policy of special recognition of juvenile heroes through the neighborhood theatres of the chain. . . . Lucon Theatre, operated by Cohen Circuit at East Lansing, broke house records with "Crazylegs." . . . G. Roy Whitney, operator of the 250-seat Dal Roy at Mio, Mich., is planning to build a new 600-seat house to bear the same name. . . . CinemaScope equipment was installed in the Adams, managed by Norman Meyers, for a Xmas day opening. . . . Ernest T. Conlon, Allied Theatres exec. secy., is scheduled for a talk before the Lions Club of Bay City on Jan. 20.

Paul Broder is planning expansion of his amusement interests shortly—details undisclosed. . . . Joseph Stoia, veteran circuit operator, was killed when a new tractor he was operating on his estate fell upon him. . . . Arthur Weisberg announced that A&W Theas. will reopen the Cinema, dark nearly two years, as an artfilm house. . . . Wisper & Wetsman extended an open invitation to children's institutions to arrange for Xmas holiday matinees for their charges as guests of the circuit. . . . James F. Sharkey, head man of Cooperative Theas. is the new chief barker of Detroit Variety Club. . . . David M. Idzal, mgr. of the Fox, is closing "The Robe" on New Year's Eve after a record-breaking 13 weeks.

KANSAS CITY

Officers elected at the recent KMTA meeting here are: Leo Hayob, Marshall, Mo., pres.; Henry Doering, Garnett, Kans., reelected v.p.; Earl Jameson, Jr., K.C., secy, and Frank Weary, Sr., Richmond, Mo., treas. New directors are Ed Harris, Geo. Baker, Al McClure and Doc Cook, retiring pres. Members voted to strengthen the COMPO tax repeal program and to circulate the film, "Courtesy is Contagious," to independent owners at a minimum cost. . . . Tom and Bob Smith have incorporated their drive-in at Urbana, Mo., where each car has an individual screen, under the name of Autoscope of Urbana, Inc. They plan two additional theatres in the spring.

All Commonwealth theatres have been equipped for 3-D. The Missouri at Columbia, Mo. and these in Kans. are ready for CinemaScope: Granada at Lawrence, Crest at Great Bend and Wareham at Manhattan. . . . F. L. Loew's Star at Lebanon, Mo. has



Michael Edelstein, RKO div. mgr.; Harry Mandel, ad-pub dir.; and Al Arnstein, mgr. of the RKO 58th St. Theatre in N. Y. (l to r), examine sign announcing special showing of Goldwyn's "The Best Years of Our Lives," the RKO release which won nine Academy Awards and which returns to the nation's theatres in February.

KANSAS CITY (conf'd.)

a new Astrolite wide screen. . . . The first CinemaScope and stereophonic sound film for St Joe, Mo. began screening Christmas Day with showing of "The Robe" at Durwood's Missouri Theatre. . . . Dean Anderson opened his new Byam Theatre in the Fairmount district and cooperated with Intercity Lions Club in presenting a free Christmas show for children in the neighborhood.

Opening of "Knights of the Round Table" at Loew's Midland, recently remodeled for CinemaScope, included a parade by the Jackson County sheriff's patrol wearing armor provided by M-G-M. . . . Motion Picture Assn. elected the following directors at its recent membership meeting: Richard Brous, Fox Midwest; Louis Patz, National Screen; Eddie Mansfield, Commonwealth, and Ben Shlyen, Boxoffice Magazine, for 4-year terms, and Chas. Crawford of RKO for one year to succeed the late Howard Burkhardt of Loew's Midland. . . . Crest Productions, Inc., Kansas City, headed by W. B. Adams, E. C. Rhoden, Jr. and J. P. Wooten, was incorporated to do a general motion picture business.

MIAMI

Bands and parades were part of the world premiere of "The Glenn Miller Story," which opened Jan. 22 at the Carib, Miami and Miracle theatres, with June Allyson and James Stewart also on hand. . . . Sonny Shepherd got a full page in the Miami News on "The Robe" after supplying the paper with color shots. . . . Ralf Puckhaber, mgr. of the Florida, working on a new type of front with Jack Clem for opening of "Easy To Love." . . . Ed Heller, mgr. of the Regent, celebrating arrival of a boy. . . Ray Newell of Claughton Theas. home office appointed asst. mgr. of Variety Theatre in Miami Beach.

Bill Dock of Florida State is new chief barker of Tent #33 in Miami. . . . Sid Meyers, Wometco head, returned to his office after an ear operation. . . . Chet Gole left the Tower for the Gateway in Fort Landerdale as asst. mgr. . . . Wayne Rogers of the Normandie has a new asst., David Spence. . . . Other recently appointed asst. mgrs. are Noel Sanders at the Ritz; Dave Payne from the Palace to the Florida; William Stang at the Roosevelt and Lawrence Garrity at the Variety. . . . Mrs. Edward Claughton doing a real charity bit for the holidays. All the orphan homes in the area invited to special morning shows at the Royal with candy and soda pop giveaways.



On hand for the special invitational showing of Universal's "The Glenn Miller Story" at the RKO 86th St. Theatre in N. Y., are (l to r) U-I star Piper Laurie; Pete Dana, Universal eastern sales mgr.; Mrs. Si Fabian; Si Fabian, pres. of Stanley-Warner and Fabian Theas.; and Charles J. Feldman, Universal v.p. and gen. sales mgr.

MILWAUKEE

An out-of-court settlement has been made for the Towne Theatre with the major film companies, covering the period from May 1950 to April 1952. No information was given out on the amount of cash paid. Settlement was made by all the companies except United Artists, which is presently involved in other litigation with the Towne. . . . John Falso, mgr. of the Majestic in Beloit, Wis., ran a full page ad, underwritten by a local merchant, promoting "Kiss Me Kate," which was shown in the 3-D version. . . . Zenith Theatre here offered a free show for two days when West Hopkins Street celebrated its reopening. . . . 100 Variety Club members present at the installation of officers of Tent #14 at Pabst Blue Ribbon Hall were introduced to Ben Marcus, the new chief barker. Sam Kaufman was appointed chairman of the heart committe and Eddie Weisfeldt, chairman of publicity and public relations.

MINNEAPOLIS

Contracts for its new 1300-seat theatre at Minot, N.D. have been let by MACO. House has been planned to incorporate a wide-screen placed in the front of the building and will be unique in many other ways. . . . Bernie Pretts, mgr. of Berger's Fergus at Fergus Falls, Minn., was named pres. of the local Chamber of Commerce. . . . O. E. Maxwell, pres. of Northwest Sound Service, is recuperating at home from a gall bladder operation. . . . Minneapolis Theatre Supply has started a "swap board" where theatre owners may advertise used equipment they want to sell. . . . H. R. Douglas sold the Lake at Willow Lake, S.D. to Thomas M. Ward. . . . Gerald Christianson is new asst. mgr. at the loop Gopher. . . . Guy Thorne, owner of the Vogue at Sandstone, Minn., and Mrs. Thorne went to Duluth to hear their son, a student at the U. of Minn., play in the Duluth symphony orchestra. Guy is an old theatre musician himself.

Complete CinemaScope equipment, including stereophonic sound and wide screens have been installed in MACO's Fargo at Fargo, N.D.; State at Sioux Falls, S.D., and the Paramount in St. Paul. . . . Bob Branton is back at Warners as booker. replacing Eddie McErlane, who resigned. . . . Bob Helmerson, Universal salesman, passed out cigars on arrival of a baby girl. . . . The Avalon, Boulevard and Franklin, three nabes operated by Frank & Woempner, on a recent Saturday had a midnight "horror show," which included a double fetaure and stage presentation. Passes were given to patrons who sat through the whole show. . . . Laverene Huntisinger is the new asst. mgr. at the RKO Orpheum here, replacing Leonard Wood, reassigned to the RKO Brandeis, Omaha. . . . Gerald Hilary resigned as asst. mgr. of the RKO Pan.

NEW HAVEN

Spring, 1954 will see two Conn. independent circuits in the drive-in field for the first time. Perakos Associates will complete construction of a 750-car ozoner at Plainville, and Sal Adorno, Jr. of M&D Theas. announced plans for a project to be known as the Middletown Drive-In Theatre, now on file with the Middletown zoning board. . . .Phil Gravitz, M-G-M exchange mgr. here, has been elected pres. of the Beverly Hills Civic Assn. . . . Certificate of incorporation was filed by Empress Theatre, Inc. of Norwalk, headed by John Keogh, Sr. John Keogh, Jr. and Thomas A. H. Keating, Jr . . . . John R. Patno, Jr., mgr. of the Empress Theatre, Norwalk, has been transferred to the first-run Paramount, Springfield, Mass. as mgr.

FILMS TELEVISED DEC. 12 to 25

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Call of the South Seas	Allan Lane	Rep. 7-7-44
Caretakers Daughter	Derek Bond	
Desperate Adventure	Ramon Novarro	Rep. 8-6-38
Doctors Don't Tell	John Beal	Rep. 9-25-41
Flight At Midnight	Phil Regan	Rep. 8-28-38
Follow Your Heart	Michael Bartlett	Rep. 8-11-36
Frustration	Telger Lowenadeley	Film Classics 3-26-47
Gangs of New York	Alan Baxter	Rep. 8-23-38
Mr. Hawkins		
The Iron Crown	Primo Carnera	Superfilm Dist. 4-1-49
Inspector Hornleigh	Gordon Harker	Fox 4-21-39
The Man From Frisco	Michael O'Shea	Rep. 5-10-44
Melody and Moonlight	Jerry Colonna	
Models Inc.	Howard Duff	Mutual Pic. 6-25-52
Mountain Rhythm	Lynn Merrick	Rep. 6-29-39
Outside of Paradise	Phil Regan	Rep. 2-11-38
Pick a Star	Laurel & Hardy	MGM 4-20-37
Sea Racketeers	J. Carroll Naish	Rep. 8-20-37
Thou Shall Not Kill	Charles Bickford	Rep. 1-11-40
Untamed Fury	Mikel Conrad	PRC 3-11-47
Wagons Westward	Chester Morris	Rep. 6-24-40
The White Legion	Tala Birell	Grand Nat. 10-17-36

NEW ORLEANS

Stanley Richardson, exec. secy. of Hollywood Co-ordinating Committee advised Miss. theatre owners that 6 screen stars would visit their houses, with the day's receipts to go to the Vicksburg Tornado Relief Fund. Miss. TOA, headed by A. L. Royal, and Paramount-Gulf, headed by Gaston Dureau, Jr., also announced plans for a fund raising program. . . . The Varia Drive-In, Jackson, Miss., was robbed of the day's receipts when the mgr. left for Vicksburg to assist the victims of the disaster. . . . Asa Booksh was upped to mgr. of the RKO Orpheum, N. O., following resignation of Ross McCausland. . . . Henry G. Plitt, v.p. of Paramount-Gulf, was reelected pres. of United Cerebral Palsy Assn. of La. . . . Citronell Drive-In, Citronell, Ala., will be closed Tues.-Wed.-Thurs. during Jan. and Feb.

The Sorrento, Sorento, La., reopened by new owner M. LeBlanc. . . . Plaucheville Theatre, Plaucheville, La., closing permanently, Dec. 31. Other permanent closings are the Joyce, Gibsland, La., and Carolyn, New Hebron, Miss. . . . Jan. 1, the Arnaudville, Arnaudville, La., will be taken over by L. A. Richard from J. D. Gonzales. . . . Mrs. H. M. Wise will in future book for her Pop Drive-In, Jena, La., instead of Bluestone. . . . Chancellor F. D. Hewitt dissolved a temporary injunction against showing of "The Moon Is Blue" by the Ritz Theatre, Natchez, Miss. . . . E. V. Richards, Jr. of Paramount-Gulf was elected national pres. of the Navy League of the U.S. at its 51st annual meeting here. . . . "Knights of the Round Table" opened at Loew's State for Xmas week.

NEW YORK

Eddie Fisher, Deborah Kerr, Edwin R. Murrow and Bishop Fulton J. Sheen will be honored by the Federation of Jewish Philanthropies at a luncheon to be held in the grand ballroom of the Hotel Astor Jan. 14, at which Leonard Lyons, well-known columnist, will preside with Harry Brandt, ITOA prexy and chairman of the amusement industry's current drive on behalf of the 116 hospitals and social service agencies of Federation. Guests of honor were chosen for their "outstanding achievements in the media of radio, TV, recording, motion pictures and the legitimate theatre."

David E. "Skip" Weshner, producers' representative, won the Cadillac sedan offered by Cinema Lodge in its 1953 fund raising project on behalf of the B'nai B'rith agencies. Burton E. Robbins, Cinema Lodge prexy, reports a yield of more than $6,000 from the $25 contributions made by the participants. Joseph W. Sugar of UA, who sold the winning ticket, received a $500 bond. . . . Al O'Keefe, distribution chief for the Pola-Lite Co., manufacturers of the all plastic 3-D glasses, has moved his headquarters to the company's office at 630 Ninth Ave.

Effie Engel, former asst. mgr. of Loew's Kings, has been upped to the post of mgr. of Loew's Kameo Theatre, Bklyn. . . . Beginning Christmas Day, the Momart Theatre in Brooklyn, managed by Harry Brock, inaugurated a policy of first-run local subtitled Italian films, aimed at the Italo-American residents of the neighborhood. . . . Walt Disney Productions took a long term lease on an entire floor in the new, air-conditioned office building being completed at 477 Madison Ave. . . . A long-term lease has been taken by CBS on the RKO 81st St. Theatre for color TV studio.

Emil Friedlander, board chairman of Dazian, Inc., winner of a 1954 Cadillac at the recent drawing for the benefit of the Variety Club Foundation to Combat Epilepsy, is selling his "old" Cadillac and donating the entire proceeds to the Foundation. The gift is expected to be well over $2,000. . . . Abraham Mopper, of counsel to the ITOA, associated with the firm of Weisman, Celler, Allan, Spett & Sheinberg, passed away, also Henry Reiner, 57, N. Y. sales representatives for National Screen, and Aage Schubart, 55, RKO mgr. of branch operations since 1937 and member of Film Pioneers. . . . Ed Aaronoff has resigned from U-I's home office publicity dept. to open his own office at 100 W. 42nd St.



I. F. "Mike" Dolid, Warner home office exec who retired to take up residence in Florida, is tendered a testimonial dinner by his colleagues. He is shown here receiving an inscribed gold wristwatch from Samuel Schneider (right) Warner v.p., with (l to r) Roy Haines, western div. sales mgr. and Jules Lapidus, eastern and Canadian div. sales mgr.



Dr. Goffredo Lombardo (right), youthful head of Rome's Titanus Studios, chats with Dr. Paul Ilton, official of C. I. Productions, of the U. S., after signing final contract for the co-production of Ilton's original story, "The Last Days of Sodom and Gomorrah." It will be lensed in Italy and the Near East, with Robert Siodmak directing an all American cast of top stars.

PORTLAND-SEATTLE

Hamrick's Liberty Theatre, Seattle, was closed a week for installation of CinemaScope equipment ,streophonic sound system and a magniglow Astrolite screen. . . . Portland theatres, led by J. J. Parker Theas., putting on the Annual Can Days, with patrons gaining admittance on presentation of three cans of food or vegetables. All can collections given to Sunshine Division for Christmas baskets. . . . Walter H. Leverette, Medford theatre man, charged with evading $38,000 income taxes. Formerly head of California Amuse. Co. . . . Keith Penzold, for past two years mgr. of Parker's Broadway, Portland, announces change effective Jan. 1 to another theatre chain. . . . Another continuous run record broken with "Moon Is Blue" going into 22nd week at Hamrick's Music Box, Seattle. . . . Mrs. J. J. Parker, back in Portland after a month in N.Y. conferring with film execs, reports a spurt in favor of 3-D following presentation of "Kiss Me Kate."

ST. LOUIS

The 3200-seat Ambassador Theatre is closed for conversion to Cinerama and will probably reopen late in Jan. . . .McCarthy Theatre Supply completed installation of an Astrolite screen and CinemaScope equipment at Tommy James' Comet Theatre, deluxe first-run for Negroes. Plans to open "The Robe" were postponed to mid-January because of the shortage of prints. . . . The 325-seat Louise Theatre at Louisville, Ill., was reopened by Miss Norma J. Woods and W. R. Woods. They leased the house from Donald Tollever. . . . Hall Bowers, who reopened the local theatre at Lovington, Ill., early in Dec., has changed the name back to Town Theatre. It seats 210. . . . F&M held annual Xmas parties at the Fox Theatre —one in conjunction with the Better Film Council for various homes for the aged, and one with the Globe-Democrat for underprivileged children of the city.

Times Theatre, Jacksonville, Ill., damaged by fire in Sept., has been reopened by Elfran Theatre Corp. . . . Atlas Tool & Mfg. Co. is manufacturing a new candy vending machine for theatres and drive-ins which incorporates prtoection against slugs or bogus coins. . . . Curtis Dunn of Mt. Carmel, Ill., took over management of the Idaho Theatre, formerly operated by Merlin T. Atkins. . . . The 200-seat Aloma at Stewardson, Ill., has been reopened under management of Fred Guntman, who plans to open only Thurs. & Fri. nights for the time being. . . . Lester Levy, film salesman recently released from Firmin Desloge Hospital, is visiting friends along Film Row. . . . Joe Feld, asst. mgr. and city salesman for 20th-Fox, was injured in an auto collision. . . . Wayne Stevenson, Paramount salesman, is recovering from bad injuries received in an auto accident.

Management and operation of the Algerian Theatre, Riscoe, Mo., was taken over by business interests in the community, with Kenneth Bird in charge. It had been operating

ST. LOUIS (cont'd.)

under a month-to-month lease by H. McDowell. . . . Improvements at the Labor Temple Theatre, Staunton, Ill., owned by Local 18, include a wide screen and streophonic sound. . . . Paul Musser's Lyric at Casey, Ill., is being equipped for all the new innovations. . . . Tom Gates, who took over operation of the 300-seat Lee in New London, Mo., notified local film exchanges that he would also pick up films for the Ace, Pleasant Hill, Mo.; Beth, Hull, Ill.; Gold, Golden, Ill.; Ashland, Ashland, Ill.; Cozy, Nebo, Ill., and Gem, New Canton, Ill.

George H. Ware, retired 20th-Fox salesman, has succeeded the late Edward L. Butler as chairman of the Amusement Employees Welfare Fund. . . . Jim Hazel is the new local mgr. for Manley Popcorn Co. . . . "The Robe" opened Xmas Day at the Grant Theatre, Mt. Vernon, Ill., and the Broadway, Cape Girardeau, Mo., both Fox Midwest houses.

The State District Court of Appeals has affirmed decision of the Superior Court which granted a $12,000 award to Stockton Theas., Inc. against Phil Palermo, etc. The 1949 suit involved possession of the Star Theatre. Original lease of the theatre to Stockton was declared invalid because the company was composed of Japanese aliens, but the State Supreme Court held that the Alien Land Law was unconstitutional. . . . CinemaScope equipment has been ordered for the Paramount.

Irving Levin is considering installation of CinemaScope in his neighborhood Coronet. Levin made a sponsorship tieup with the Museum of Art for opening night of "Leonardo DaVinci" at his Vogue Theatre, which garnered the spotlight for him on the society pages of the local papers. . . . The State Theatre was renovated inside and out for its reopening Xmas Day. . . . In new posts are mgr. Walter Chenoweth, Cinerama; mgr. Dominic Isabella, Metro; Worth Hare, lobby displays, Golden Gate; Sid Cahen, mgr. Vista, Rio Vista; Mark Tenser, salesman, Favorite Films. . . . Charles Oliphant will be back in the National Screen shipping room upon his discharge from the Army in Feb.

Mrs. Caroline Moser sold the Roxie, St. Helena, to John F. Aguila. . . . H. E. Ruff opened his new drive-in, the Five Points at Five Points (near Fresno). John Bowles is booking. . . . Harry Farris reopened the Sierra, Stockton, closed in Oct. by the Blumenfelds. He will show burlesque type motion pictures. . . . An irate patron caused a commotion at the Paramount on opening night of "The Nebraskan" which landed him in jail. He didn't like the picture and when offered a refund, tossed his 3-D glasses in asst. mgr. John Watley's face. He later claimed he was "fightened by flying arrows and burning oil."



"Operation Doll," started by Mary Ryan of the M-G-M Film Dept., spread throughout the Loew office and at last count there were 150 beautifully dressed dolls ready to give the youngsters of St. Claire's Hospital in N. Y. a cheerier Christmas. Roberta Elston, Adele Orlando and Mary Ryan (l to r) are shown admiring the results.

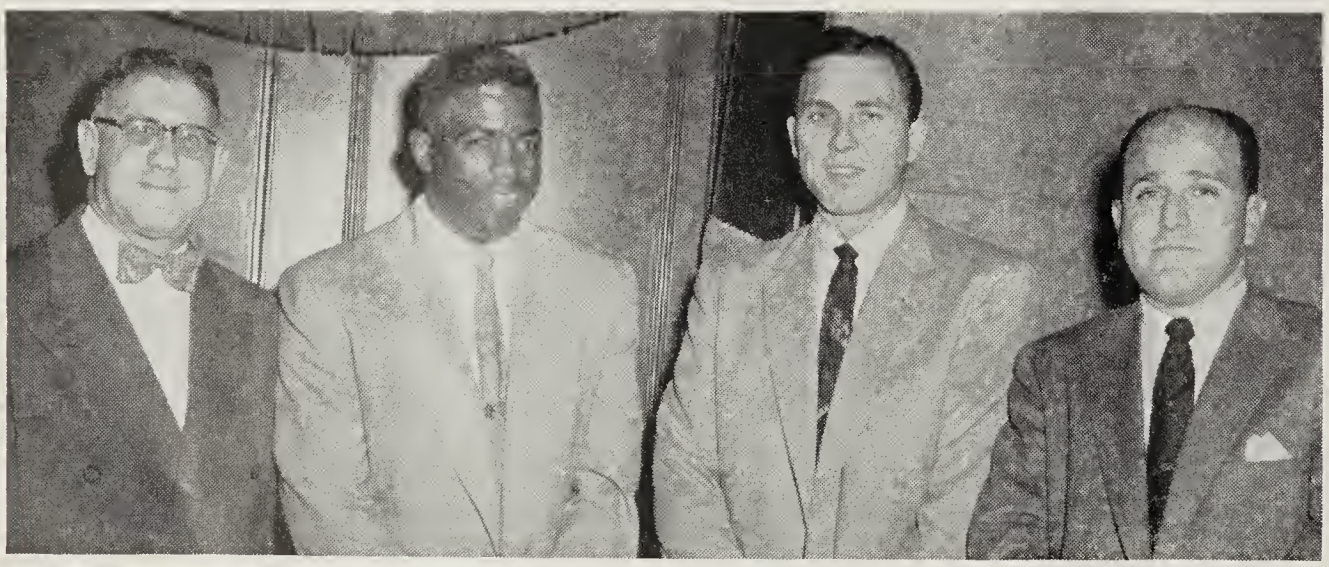
WASHINGTON

The White House Correspondents Assn. will serve as hosts for a special Washington invitational showing of Goldwyn's "The Best Years of Our Lives," which is being reissued at the request of General Federation of Women's Clubs and numerous other civic organizations because of its timeliness at the close of Korean hostilities.

Installation of local Variety Club officers for 1954 will be held Jan. 8 in the Cabinet Room of the Willard Hotel. The first Board of Governors meeting of 1954 will be held Jan. 11 in the Willard's Executive Room. Gilbert T. Hodges, sportscaster and TV performer, and Eugene F. O'Neill, dist. sales mgr. for Globe Ticket Co., have been approved as new members.

Third Extension For S-W

WASHINGTON. — The Justice Department has agreed to a third six-month extension of divestiture time for Stanley-Warner Theatres, according to Justice officials this week. The original decree provided for divesture of 54 theatres by Jan. 4, 1953. The latest extension will give Stanley-Warner until July 4, 1954, to divest the remaining 22 houses.



RKO Pathe's "This Is Little League" was given a real 'Hollywood premiere' at the Roslyn Theatre in Roslyn, L. I., N. Y., where most of the short was filmed. L to R: Howard Lesser, theatre owner; Jackie Robinson and Gil Hodges, Brooklyn Dodger stars who made personal appearances; and Mort Sunshine, editor of the INDEPENDENT and local chairman of the event.

Skouras Against A Diluted CS

(*Continued from page 6*)

The company expects to break all records with this year's gross, Charles Einfeld, vice-president, predicted. He estimated that the total gross for 1953 would approximate $106,000,000, as compared with $93,000,000 last year. Of these figures, $67,300,000 would be accounted for by domestic grosses, and $38,250,000 by foreign grosses in 1953.

It was predicted by the company that earnings for the fourth quarter of 1953 alone would exceed earnings for the first 39 weeks of the year. It was added that earning prospects for the first quarter of 1954 are "likewise excellent."

Skouras revealed that the company will release one CinemaScope film each month for the next nine months. In January, the company will release "King of the Khyber Rifles"; February, "Hell and High Water"; March, "Night People"; April, "Prince Valiant"; May, "River of No Return"; June, "We Believe in Love"; July, "Garden of Evil"; August, "Demetrius and the Gladiators," and September, "The Egyptian."

Choice Announced

First sign of easing the strict CinemaScope requirements came early last week from Paris, where Skouras announced that exhibitors owning "narrow and small" theatre could choose whatever make or type of screen they desire for showing anamorphic films. Larger houses are now required to use screens "providing equivalent results" to the Astrolite and Miracle Mirror ones.

An immediate National Allied reaction praised the step and expressed the exhibitor group's hope that "the company now will take the next logical step and make stereophonic sound optional." Statement came in a message issued jointly by Wilbur Snaper and Abram F. Myers, president and general counsel, respectively.

The Skouras announcement made it clear that the company still favors the use of the Miracle Mirror and Astrolite screens. Approximately 1,800 of these have already been installed in the nation's theatres, it was added. The company feels that the excellent light distribution provided by these screens is especially important in wide houses.

Softening of the requirement for the small house resulted from the belief that "every exhibitor has a responsibility to give his patrons the very best in CinemaScope exhibition." It was therefore decided to let the individual theatre owner make his own decision, according to the Skouras statement.

System Stressed

The company head stressed that CinemaScope "is not merely a lens, or a screen, or stereophonic sound, or a new size, or a new aspect ratio." It is a "complete new process engineered to provide a whole new form of entertainment," he stated. Skouras argued that "an inadequate screen could have a destructive effect on the whole CinemaScope program."

Heart of the Snaper-Myers statement was that Allied insists that exhibitors "alone control operating policies of the theatres." The group recognizes a company's right to recommend the screens and sound which it feels will display its product to best advantage, but it announced that it "will continue to resists all efforts to dictate."

Rowland Labels Parking Problem Exhib Headache

One of the biggest problems shaping up for the exhibitors of America is one which also is bringing headaches to many other segments of the business, and that is the question of parking space for patrons in urban and downtown municipal areas, Director Roy Rowland warned the San Bernardino Chamber of Commerce in an address last week.

As guest speaker before the body, Rowland outlined some of the aims and problems of the picture industry, and particularly noted that for many of the older and finer picture theatres, the lack of downtown parking space is actually cutting deeply into the box office receipts.

"It is the same with many other businesses long located in metropolitan centers," Rowland declared, "and who now are losing income because suburban customers are leery of even trying to find a place to park downtown. This works to the advantage of businesses in the outlying districts, which have in recent years been built with the parking problem in mind," he pointed out.

"It also works to the advantage of the drive-in movie theatres in some sections. The worst cuts are being made into the receipts and attendance at some of the most expensive and elegant theatres in the U. S.

"These picture palaces, established in the busy mid-town areas a quarter of a century or more ago, are more and more facing the disadvantage that their customer is going to face a long drive, possibly through heavy traffic with many frequent stop-lights, and that he is then going to take a chance on finding space where, if he is lucky, he can leave his car — for the layout of an extra dollar!"

Greater Service Stressed

NEW YORK.—The suggestion that theatre-owners improve their community relations by having their theatres perform more service to the neighborhood was made by Leon Bamberger, sales promotion manager of RKO Pictures, who spoke at the AMPA Showmanship School last week. The lecturer urged additionally that some effort be exerted to recapture the "lost audience"—the nation's women.

The sales chief advised that some people in both distribution and exhibition are still confused as to the meaning of public and community relations. Decrying platitudes, he described public relations as "human relations on a big scale."

Getting down to case histories, Bamberger discussed the Elkins brothers, who operate two theatres in Aberdeen, Miss. He catalogued the numerous activities engaged in by these exhibitors to make their houses popular with the townspeople.

As for the nation's females, the speaker advised "sell the women and you sell the show." To get them back into the theatre, Bamberger urged that the exhibitors study the Green Sheet that is circulated to 16,000 women's clubs throughout the country. For films which receive favorable reviews, theatre-owners should contact these clubs and gain their aid for a selling campaign, he stated.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Paramount has set "Lucy Gallant," based upon the "Good Housekeeping" magazine novelette, "The Longest Day of the Year," by Margaret Cousins, for one of its top productions for 1954. John Lee Mahin was assigned to script the feature, which has an Oklahoma background and will be lensed in Technicolor.

* * *

"Objective-vision" is the new photographic technique used in "Dieppe Raid," which was produced by Enterprise Cinema Productions. The film also introduces in her American screen debut, the French star, Jeanette Bordeaux. . . . Keith Larsen will play the lead role in "The Annapolis Story," which will be one of Allied Artist's biggest productions for 1954. . . . Robert Clarke is up for the lead in "Child Prodigy," David Nowinson's story of a youth who discovers a synthetic for gasoline.

* * *

Donna Reed will play the femme lead opposite Dana Andrews in "The Gunslinger," which producer Harry Joe Brown will put before the cameras Jan. 12 with Alfred Werker directing. She has just completed teaming with Robert Francis, Phil Carey and May Wynn in "The Woodhawk." In "Gunslinger," she will be seen as the girl who marries after her first love leaves a frontier town, only to have him return a few years later. The story is an original by Maxwell Shene and R. Simmons with treatment by Alex Gottlieb.

* * *

Publicist Aleon Bennett is packaging a west coast production of film character people that will make personal appearances in theatres all over the United States. . . . Jeri Boone, a Hollywood TV star, will make her film debut in the leading role of Steven Cullen's "Town Topics," which will headquarter on the Goldwyn lot. . . . Kay Riehl, who recently finished an important role in Paramount's "Sabrina Fair," was signed by producer Hugo Haas for his "Tender Hearts."

* * *

Don Porter is slated to make his directorial debut this summer when he directs his first independent film. Porter will join the rapidly increasing list of actors who have become actor-directors. . . . Paramount announced the teaming of Humphrey Bogart as the star, Michael Curtiz as the director and Pat Duggan as the producer of "Angels Cooking," the screen verison of the hit play of France," La Cuisine des Anges," by Albert Husson, which continues a long run in Paris. Filming is scheduled to start in mid-1954.

* * *

Kent Taylor has been signed for Universal-International's "Playgirl." The actor will play one of the top "heavies" in the picture. . . . Producer Frederick Brisson signed Writer Leonard Gershe to do the screen play of "The Girl Rush," multi-million dollar musical which Rosalind Russell will do at RKO next summer. Brisson has scheduled a series of huddles with Miss Russell and Michael Kidd, who'll do the choreography for the picture. . . . Allan Dwan will direct the Benedict Bogeaus production for RKO, "Dangerous Men," which will star John Payne and be lensed in Technicolor for wide-screen.

* * *

Lisa Gaye, who just completed her first starring role opposite Audie Murphy in Universal-International's "Drums Across The River," was handed her second stellar assignment. She will co-star with Donald O'Connor in "Francis Joins The WACS." The picture is scheduled for a February start with Ted Richmond producing and Chill Wills again doing the vocalizing for the mule.

* * *

Robert Aldrich has been signed by executive producer Harold Hecht to direct "Vera Cruz," Hecht-Lancaster production for United Artists release which will go before the cameras Feb. 15 in Mexico City. Aldrich is currently directing "Bronco Apache" for Hecht-Lancaster and before this completed "The Big Leaguer" at M-G-M. "Vera Cruz" will star Gary Cooper and Burt Lancaster and negotiations are underway to film the spectacle of Maximilian's reign in CinemaScope. James Hill will produce.

* * *

Alfred Hitchcock has been signed as a producer-director by Paramount to a three-picture deal. His first film will be "Catch A Thief," which will star Cary Grant. The other two properties have not been decided upon. Hitchcock is now at work on "Rear Window," the James Stewart starrer, at Paramount. . . . Rita Gam will co-star with Jeff Chandler, Jack Palance and Ludmilla Tcherina in U-I's second CinemaScope film, "Sign of the Pagan." Actress recently completed "Saadia" at M-G-M.

* * *

Greer Garson leaves for London after the holidays to star in M-G-M's "The Case of the Journeying Boy." Set in London and Ireland, the story deals with a tutor, played by Miss Garson, hired to take the son of an atomic scientist abroad for a vacation. She becomes involved in two sensational attempts to kidnap the boy. Adapted from the novel by Michael Innes, the picture will be produced by Henry Berman. . . . Republic has picked up the option on associate producer-director Joseph Kane for another year. Kane's last picture, "Jubilee Trail," in Trucolor, is nearing release. Next on his schedule is "Timberjack" from the Dan Cushman novel.

* * *

Ten-year-old Tommy Rettig, one of Hollywood's most versatile child actors, has been signed by executive producer Leonard Goldstein for the top role of a lad exposed to a battle skirmish in "The Raid," Panoramic Productions' Technicolor action epic starring Van Heflin, directed by Hugo Fregonese and produced by Robert Jacks. "The Raid," screen writer Sydney Boehm's story of a reprisal thrust by Confederate soldiers in Northern Vermont, is scheduled for January filming. It will be released by 20th Century-Fox.

(Continued on next page)

U-I Hypos Talent Training Program To Develop New Film Personalities



Among the performers who graduated from Universal-International's training school for young talent and rose to stardom are (l. to r.): Tony Curtis, Piper Laurie, Jeff Chandler, Shelley Winters and Rock Hudson.

HOLLYWOOD. — Universal-International recently announced the allocation of $1,000,000 for the express purpose of developing new screen personalities. Actually, this announcement merely means the intensifying of efforts in this direction that have been continuing since 1947. An organized training program for new thespians was instituted that year and has already paid the studio handsome dividends in a covey of fresh star talent.

Some twenty years ago, Universal put into practice a training program for young talent that saw as two of its graduates, Tyrone Power and Alan Ladd. But the program was abandoned shortly afterwards and for many years the studio went about gathering talent in a haphazard fashion.

With commencement of this recent talent program, studio heads formulated a plan of action that overlooks no facet of movie making. Their aim is to develop fresh faces in answer to the despairing wails of exhibitors and public alike.

Keeping in mind that they want *motion picture* actors, they set about finding those young thespians whose talents, appearances and personalities most suit the demands of the medium. Those qualifying are signed to contracts and enrolled in U-I's dramatic school.

Various Skills Sought

When suitable parts are available the young hopefuls are cast in them. At the conclusion of shooting they return to school. Under the aegis of the late Sophie Rosenstein, and currently Estelle Harmon, the ambitious performers strive for perfection in the techniques of movie acting.

In addition to learning the rudiments of good acting, the youngsters are put through a rigorous training program to prepare them for any of the various skills demanded of a performer by the movies.

Classes are conducted constantly, in speech, singing, dancing, fencing, kissing, horseback riding and physical education. The latter course includes the manly art of self-defense as taught by former professional boxer Frankie Van, now in charge of the gymnasium at the studio.

An important part of the entire program is the opportunity for the students to actually work in pictures. When one is cast in a film, he can always look forward to a succession of better roles; he will never move backwards. Each succeeding part will be at least as good as the previous one—and usually better.

The constant work before the cameras under the supervision of some of Hollywood's top directors imparts the poise and skill to the young player that insures his increasing competence.

Veterans used to the catch-as-catch-can method of finding new stars scoffed at Universal's development program and predicted that "it would never work."

How wrong they were is pointed up by simply noting some of the "names" that have come out of it: Jeff Chandler, Tony Curtis, Rock Hudson, Audie Murphy, Julia Adams, Piper Laurie and Shelley Winters to name a few.

One of the major objections voiced to such a training program was the supposedly prohibitive cost. But in fact, the reverse is true.

The appearance of these talented youngsters in films saves the studio thousands of dollars each month; money that would ordinarily be paid to high-salaried feature players, not under contract to the studio.

The search for new talent is an endless one and even now an imposing list of hopefuls are exhibiting their wares. Among those whose chances for stardom are considered brightest this year are Suzan Ball, Mari Blanchard, Ruth Hampton, Lori Nelson, Richard Long, Hugh O'Brian, Palmer Lee, and Charles Hand.

Three lovely actresses for whom the studio has especially high hopes are Kathleen Hughes, Mamie Van Doren and Sara Shane. They are scheduled for high pressure publicity campaigns sparked by personal appearance tours around the country.

Title Changes

Allied Artists: **"Highway Dragnet"** is the final title for "House In The Sea." (Stars Richard Conte, Joan Bennett and Wanda Hendix; William Broidy produced).

RKO Radio: **"Killer From Space"** is the final title for "Target Earth." (Stars Peter Graves and Betty Bestar; W. Lee Wilder produced).

United Artists: **"The Diamond"** is the new title for "Million Dollar Diamond." (Stars Dennis O'Keefe and Coleen Gray; Steven Pallos producing, O'Keefe directing).

HOLLYWOOD

(Continued from preceding page)

M-G-M put "Prisoner of War" before the cameras on location in a desolate burned-out area in the Malibu Mountains. The film, which stars Ronald Reagan, Dewey Martin, Steve Forrest, also has in the cast Oscar Homolka, Robert Horton and Darryl Hickman. Andrew Marton is directing and Henry Berman producing. . . . The same studio, through studio head Dore Schary, announced that it had negotiated the purchase of Paul I. Wellman's "The Female," which Pandro S. Berman will produce with Ava Gardner heading the cast. The story of a beautiful girl's struggle to rise above her lowly station in life into which she has been born has its colorful background in Constantinople in the year 521. At this era in history, the city was one of the most opulent in the world, enriched by the wealth of the world and an exotic and sophisticated place. This film will be made in CinemaScope.

* * *

Irving Allen and Albert R. Broccoli of Warwick Pictures, Ltd. closed a deal with 20th Century-Fox for the production of two pictures in CinemaScope. Films will be "The Cockleshell Heroes," an original story by George Kent, which is slated for a March start, and "The Prize of Gold," based on Max Catto's novel with the screen play by the famous British playwright R. C. Sheriff. No release has been set for the pictures. Allen and Broccoli are at present completing the Alan Ladd starrer, "The Black Knight," the third film in their contracted group for Columbia release.

* * *

Over at Allied Artists, novelist Horace McCoy is scripting "Eagles of the Fleet," which will be produced by Hayes Gotez. . . . Jean Simmons and Rory Calhoun are starring in producer Howard Welsch's film, "A Bullet Is Waiting." . . . At U-I, Patrick Ford, son of director John Ford, has been signed to script "Pillars of the Sky," a western, which is on Producer Robert Arthur's schedule. . . . Claude Binyon's next assignment at 20th Century-Fox will be "A Woman's World," which he wrote and will direct. . . . Lippert Pictures has taken over the national release of "Queen of Sheba," the William Pizor-Bernard Luber independent film. . . . "Case File FBI," the Jules Levey production for United Artists, will roll Jan. 20. Arnold Laven will direct.

IndustryMuseumPlanned On Old WB Studio Site

HOLLYWOOD.—A motion picture museum to which all studios will contribute items of historical significance in the development of the film industry will be established on one portion of the old Warner Bros. Sunset Boulevard studio, which was purchased this week by Paramount. Remainder of the property will be the home of Paramount's KTLA television station, according to Barney Balaban, Paramount prexy.

Museum will be set up by the Motion Picture Relief Fund, which hopes to make it one of Southern California's major tourist attractions. Earlier, Jean Hersholt, Fund president, had disclosed that a $2,000,000 bond was to be floated with which to begin work on the museum, with profits going to the charity organization.

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
June 14th	5328	Murder Without Tears	64	Craig Stevens, Joyce Holden
June 21st	5314	Safari Drums	71	Johnny Sheffield, Barbara Bestar
June 28th	5309	Son of Belle Star (Cinecolor)	70	Keith Larson, Peggie Castle
July 12th	5330	Northern Patrol	63	Kirby Grant, Chinook, Marion Carr
July 26th	3101	The Maze (3D, Natural Vision)	81	Richard Carlson, Veronica Hurst
Aug. 9th	5325	Topeka (Sepiatone)	69	Bill Elliott, Phyllis Coates
Aug. 23rd	5307	Affair in Monte Carlo (Technicolor)	75	Merle Oberon, Richard Todd, Leo Genn
Aug. 30th	5320	Clipped Wings	65	Leo Gorcey, Huntz Hall, June Vincent
Sept. 6th	5204	The Rose Bowl Story (reissue)	73	Marshall Thompson, Vera Miles, Keith Larsen
Sept. 13th	5317	Mexican Manhunt	71	George Brent, Karen Sharpe, Hillary Brooke
Sept. 20th	5334	Fighting Lawman	71	Wayne Morris, Virginia Grey
Sept. 27th	5403	Royal African Rifles (Color)	76	Louis Hayward, Veronica Hurst
Oct. 4th	5430	Yellow Balloon	80	Andrew Ray, Kathleen Ryan
Oct. 11th	5327	Hot News	60½	Stanley Clements, Gloria Henry
Oct. 25th	5407	Jennifer	73	Ida Iupino, Howard Duff
Nov. 8th	5406	Jack Slade	90	Mark Stevens, Dorothy Malone, Barton MacLane
Nov. 15th	5422	Vigilante Terror (Sepia)	70	Bill Elliott, Mary Ellen Kay
Nov. 29th	5402	Fighter Attack (Color)	80	Sterling Hayden, Joy Page, J. Carroll Naish
Dec. 6th	5321	Private Eyes	64	Leo Gorcey, Huntz Hall, Joyce Holden
Dec. 20th	5335	Texas Bad Man	62	Wayne Morris, Elaine Riley
Dec. 27th	5408	World For Ransom	80	Dan Duryea, Gene Lockhart, Marion Carr
Nov./Dec.	5436	Six Gun Decision	53½	Guy Madison, Andy Devine
Nov./Dec.	5437	Two Gun Marshall	52	Guy Madison, Andy Devine
Nov./Dec.	5438	Border City Rustlers	54	Guy Madison, Andy Devine
Nov./Dec.	5438	Secret of Outlaw Flats	53½	Guy Madison, Andy Devine
Jan. 17th	5414	Loophole	78	Barry Sullivan, Dorothy Malone
Jan. 31st	5405	House In The Sea	80	Joan Bennett, Richard Corte Wanda Hendrix
Feb. 7th	5331	Yukon Vengeance	68	Kirby Grant, Mary Ellen Kay
Feb. 14th	5315	The Golden Idol	71	Johnny Sheffield, Anne Kimbell
Feb. 28th	Special	Riot In Cell Block 11	80	Nevile Brand, Emile Meyer, Annabel Shaw
Mar. 7th	5418	Paris Playboys	66	Leo Gorcey, Veala Vann, H. Hall
Mar. 21st	5426	Cheyenne Crossing		Wayne Morris
Mar. 28th	5410	Pride of the Blue Grass (Color)	78	Lloyd Bridges, Vera Miles

COLUMBIA

Release Date	Release No.	Production	Time (min.)	Cast
July	553	Let's Do It Again	95	Jane Wyman, Ray Milland, Aldo Ray
July	535	The Last Posse	73	Broderick Crawford, John Derek, Wanda Hendrix
July	549	Flame of Calcutta	70	Denise Darcel, Patric Knowles
Aug.	604	The 5000 Fingers of Dr. T. (Tech.)	88	Peter Lind Hayes, Mary Healy, Hans Conrad, Tommy Rettis
Aug.	606	Cruisin' Down The River (Tech.)	81	Dick Haymes, Audrey Totter, Billy Daniels
Aug.	536	Mission Over Korea	86	John Hodiak, John Derek, Audrey Totter, Maureen O'Sullivan
Aug.	608	Valley of the Headhunters	67	Johnny Weissmuller, Christine Larsen
Aug.	605	The Stranger Wore A Gun (Tech.-3-D)	81	Randolph Scott, Claire Trevor
Sept.	616	From Here To Eternity	118	Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra, Donna Reed
Sept.	609	China Venture	83	Edmond O'Brien, Barry Sullivan, Jocelyn Brando
Sept.	610	Conquest of Cochise (Tech.)	70	John Hodiak, Robert Stack, Joy Page
Sept.	611	Sky Commando	69	Dan Duryea, Frances Gifford, Touch Conners
Sept.	.....	The Untamed Breed (Reprint)	79	Sonny Tufts, Barbara Britton, George "Gabby" Hayes
Oct.	615	The Big Heat	90	Gloria Grahame, Glenn Ford
Oct.	612	Slaves of Grey Law	82	Richard Conte, Linda Christion
Oct.	613	Combat Squad	72	John Ireland, Lon McCallister
Nov.	621	Paris Model	81	Marilyn Maxwell, Paulette Goddard, Eva Gabor
Nov.	622	Prisoners of the Casbah (Tech.)	78	Gloria Grahame, Cesar Romero, Turhan Bey
Nov.	617	Gun Fury (Tech.-3-D)	83	Rock Hudson, Donna Reed Haynes
Nov.	513	Last of the Pony Riders	59	Gene Autry Champion, Smiley Burnette
Dec.	626	Killer Ape (Tech.-3-D)	68	Johnny Weissmuller
Dec.	618	The Nebraskan (Tech.-3-D)	68	Phil Carey, Roberta Haynes
Jan.	624	Bad For Each Other	83	Charlton Heston, Lizabeth Scott, Dianne Foster
		El Alamein	67	Scott Brady
Jan.	619	Paratrooper (Tech.)	87	Alan Ladd, Leo Genn, Susan Stephen
		Drums of Tahiti (Tech.-3-D)	73	Dennis O'Keefe, Patricia Medina
		Singin' in the Corn (Reprint)	64	Judy Canova

Westerns

July	575	Pack Train	57	Gene Autry, Smiley Burnette, Gail Davis
Sept.	576	Saginaw Trail	56	Gene Autry, Smiley Burnette, Conne Marshall

I. F. E.

American Dialogue
1953

May	O. K. Nero	88	Silvana Pampanini, Gino Cervi, Walter Chiari
September	The Secret Conclave	80	Henry Vidon
October	The Young Caruso	77	Gina Lollobrigida, Voice of Mario Del Monaco
October	Three Girls From Rome	85	Lucia Bose, Cosetta Greco, Liliana Bonfatti
October	Little World of Don Camillo	96	Fernandel, Gino Cervi
November	The Greatest Love	116	Ingrid Bergman, Alexander Knox
November	The White Hell of Pitz-Palu	75	Hans Albers
December	Lure of the Sila	74	Silvana Mangano, Vittorio Gassman, Amedeo Nazzari
December	The Golden Coach (Technicolor) Road Show	105	Anna Magnani
Feb. '54	Sensualita	91	Eleonora Rossi-Drago, Amedeo Nazzari

Subtitled (English)—Italian Dialogue
1953

September	Bellissima	108	Anna Magnani, Walter Chiari
December	Times Gone By	106	Vittorio DeSica, Gina Lollobrigida

LIPPERT PRODUCTIONS

Release Date	Release No.	Production	Time (min.)	Cast
June 5th	5205	Johnny, the Giant Killer (Technicolor)	70	Animated Cartoon Feature
June 12th	5228	Ghost Ship	69	Hazel Court, Dermot Walsh
July 1st	5229	Eyes of the Jungle	79	Jon Hall
July 17th	5221	Great Jesse James Raid (Anscocolor)	73	Willard Parker, Barbara Payton, Tom Neal, Wallace Ford
July 17th	5307	Bandit Island	27	3-Dimension Featurette Glenn Langan, Lon Chaney, Jim Davis
Aug. 7th	5301	Spaceways	76	Howard Duff, Eva Bartok
Sept. 4th	5315	Project Moon Base	63	Donna Martell, Ross Ford, Hayden Rorke
Sept. 11th	5303	Norman Conquest	79	Tom Conway, Eva Bartok, Joy Shelton
Sept. 18th	5313	The Iron Mask (Re-Release)	72	Douglas Fairbanks
Sept. 25th	5314	Mr. Robinson Crusoe (Re-Release)	69	Douglas Fairbanks
Oct. 2nd	5306	Undercover Agent	69	Dermot Walsh, Hazel Court
Oct. 9th	5222	The Fighting Men	63	Special Cast
Oct. 16th	5316	Shadow Man	77	Cesar Romero
Oct. 23rd	5225	Sins of Jezebel (Anscocolor)	74	Paulette Goddard, George Nader, John Hoyt, Eduard Franz
Nov. 27th	5302	Man From Cairo	82	George Raft, Gianna Maria Canale
Dec. 4th	5304	Terror Street	83	Dan Duryea
Dec. 11th	5318	Limping Man	76	Lloyd Bridges
Dec. 18th	5317	White Fire	—	Scott Brady, Mary Castle
Dec. 25th	5321	Hollywood Thrill-Makers		James Gleason
Jan. 8th	5311	Fangs of the Wild	—	Charles Chaplin, Jr., Margia Dean, Onslow Stevens
Jan. 15th	5305	Black Glove		Alex Nicol
Jan. 22nd	5324	We Want A Child	—	Special Cast

METRO-GOLDWYN-MAYER

1952-53

June	334	A Slight Case of Larceny	71	Mickey Rooney, Eddie Bracken
	337	Arena—(Color-3D) (Tech.)	71	Gig Young, Polly Bergen
	336	Scandal at Scourie (Technicolor)	90	Greer Garson, Walter Pidgeon
	335	Dream Wife	99	Cary Grant, Deborah Kerr
	338	The Story of 3 Loves (Tech.)	122	All Star
July	341	Dangerous When Wet (Technicolor)	97	Esther Williams, Jack Carson, Denise Darcel
	342	Lili (Technicolor)	81	Leslie Caron, Mel Ferrer
	343	Ride, Vaquero (Tech.)	91	Robert Taylor, Ava Gardner, Howard Keel

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
	344	Main Street To Broadway	102	Tallulah Bankhead, Ethel and Lionel Barrymore
August	345	The Band Wagon (Tech.)	112	Fred Astaire, Cyd Charisse, Jack Buchanan
	346	Affairs of Dobie Gillis	73	Debbie Reynolds, Bobby Van
	347	Big Leaguer	71	Edward G. Robinson, Vera Ellen, Jeff Richards
	348	Latin Lovers (Tech.)	104	Lana Turner, John Lund, Ricardo Montalban
		1953-54		
September	401	Half A Hero	71	Red Skelton, Jean Hagen
	402	Terror on a Train	72	Glenn Ford, Anne Vernon
	403	The Actress	90	Spencer Tracy, Jean Simmons, Teresa Wright
October	404	Mogambo (Technicolor)	116	Clark Gable, Ava Gardner, Grace Kelly
	405	Torch Song (Technicolor)	90	Joan Crawford, Michael Wilding, Gig Young
	406	Take The High Ground (Anscocolor)	101	Richard Widmark, Karl Malden, Elaine Stewart
November	407	All the Brothers Were Valiant (Technicolor)	95	Robert Taylor, Stewart Granger, Ann Blyth
	408	Kiss Me Kate (Tech.) 2-D or 3-D	109	Kathryn Grayson, Howard Keel
December	409	Escape From Fort Bravo (Ansco Color)	98	William Holden, Eleanor Parker
	410	Easy to Love (Tech.)	96	Esther Williams, Van Johnson

PARAMOUNT

1952-53

June	5220	Jamaica Run (Technicolor)	92	Ray Milland, Arlene Dahl
June	5221	The Vanquished (Technicolor)	84	John Payne, Coleen Gray, Lyle Bettger, Jan Sterling, Willard Parker
June	5222	Scared Stiff	108	Dean Martin, Jerry Lewis, Lizabeth Scott, Carmen Miranda
July	5223	Houdini (Technicolor)	108	Tony Curtis, Janet Leigh
July	5224	Stalag 17	120	William Holden, Don Taylor, Otto Preminger
Aug.	5225	Shane (Technicolor)	117	Alan Ladd, Jean Arthur, Van Heflin, Brandon de Wilde
Aug.	5227	Arrowhead (Technicolor)	105	Charlton Heston, Jack Palance, Mary Sinclair
		1953-54		
Sept.	5301	Roman Holiday	119	Gregory Peck, Audrey Hepburn
Sept.	5302	The Caddy	95	Dean Martin, Jerry Lewis, Donna Reed
Oct.	5303	The War of the Worlds (Technicolor)	85	Gene Barry, Ann Robinson
Oct.	5304	Little Boy Lost	95	Bing Crosby, Nicole Maurey, Christian Fourcade, Claude Dauphin
Oct.	5305	Those Redheads From Seattle 3-D (Tech.)	90	Teresa Brewer, Guy Mitchell, Rhonda Fleming
Nov.	5306	Flight to Tangier 3-D (Technicolor)	90	Joan Fontaine, Jack Palance, Corinne Calvet
Nov.	5307	Botany Bay (Tech.)	94	Alan Ladd, James Mason, Patricia Medina
Dec.	5309	Here Come the Girls (Technicolor)	78	Bob Hope, Arlene Dahl, Rosemary Clooney, Tony Martin.
Jan.	5308	Cease Fire 3-D	75	Korean GI's
Jan.	5311	Jivaro (Technicolor)	—	Fernando Lamas, Rhonda Fleming, Brian Keith
Jan.	5312	Forever Female	93	Ginger Rogers, William Holden, Paul Douglas, Pat Crowley
Feb.	5310	Money From Home (Tech., 3-D)	100	Dean Martin, Jerry Lewis
	5330	Money From Home (Tech., 2-D)	....	
Feb.	5313	Alaska Seas	—	Robert Ryan, Jan Sterling, Brian Keith, Gene Barry

RKO-RADIO

June	323	Affair With a Stranger	87	Jean Simmons, Victor Mature
June	324	Tarzan and the She-Devil	76	Lex Barker, Joyce MacKenzie
July	402	Devil's Canyon (Tech.) Regular 3-D	92	Dale Robertson, Virginia Mayo
July	442	Devil's Canyon (Tech.) With Stereopohnic	92	Dale Robertson, Virginia Mayo
July	401	Second Chance (Tech.) Regular 3-D	82	Robert Mitchum, Linda Darnell
July	441	Second Chance (Tech.) With Stereophonic	82	Robert Mitchum, Linda Darnell
July	403	The Sea Around Us (Technicolor)	61	Documentary
July	482	Isle of the Dead (Re-release)	72	Boris Karloff, Ellen Drew, Marc Kramer
July	481	Mighty Joe Young (Re-release)	94	Terry Moore, Ben Johnson, Robert Armstrong
August	491	The Sword and The Rose (Technicolor)	92	Richard Todd, Glynis Johns
Aug.	493	Stage Door (Re-release)	91	Katherine Hepburn, Ginger Rogers, Luicille Ball
Aug.	484	Without Reservations (Re-release)	101	John Wayne, Claudette Colbert, Don DeFore, Ann Triola
Sept.	481	Top Hat (Re-release)	81	Fred Astaire, Ginger Rogers, Edward Everett Horton
Sept.	486	Suspicion (Re-release)	99	Cary Grant, Joan Fontaine
Oct.	404	Marry Me Again	73	Marie Wilson, Robert Cummings, Ray Walker
Oct.	406	Appointment In Honduras (Technicolor)	79	Ann Sheridan, Glenn Ford, Zachary Scott
Oct.	488	Out of the Past (Re-release)	97	Robert Mitchum, Jane Greer
Oct.	487	Follow the Fleet (Re-release)	110	Fred Astaire, Ginger Rogers, Randolph Scott
Oct.	405	Louisiana Territory (3-D) (Technicolor)	65	Documentry
Nov.	461	Decameron Nights (Technicolor)	87	Joan Fontaine, Louis Jourdan, Godfrey Tearle, Binnie Barnes
Dec.	—	She Had To Say Yes	89	Jean Simmons, Robert Mitchum
Dec.	—	French Line	—	Jane Russell, Gilbert Roland, Arthur Hunnicutt, Mary McCarty
Dec.	—	Son of Sinbad	—	Dale Robertson, Sally Forrest, Mari Blanchard, Lili St. Cyr, Vincent Price
Dec.	—	Carnival Story	—	Anne Baxter, Steve Cochran, Lyle Bettger

REALART

July	302	Hannah Lee (Color-3D)	74	McDonald Carey, Joanne Dru, John Ireland
August	355	Uncle Tom's Cabin (Re-issue)	111	Virginia Grey, George Seigman
September	060	Counselor at Law (Re-issue)	88	John Barrymore, Bebe Daniels
September	264	Pittsburgh (Re-issue)	91	John Wayne, Marlene Deitrich
September	127	Green Hell (Re-issue)	87	Douglas Fairbanks, Jr., Joan Bennett
September	128	Gung Ho (Re-issue)	90	Randolph Scott, Robert Mitchum
September	098	Eagle Squadron (Re-issue)	100	Robert Stack, Diana Barrymore
October	181	Keep 'Em Flying (Re-issue)	85	Abbott & Costello
October	032	Buck Privates (Re-issue)	84	Abbott & Costello
October	295	Scarlet Street (Re-issue)	102	Joan Bennett, Dan Durvea
October	299	Seven Sinners (Re-issue)	86	John Wayne, Marlene Deitrich

REPUBLIC

June 12th	5209	City That Never Sleeps	90	Gig Young, Mala Powers, Edward Arnold, Marie Windsor
July 15th	5210	Sweethearts On Parade	90	Ray Middleton, Lucille Norman, Eileen Christy, Bill Shirley, Estelita
Aug. 5th	5232	Down Laredo Way	54	Rex Allen, Slim Pickens, Doris Drake
Aug. 8th	5243	Bandits Of The West	54	Allan "Rocky" Lane, Eddy Waller, Cathy Downs
Aug. 15th	5211	Champ For A Day	90	Alex Nicol, Audrey Totter, Charles Winninger, Hope Emerson
Sept. 8th	5244	El Paso Stampede	54	Allan "Rocky" Lane, Eddy Waller, Phyllis Coates
Sept. 22nd	5212	Trent's Last Case	90	Michael Wilding, Margaret Lockwood, Orson Welles
Sept. 28th	5233	Shadows of Tombstone	54	Rex Allen, Slim Pickens, Jeanne Cooper
Oct. 22nd	5213	Sea of Lost Ships	85	John Derek, Wanda Hendrix, Walter Brennan, Richard Jaeckel
Nov. 15th	5301	Flight Nurse	90	Joan Leslie, Forrest Tucker, Arthur Franz
Nov. 15th	5224	Crazylegs	88	Elroy "Crazylegs" Hirsch, Lloyd Nolan, Joan Vohs
Dec. 15th	—	Red River Shore	54	Rex Allen, Koko, Slim Pickens, Lynn Thomas
Dec. 15th	5302	Geraldine	90	John Carroll, Mala Powers, Jim Backus, Stan Freberg

TWENTIETH CENTURY-FOX

June	320	The Girl Next Door (Tech.)	92	Dan Dailey, June Haver, Dennis Day
June	321	Powder River (Tech.)	78	Rory Calhoun, Corinne Calvet, Cameron Mitchell
June	322	Pickup On South Street	80	Richard Widmark, Jean Peters, Thelma Ritter
July	324	White Witch Doctor (Tech.)	96	Susan Hayward, Robert Mitchum
July	323	The Glory Brigade	82	Victor Mature
July	307	The Farmer Takes a Wife (Tech.)	81	Betty Grable, Dale Robertson ,Thelma Ritter, John Carroll
July	325	The Kid From Left Field	80	Dan Dailey, Anne Bancroft
July	355	Road House (re issue)	95	Richard Widmark, Ida Lupino, Cornel Wilde
July	354	Kiss of Death (re issue)	99	Richard Widmark, Victor Mature, Brian Donlevy
July	330	Dangerous Crossing	75	Jeanne Crain, Michael Rennie
Aug.	329	Inferno (3-D and Technicolor)	83	Robert Ryan, Rhonda Fleming, William Lundigan

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
Aug.	326	Gentlemen Prefer Blondes (Technicolor)	91	Jane Russell, Marilyn Monroe, Charles Coburn
Aug.	327	C. S. Forester's Sailor of the King	83	Jeffrey Hunter, Michael Rennie, Wendy Hiller
Sept.	331	Mister Scoutmaster	87	Clifton Webb, George Winslow, Edmund Gwenn, Frances Dee
Sept.	328	City of Bad Men (Tech.)	82	Jeanne Crain, Dale Robertson, Richard Boone, Lloyd Bridges
Sept.	332	A Blueprint For Murder	76	Joseph Cotten, Jean Peters, Gary Merrill
Sept.	356	Broken Arrow (Tech.) Re-release)	93	James Stewart, Jeff Chandler, Debra Paget
Sept.	357	I Was A Male War Brde (Re-release)	105	Ann Sheridan, Cary Grant
Oct.	333	Thy Neighbor's Wife	77	Hugo Haas, Cleo Moore
Oct.	334	Vicki	85	Jeanne Crain, Jean Peters, Elliott Reid
Oct.		The Robe (CinemaScope-Technicolor))	133	Richard Burton, Jean Simmons, Victor Mature, Michael Rennie
Nov.	336	How To Marry a Millionaire (CinemaScope-Technicolor)	96	Marilyn Monroe, Betty Grable, Lauren Bacall
Nov.	365	Fallen Angel (Re-issue)	97	Alice Faye, Dana Andrews, Linda Darnell
Nov.	366	Forever Amber (Re-issue)	140	Linda Darnell, Cornel Wilde, George Sanders
Nov.	367	A Yank In The R.A.F. (Re-issue)	97	Tyrone Power, Betty Grable
Nov.	346	Inferno (2-D-Tech.)	83	Robert Ryan, Rhoda Fleming, William Lundigan
Dec.	337	Beneath The 12-Mile Reef (CinemaScope-Tech.)	102	Robert Wagner, Terry Moore, Gilbert Roland
Dec.	339	Man Crazy	79	Neville Brand, Christine White
Dec.	340	Man In The Attic (Panoramic Prod.)	82	Jack Palance, Constance Smith, Byron Palmer

UNITED ARTISTS

June 5th	5307	Volcano	106	Anna Magnani, Geraldine Brooks
June 10th	5311	The Twonky	72	Hans Conried, Gloria Blondell
June 12th	5312	Genghis Khan	78	Elvira Reyes, Lou Salvador
June 19th	5313	The Neanderthal Man	78	Robert Shane, Dorris Merrick
June 26th	5314	The Marshal's Daughter	71	Laurie Anders, Ken Murray
July 10th	5318	Return To Paradise (Technicolor)	103	Gary Cooper, Roberta Haynes
July 15th	5319	Fort Algiers	78	Yvonne de Carlo, Carlos Thompson
July 17th	5317	The Moon Is Blue	99	William Holden, Maggie McNamara
July 22nd	5316	My Heart Goes Crazy Technicolor	78	Sid Fields, Greta Gynt
July 24th	5317	Gun Belt (Technicolor)	77	Geo. Montgomery, Tab Hunter, Helen Westcott
July 31st	5321	Vice Squad	87	Edward G. Robinson, Paulette Goddard
Aug. 7th	5324	Melba (Technicolor)	113	Patrice Munsel, Robert Morley
Aug. 12th	1176	Captain Scarlett (Tech.)	75	Richard Greene, Leonora Amar
Aug. 14th	5323	I, the Jury	87	Biff Elliot, Peggy Castle
Aug. 21st	5301	The Gay Adventure	82	Burgess Meredith, Paula Valenska
Aug. 28th	5325	War Paint (Pathe Color)	89	Robert Stack, Joan Taylor
Sept. 1st	5315	No Escape	76	Lew Ayres, Marjorie Steele
Sept. 4th	5326	Sabre Jet (Color)	96	Robert Stack, Coleen Gray
Sept. 11th	5327	99 River Street	83	John Payne, Evelyn Keyes
Sept. 18th	5328	The Joe Louis Story	88	Coley Wallace, Hilda Simms
Sept. 25th	5322	The Fake	80	Dennis O'Keefe, Coleen Gray
Sept. 30th	5329	Donovan's Brain	81	Lew Ayres, Nancy Davis
Oct. 2nd	5330	Man in Hiding	79	Paul Henried, Lois Maxwell
Oct. 9th	5331	Steel Lady	84	Rod Cameron, Tab Hunter
Oct. 16th	5332	Dragon's Gold	....	John Archer, Hillary Brooks
Oct. 23rd	5333	The Village	98	John Justin, Eva Dahlbeck
Oct. 23rd		Fan-Fan The Tulip	....	Gerard Phillipe, Gina Lollobrigida
Oct. 30th	5334	Crossed Swords (Color)	....	Errol Flynn, Paola Mori
Nov. 2nd	5335	Stranger On The Prowl	82	Paul Muni, Joan Lorring
Nov. 13th	5336	Shark River	80	Steve Cochran, Carole Mathews
Nov. 18th		The Man Between	101	James Mason, Claire Bloom
Nov. 20th	5337	Capt. John Smith & Pocahontas (Color)	75	Anthony Dexter, Jody Lawrance
Nov. 27th	5338	Song of the Land (Color)	71	Narration—J. Henry Steele, Marvin Miller
Dec. 2nd		Yesterday & Today	57	70-year cavalcade of movies — narrator George Jessel
Dec. 9th		Wicked Woman	77	Veverly Michaels, Richard Eagan
Dec. 11th		Riders to the Stars	....	Wm. Lundigan, Herbert Marshall, Richard Carlson
Dec. 18th		The Captain's Paradise	78	Alec Guiness, Yvonne de Carlo
Dec. 23rd		Beat The Devil (Pre-Release)	82	Humphrey Bogart, Jennifer Jones, Gina Lollobrigida
Jan. 8th	5341	Gilbert & Sullivan (Technicolor)	105	Robert Morley, Maurice Evans
Jan. 15th		Personal Affair	82	Gene Tierney, Leo Genn
Jan. 22nd		Go, Man, Go	....	Dane Clark, Harlem Globetrotters
Jan. 26th		Algiers (re-release)	....	Hedy Lamarr
Jan. 29th		Conquest of Everest (Technicolor)	78	Documentary — narrated by Meredith Edwards

UNIVERSAL

1952-53

June	320	Column South (Technicolor)	84	Audie Murphy, Joan Evans , Robert Sterling,
June	321	Take Me To Town (Technicolor)	81	Ann Sheridan, Sterling Hayden
June	322	It Came From Outer Space (3D)	82	Richard Carlson, Barbara Rush
June	335	It Came From Outer Spce (2D)	82	Richard Carlson, Barbara Rush
June	323	A Queen Is Crowned (Technicolor)	60	Narrated by Sir Laurence Olivier
July	325	All I Desire	79½	Barbara Stanwyck, Richard Carlson
July	324	Frances Covers the Big Town	86	Donald O'Connor, Nancy Guild
July	326	The Great Sioux Uprising (Technicolor)	80	Jeff Chandler, Faith Domergue
Aug.	327	Thunder Bay (Technicolor)	103	James Stewart, Joanne Dru, Gilbert Roland, Dan Duryea
Aug.	328	The Man From The Alamo (Technicolor)	79	Glenn Ford, Julia Adams
Aug.	329	Abbott and Costello Meet Dr. Jekyll and Mr. Hyde	75	Bud Abbott, Lou Costello, Boris Karloff
Sept.	331	The Stand at Apache River (Technicolor)	77	Stephen McNally, Julia Adams
Sept.	332	The Golden Blade (Tech.)	80½	Rock Hudson, Piper Laurie
Sept.	330	Wings of the Hawk (Tech.) (3D)	80½	Van Heflin, Julia Adams
Sept.	336	Wing of the Hawk (Tech.) (2D)	80½	Van Heflin, Julia Adams
Oct.	333	The All-American	83	Tony Curtis, Lori Nelson
Oct.	334	East of Sumatra (Tech.)	82	Jeff Chandler, Marilyn Maxwell
Nov.	401-2	The Glass Web 3-D 2-D	81 81	Edw. G. Robinson, John Forsythe, Marcia Hendersen
Nov.	403	Back to God's Country (Technicolor)	78	Rock Hudson, Marcia Henderson, Steve Cochran
Nov.	404	The Veils of Bagdad (Technicolor)	82	Victor Mature, Mari Blanchard, Virginia Field
Dec.	405	Tumbleweed (Technicolor)	80	Audie Murphy, Lori Nelson, Chill Wills
Dec.	406	Walking My Baby Back Home (Technicolor)	95	Donald O'Connor, Janet Leigh
Jan.	407	Forbidden	85	Tony Curtis, Joanne Dru
Jan.	408	War Arrow	78	Maureen O'Hara, Jeff Chandler, Susan Ball
Jan.	409	Border River	80½	Joel McCrea, Yvonne De Carlo

WARNER BROS.-FIRST NATIONAL

1952-53

June 13th	221	The Beast From 20,000 Fathoms	80	Paul Christian, Paula Raymond
June 27th	222	South Sea Woman	99	Burt Lancaster, Virginia Mayo
July 11th	223	The Charge at Feather River	96	Guy Madison, Frank Lovejoy, Helen Westcott
Aug. 1st	225	The Master of Ballantral	89	Errol Flynn, Beatrice Campbell
Aug. 15th	226	So This Is Love	101	Kathryn Grayson, Merv Griffin
Aug. 29th	224	Plunder of the Sun	82	Glenn Ford, Diana Lynn

1953-54

Sept. 5th	301	Island In The Sky (Available with Warner-Phonic Sound)	109	John Wayne, Lloyd Nolan, Walter Abel
Sept. 19th	303	The Moonlighter Photographed in Natural Vision 3-Dimenslon	77	Barbara Stanwyck, Fred MacMurray
Sept. 26th	304	The Beggar's Opera Special Engagements Only (Color by Technicolor)	94	Laurence Olivier
Oct. 3rd	305	A Lion Is In The Streets Color by Technicolor)	88	James Cagney, Barbara Hale, Anne Francis
Oct. 17th	306	Blowing Wild (Available with Warner Phonic Sound)	90	Gary Cooper, Barbara Stanwyck, Ruth Roman, Anthony Quinn
Oct. 31st	307	So Big	101	Jane Wyman, Sterling Hayden, Nancy Olson, Steve Forrest
Nov. 7th	309	Key Largo (Re-release)	101	Edward G. Robinson, Humphrey Bogart, Lauren Bacall
Nov. 7th	310	Treasure of Sierra Madre (Re-release)	126	Humphrey Bogart, Walter Huston
Nov. 14th	311	Calamity Jane (Color by Technicolor) (Available with Warner Phonic Sound)	101	Doris Day, Howard Keel
Nov. 28th	302	The Diamond Queen (Color)	80	Fernando Lamas, Arlene Dahl
Dec. 12th	313	Thunder Over the Plains (Color by WarnerColor)	82	Randolph Scott, Lex Barker, Phyllis Kirk
Dec. 26th	314	Three Sailors and a Girl (Technicolor)	95	Jane Powell, Gordon MacRae, Gene Nelson
Jan. 2nd	312	Hondo (in 3-D) (Color by WarnerColor)	....	John Wayne, Geraldine Page
Jan. 16th	315	His Majesty O'Keefe (Technicolor)	92	Burt Lancaster, Joan Rice
Jan. 30th	316	The Eddie Cantor Story (Technicolor)	116	Keefe Brasselle, Marilyn Erskine

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

1952-53

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	5414	Spies & Guys	2	April 9	16½
"	5415	He Popped His Pistol	2	May 14	16
"	5416	Loves A Poppin,	2	June 11	16
Stooges	5406	Losse Loot	2	April 2	16
"	5407	Tricky Dicks	2	May 7	16
Color Favorites (Tech.)(Re-Issues	5610	King Midas Junior	1	April 9	7
"	5611	A Helping Paw	1	May 7	7
"	5612	The Mad Hatter	1	May 28	7
"	5613	Mother Hen's Holiday	1	June 18	7
"	5614	The Dream Kids	1	July 9	7½
"	5615	The Rocky Road To Ruin	1	Aug. 6	8½
Comedy Favorites (Re-Issues)	5436	Hot Water	2	July 16	18½
Assorted 2-Reel	5426	Calling All Fibbers	2	April 16	16½
World of Sports	5807	World's Championship Rodeo	1	May 21	10
"	5809	Dude Ranch Sports	1	July 23	9½
Screen Snapshots	5857	Ha! Ha! From Hollywood	1	April 23	9
"	5858	Hollywood's Great Comedians	1	May 14	9½
"	5859	Hollywood's Pair of Jacks	1	June 18	10½
"	5860	Out West in Hollywood	1	July 23	10½
Mr. Margo (Tech.)	5703	Safety Spin	1	May 21	7
"	5704	Magoo's Masterpiece	1	July 31	7
Jolly Frolics	5504	The Emperor's New Clothes	1	April 30	7
"	5505	Christopher Crumpet	1	June 25	7
Animal Cavalcade	5653	Greyhound Capers	1	July 30	8½
"	5654	The Three Big Bears	1	Aug. 27	8
Thrills of Music	5955	Les Elgart & Orch.	1	April 30	10
"	5956	Shorty Sherock & Orch.	1	June 4	8½
Candid Microphone	5554	No. 4	1	April 30	10½
"	5555	No. 5	1	June 11	10
Topnotchers	5901	Beyond the Frontier	1	June 11	10
"	5902	This Is Versailles	1	June 25	10½
Stooges 3-D	5440	Spooks	2	June 15	16
"	5441	Pardon My Backfire	2	Aug. 15	16

1953-54

All Star	6411	Oh Say Can You Sue	2	Sept. 10	16
"	6412	A Hunting They Did Go	2	Oct. 29	16½
"	6413	Down the Hatch	2	Nov. 26	17½
"	6414	Doggie In The Bedroom	2	Jan. 7	.....
Stooges	6401	Rip, Sew & Stitch	2	Sept. 3	17
"	6402	Bubble Trouble	2	Oct. 8	16½
"	6403	Goof on the Roof	2	Dec. 3	.....
Color Favorites (Tech.) (Re-Issues)	6601	Carnival Courage	1	Sept. 3	7
"	6602	Fiesta Time	1	Oct. 8	7½
"	6603	Room and Bored	1	Nov. 5	7
"	6604	A Boy, A Gun And Birds	1	Nov. 26	7½
"	6605	Skeleton Frolic	1	Dec. 17	7½
"	6606	Tree For Two	1	Jan. 7	7½
"	6607	Way Down Yonder In The Corn	1	Jan. 28	7
Assorted-2-Reel Favorites	6421	Wife Decoy	2	Sept. 17	17
"	6422	Silly Billy	2	Oct. 22	18
"	6423	Strife Of The Party	2	Dec. 17	16
World of Sports	6801	Assault & Mat-tery	1	Sept. 24	10
"	6802	Hockey Thrills and Spills	1	Oct. 15	9½
"	6803	Snow Speedsters	1	Nov. 12	10½
"	6804	Battling Big Fish	1	Dec. 17	.....
Screen Snapshots	6851	Hollywood Stuntmen	1	Sept. 17	10½
"	6852	Hollywood Laugh Parade	1	Oct. 22	10
"	6853	Men of the West	1	Nov. 19	10
"	6854	Hollywood's Great Entertainers	1	Dec. 24	.....
"	6855	Memories In Uniform	1	Jan. 2	10½
Thrills of Music	6951	George Towne & Orch.	1	Sept. 24	10
"	6952	Boyd Raeburn & Orchestra	1	Nov. 26	11
"	6953	Claude Thornhill & Orch.	1	Dec. 24	11
Candid Microphone	6551	No. 1	1	Sept. 10	9½
"	6552	No. 2	1	Dec. 10	.....
Comedy Favorites	6431	Half Shot At Sunrise	2	Oct. 15	15
"	6432	Meet Mr. Bischief	2	Dec. 17	.....
"	6433	Love At First Fright	2	Jan. 14	16
Mr. Magoo	6701	Magoo Slept Here	1	Nov. 19	.....
"	6702	Magoo Goes Skiing	1	Dec. 31	7
U.P.A. Cartoon Specials	6509	A Unicorn in the Garden	1	Sept. 24	7
"	6510	The Tell-Tale Heart	1	Dec. 17	8
U.P.A. Assorted (Tech.)	6501	Ballet Oop	1	Jan. 14	7½

METRO-GOLDWYN-MAYER

1952-53

Cartoon (Tech.)	W-444	Heir Bear	1	May 30	6
" "	W-445	TV of Tomorrow	1	June 6	7
" "	W-446	Wee Willie Wildcat	1	June 20	7
Pete Smith Spec.	S-458	The Postman	1	May 30	10
" "	S-459	Dogs 'N Ducks	1	June 27	10
" "	S-460	Ancient Cures	1	July 11	8
Gold Medal Reprint (Cartoons (Tech.)	W-465	Red Hot Riding Hood	1	May 2	7
"	W-466	Flirty Birdy	1	July 4	7
Fitzpatrick Travel Talks	T-416	Johannesburg—City of Gold	1	May 16	8
"	T-417	Delightful Denmark	1	June 27	8
"	T-418	Copenhagen—City of Towers	1	July 18	9
Prophecies of Nostradamus	R-422	Let's Ask Nostradamus	1	June 6	10
"	R-423	Nostradamus & The Queen	1	Aug. 29	10

1953-54

Cartoon (Tech.)	W-531	Just Duckey	1	Sept. 5	7
" "	W-532	Half Pint Palomino	1	Sept. 26	7
" "	W-533	Two Little Indians	1	Oct. 17	7
" "	W-534	Life With Tom	1	Nov. 21	8
" "	W-535	Three Little Pups	1	Dec. 6	7
Pete Smith Spec.	S-551	It Would Serve 'Em Right	1	Sept. 12	10
" "	S-552	This Is Living	1	Oct. 10	9
"	S-553	Landlording It	1	Nov. 7	9
" "	S-554	Things We Can Do Without	1	Dec. 5	9
" "	S-555	Film Antics	1	Jan. 2	8
Gold Medal Reprint (Cartoons (Tech.)	W-561	Swingshift Cinderella	1	Oct. 3	8
"	W-562	Springtime For Thomas	1	Nov. 7	8
"	W-563	The Bear That Couldn't Sleep	1	Dec. 5	9
"	W-564	Northwest Hounded Police	1	Dec. 19	8
"	W-565	The Milky Waif	1	Jan. 9	7
Fitzpatrick Travel Talks	T-511	Seeing Spain	1	Oct. 17	8
"	T-512	In The Valley of The Rhine	1	Nov. 28	9

PARAMOUNT

1952-53

Sportlight	R12-8	Tme Sporting British Indies	1	May 1	9
"	R12-9	Green Mountain Speedsters	1	June 5	10
"	R12-10	Flying Horseshoes	1	June 12	7
"	R12-11	Wee Water Wonders	1	July 10	9
"	R12-12	Collegiate Circus Champs	1	Aug. 14	9
Topper	M12-5	Here He Goes	1	May 1	10
"	M12-6	Bear Crazy	1	May 29	10
Popeye (Tech.)	E12-5	Popeye's Mirthday	1	May 22	6
"	E12-6	Toreadorable	1	June 12	9
"	E12-7	Baby Wants a bottle	1	July 24	9
"	E12-8	Firemen's Brawl	1	Aug. 21	9
Herman & Katnip (Tech.)	H12-3	Herman The Catoonist	1	May 15	7
"	H12-4	Drinks on the Mouse	1	Aug. 28	7
Pacemaker	K12-5	Call Me Skinny	1	June 26	10
"	K12-6	Hurricane Hunters	1	Aug. 7	10
Casper (Tech.)	B12-4	North Pal	1	May 29	7
"	B12-5	By the Old Mill Scream	1	July 3	7
"	B12-6	Little Boo Peep	1	Aug. 28	7
Kartune (Tech.)	X12-4	Aero-Nuties	1	May 8	7
"	X12-5	Invention Convention	1	June 9	7
"	X12-6	No Place Like Home	1	July 31	7
Noveltoon (Tech.)	P12-5	Better Bait Than Ever	1	June 5	7
"	P12-6	Surf Bored	1	July 17	7

1953-54

Cartoon (Tech.)	S13-1	The Wee Men	1	Oct. 2	10
"	S13-2	The Enchanted Square	1	Oct. 2	10
"	S13-3	Cheese Burglar	1	Oct. 2	7
"	S13-4	The Stupidstitious Cat	1	Oct. 2	7
"	S13-5	Much Ado About Mutton	1	Oct. 2	8
"	S13-6	Naughty But Mice	1	Oct. 2	7
Headliner	A13-1	Tuna	1	Oct. 2	9
"	A13-2	Timber Athletes	1	Oct. 2	9
"	A13-3	Try And Catch Me	1	Oct. 2	9
"	A13-4	Who's Who in Animal Land	1	Oct. 2	10
"	A13-5	Bundle From Brazil	1	Oct. 2	10
"	A13-6	Broncs and Brands	1	Oct. 2	9
Popeye (Tech.)	E13-1	Popeye, The Ace of Space (3-D)	1	Oct. 2	7
"	E13-2	Shaving Muggs	1	Oct. 30	7
"	E13-3	Floor Flusher	1	Jan. 1	6
Pacemaker	K13-1	The Spirit of Seventy	1	Oct. 2	9
"	K13-2	Society Man	1	Dec. 25	—
Sportlight	R13-1	Rocky Mountain River Thrills	1	Oct. 2	9
"	R13-2	Mother Was A Champ	1	Nov. 6	9
"	R13-3	Choosing Canines	1	Nov. 13	9
"	R13-4	Rough Ridin' Yougsters	1	Dec. 4	9
"	R13-5	Water Swimphony	1	Dec. 18	—
Topper	M13-1	Rowdy Raccoons	1	Oct. 2	10
Caspar (Tech.)	B13-1	Do Or Diet	1	Oct. 16	10
"	B13-2	Boos and Saddles	1	Dec. 25	7
Noveltoon (Tech.)	P13-1	Huey's Ducky Daddy	1	Nov. 20	7
Herman & Katnip (Tech.)	H13-1	Northwest Mousie	1	Dec. 18	7

RKO-RADIO

1952-53

Walt Disney Cartoons (Tech.)	34107	The Simple Things	1	Apr. 18	7
"	34108	For Whom The Bulls Toll	1	May 9	7
"	34109	Don's Fountain of Youth	1	May 30	7
"	34110	Father's Week End	1	June 20	7
"	34111	How to Dance	1	July 11	6
"	34112	The New Neighbor	1	Aug. 1	7
Specials	33109	Tower of Destiny	2	May 22	15
Sports Specials	33801	Basketball Highlights	2	Apr. 17	15
People and Places	32801	The Alaskan Eskimo	3	Apr. 10	27

1953-54

RKO-Pathe Specials	43101	Shark Killers	2	Oct. 2	15
My Pal (Re-Release)	43201	My Pal	2	Aug. 7	22
"	43202	Pal's Adventure	2	Sept. 4	20
Ray Whitley (Re-Release)	43401	A Western Welcome	2	Aug. 21	18
"	43402	Rhythm Wranglers	2	Sept. 18	19
Edgar Kennedy (Re-Release)	43501	Unlucky Dog	2	Aug. 7	15
"	43502	Trouble or Nothing	2	Aug. 21	18
"	43503	Wall Street Blues	2	Sept. 4	17
"	43504	Motor Maniacs	2	Sept. 18	18
"	43505	Do or Diet	2	Oct. 2	18
"	43506	Heading For Trouble	2	Oct. 16	18
Leon Errol (Re-Release)	43701	Gem Jams	2	July 31	18
"	43702	He Forget to Remember	2	Aug. 14	17
"	43703	Birthday Blues	2	Aug. 28	17
"	43704	Let's Go Stepping	2	Sept. 11	17
"	43705	It Shouldn't Happen to a Dog	2	Sept. 25	18
"	43706	Maid Trouble	2	Oct. 9	18
Specials (Technicolor)	43301	Prowlers of the Everglades	3	Aug. 14	32
Specials (Eastman-Color)	43001	Holiday Island	2	Aug. 14	15

SHORT SUBJECT RELEASES (CONTINUED)

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Walt Disney (Technicolor)	44101	Football (Now and Then)	1	Oct. 2	7
"	44102	Rugged Bear	1	Oct. 23	6
Mickey House Re-Release (Tech.)	44801	Mickey's Birthday Party	1	Aug. 21	8
"	44802	The Pointer	1	Aug. 28	7
"	44803	Tiger Trouble	1	Aug. 14	8
"	44804	The Nifty Nineties	1	Sept. 4	7
"	44805	Mr. Mouse Takes a Trip	1	Sept. 11	8
"	44806	The Whalers	1	Sept. 18	8
Sportscopes	44301	Ben Hogan	1	Sept. 4	8
"	44302	Bat Boy	1	Oct. 2	8
"	44303	Best In Show	1	Oct. 30	8
Screenliners	44201	Running the Red Blockade	1	Sept. 18	8
"	44202	Herring Hunt	1	Oct. 16	8

REPUBLIC

Serial	5283	Jungle Drums Of Africa	12 Ep.		
"	5284	Return of Captain Marvel (Formerly titled "Adventure of Captain Marvel)	12 Ep.		
"	5381	Canadian Mounties vs. Atomic Invaders	12 Ep.		
"	5382	Return of Captain America (re-release of Capt. America)	15 Ep.	Sept. 30	.....
"	5383	Trader Tom of the China Seas	12 Ep.	Jan. 11	.....
Short Subjects	9221	City of Destiny	1	Apr. 1	9
" "	9222	Singapore	1	June 1	9
" "	9223	Germany	1	Aug. 1	9
" "	9224	Japan	1	Oct. 1	8
Commando Cody Adventures	5268	Enemies of the Universe	3	Mar. 28	30
"	5269	Atomic Peril	3	Mar. 28	30
"	5270	Cosmic Vengeance	3	Apr. 28	30
"	5271	Nightmare Typhoon	3	May 28	30
"	5272	War of the Space Cadets	3	June 19	30
"	5273	Destroyer of the Sun	3	June 26	30
"	5274	Robot Monster of Mars	3	July 3	30
"	5275	Hydrogen Hurricane	3	July 10	30
"	5276	Solar Sky Riders	3	July 17	30
	5277	S.O.S. Ice Age	3	July 24	30
	5278	Lost In Outer Space	3	July 31	30
"	5279	Captives of the Zero Hour	3	Aug. 7	30

TWENTIETH CENTURY-FOX

1953

Terrytoon (Tech.)	5315	Little Roquefort in Friday the 13th	1	July	7
" "	5316	Mighty Mouse in When Mouse-hood Was in Flower	1	July	7
" "	5317	Terry Bears in Open House	1	August	7
" "	5318	Heckle & Jeckle the Talking Magpies in Bargain Daze	1	August	7
" "	5319	Aesops Fables. Sparky, The Firefly	1	September	7
" "	5320	Little Roquefort In Mouse Menace	1	September	7
" "	5321	Teddy Bears in the Relucant	1	October	7
" "	5322	Dimwit in How to Keep Cool	1	October	7
" "	5323	Dinky In the Timid Scarecrow	1	November	7
" "	5324	Heckle & Jeckle The Talking Magpies in Log Rollers	1	November	7
" "	5325	Mighty Mouse in Spare the Rod	1	December	7
" "	5326	Terry Bears in Growing Pain	1	December	7
Lew Lehr (Re-Release)	9382	Grunters and Groaners	1	July	10
Movietone (New Camera)	6303	Kamikaze	1	August	10
"	6304	Impact of Tragedy	1	October	10
"	6305	Calamity Strikes	1	November	10
"	6306	Focus On Fate	1	December	10
"	3307	Sports Immortal (re-release)	1	July	10
Sport	3303	Morning Light	1	July	9
"	3304	Unusual Sports	1	October	9
"	3305	Laurentian Sports Holiday	1	October	9
"	3306	The Golden Glover	1	December	9

1954

Terrytone (Tech.)	5401	Little Roquefort in Runaway Mouse	1	January	7
" "	5402	Dimwit In How To Relax	1	January	7
" "	5403	The Helicopter (Re-release)	1	January	7
" "	5404	Heckle & Jeckle the Talking Magpies in Blind Date	1	February	7
" "	5405	Nonsense Newsreel	1	February	7
" "	5406	Much Ado About Nothing (Re-release)	1	February	7
" "	5407	Mighty Mouse in the Helpless Hippo	1	March	7
" "	5408	Terry Bears In Pet Problems	1	March	7
" "	5409	The Frog and the Princess (Re-release)	1	March	7
" "	5410	Little Roquefort in Prescription For Percy	1	April	7
" "	5411	Heckle and Jeckle the Talking Magpies in Satisfied Customers	1	April	7
" "	5412	Mighty Mouse in the Wreck of the Hesperus (Re-release)	1	April	7
Sport	3401	Unititled	1	February	.....
"	3402	Unititled	1	April	.....
See It Happen (Movietone)	6401	Unititled	1	February	.....
"	6402	Unititled	1	April	.....

UNIVERSAL

1952-53

Musical Featurette	8306	Harry James and his Music Makers	2	May 17	14
" "	8307	Music On The Double	2	May 28	15
" "	8308	Surprising Suzie	2	July 30	15
" "	8309	Camp Jamboree	2	Oct. 8	18
" "	8310	Fabulous Dorseys	2	Oct. 22	15
" "	8311	Nat King Cole—Russ Morgan's Orch.	2	Oct. 29	15
" "	8307	Music on the Double	2	May 28	18
" "	8308	Surprising Suzie	2	July 3	15
Variety View	8344	Deadly Drums	1	May 4	10
"	8345	Bolivar Bonanza	1	Sept. 7	9
"	8346	Behind the Wall	1	Sept. 21	10
"	8347	Rip Van Winkle Returns	1	Oct. 5	10
"	8348	Fun For All	1	Oct. 19	9
The Earth and its Peoples	8368	Factories, Mines & Waterways	2	May 18	21
"	8369	British Trade and Industry	2	June 15	21
"	8370	Farmer-Fisherman	2	July 13	21
"	8371	The Lumber States	2	Aug. 10	21
"	8372	Mountain Farmers	2	Sept. 3	20
"	8373	Adobe Village	2	Oct. 5	19
Woody Woodpecker Cartune (Tech.)	8325	The Mouse and the Lion	1	May 11	6
"	8326	Operation Sawdust	1	June 15	6
"	8327	The Flying Turtle	1	June 29	6
"	8328	Wrestling Wrecks	1	July 20	6
"	8329	Maw and Paw	1	Aug. 10	6
"	8330	Belle Boys	1	Sept. 14	6
"	8332	Hoot Noon	1	Oct. 12	7
"	8333	The Hypnotic Hick	1	Aug. 26	6
"	8334	Chilly Willy	1	Oct. 26	.....
Color Parade	8381	Fiesta Frolics	1	June 8	9
"	8382	King of the Sky	1	July 15	10
"	8383	Calypso Carnival	1	Aug. 10	9½
"	8384	Three Years to Victory	1	Oct. 19	.....

VITAPHONE

1952-53

Tecnhicolor Specials	9006	Under The Big Top	2	Apr. 25	17
"	9007	America For Me	2	May 30	17
"	9008	Where The Trade Wind Plays	2	July 4	20
Featurettes	9105	Plantation Melodies	2	May 16	20
"	9106	Looking At Life	2	July 18	20
Blue Ribbon Cartoons (Tech.)	9308	Little Dutch Plate	1	Apr. 11	7
"	9309	Ain't That Ducky	1	May 2	7
"	9310	Mighty Hunters	1	June 13	7
"	9311	The Fighting 69½	1	July 11	7
"	9312	Sniffles Takes A Trip	1	Aug. 1	7
"	9313	Wacky Wild Life	1	Aug. 29	7
Joe McDoakes Comedy	9404	So You Want A Television Set	1	May 23	10
"	9405	So You Want To Learn To Dance	1	Mar. 28	10
"	9406	So You Have Your Dog	1	Aug. 1	10
Sports Parade	9506	Cheyenne Days	1	Apr. 4	9
"	9507	Yo Ho Wonder Valley	1	May 9	9
"	9508	Desert Killer	1	June 27	9
"	9509	Ride A White Horse	1	July 25	9
"	9510	A Danish Sport Delight	1	Aug. 15	9
Vitaphone Novelties	9606	Head Over Heels	1	June 20	10
"	9607	The Spirit of West Point	1	Aug. 8	10
M.M. Cartoons (Tech.)	9713	Fowl Weather	1	Apr. 4	7
"	9714	Muscle Tussle	1	Apr. 18	7
"	9715	Ant Pasted	1	May 9	7
"	9716	Much Ado About Nutting	1	May 23	7
"	9717	There Auto Be A Law	1	June 6	7
"	9718	Tom-Tom Tomcat	1	June 27	7
"	9719	Wild Over You	1	July 11	7
"	9720	Duck Dodgers In the 24½ Century	1	July 25	7
"	9721	Plop Goes The Weasel	1	Aug. 22	7
"	9722	Cat-Tails For Two	1	Aug. 29	7
Bugs Bunny Specials (Tech.)	9728	Southern Fried Rabbit	1	May 2	7
"	9729	Hare Trimmed	1	June 20	7
"	9730	Bully For Bugs	1	Aug. 8	7
Melody Master (Bands (Re-issues)	9804	Ozzie Nelson & His Orch.	1	Apr. 18	8
"	9805	Vincent Lopez & Orch.	1	June 6	9
"	9806	Spade Corley Band	1	Aug. 22	9

1953-54

Technicolor Specials	1001	Gone Fishin	2	Sept. 12	17
"	1002	Romance of Louisiana	2	Oct. 10	13
"	1003	North of the Sahara	2	Nov. 7	17
"	1004	Don't Forget To Write	2	Dec. 5	17
Featurettes	1101	Minstrel Days	2	Sept. 26	20
"	1103	Pills for Thrills	2	Nov. 21	20
Blue Ribbon Cartoons (Tech.)	1301	Old Glory	1	Sept. 12	7
"	1302	Walky, Talky Hawky	1	Oct. 17	7
"	1303	Birth of a Nation	1	Nov. 7	7
"	1304	Eager Beaver	1	Nov. 28	7
"	1305	Scent—imental Over You	1	Dec. 26	7
Joe McDoakes Comedy	1401	So You Think You Can't Sleep	1	Oct. 31	10
"	1402	So You Want to be an Heir	1	Dec. 19	10
Sports Parade (Tech.)	1501	Royal Mounties	1	Sept. 19	9
"	1502	Sea Sports of Tahiti	1	Oct. 24	9
"	1504	Arabians in the Rockies	1	Dec. 12	9
Vitaphone Novelties	1601	Hit 'Im Again	1	Sept. 5	10
"	1602	Say It With Spills	1	Oct. 24	10
"	1603	Magic Movie Moments	1	Dec. 26	10
M. M. Cartoons (Tech.)	1701	A Street Cat Named Sylvester	1	Sept. 5	7
"	1702	Zipping long	1	Sept. 19	7
"	1703	Easy Peckin's	1	Oct. 17	7
"	1704	Catty Cornered	1	Oct. 31	7
"	1705	Of Rice & Hen	1	Nov. 14	7
"	1706	Cats A-Weigh	1	Nov. 28	7
"	1707	Punch Trunk	1	Dec. 19	7
Bugs Bunny Specials (Tech.)	1723	Duck! Rabbit, Duck!	1	Oct. 3	7
"	1724	Robot Rabbit	1	Dec. 12	7
Melody Master Bands	1801	Desi Arnaz & Band	1	Oct. 3	9
"	1802	Hal Kemp & Orch.	1	Nov. 14	9

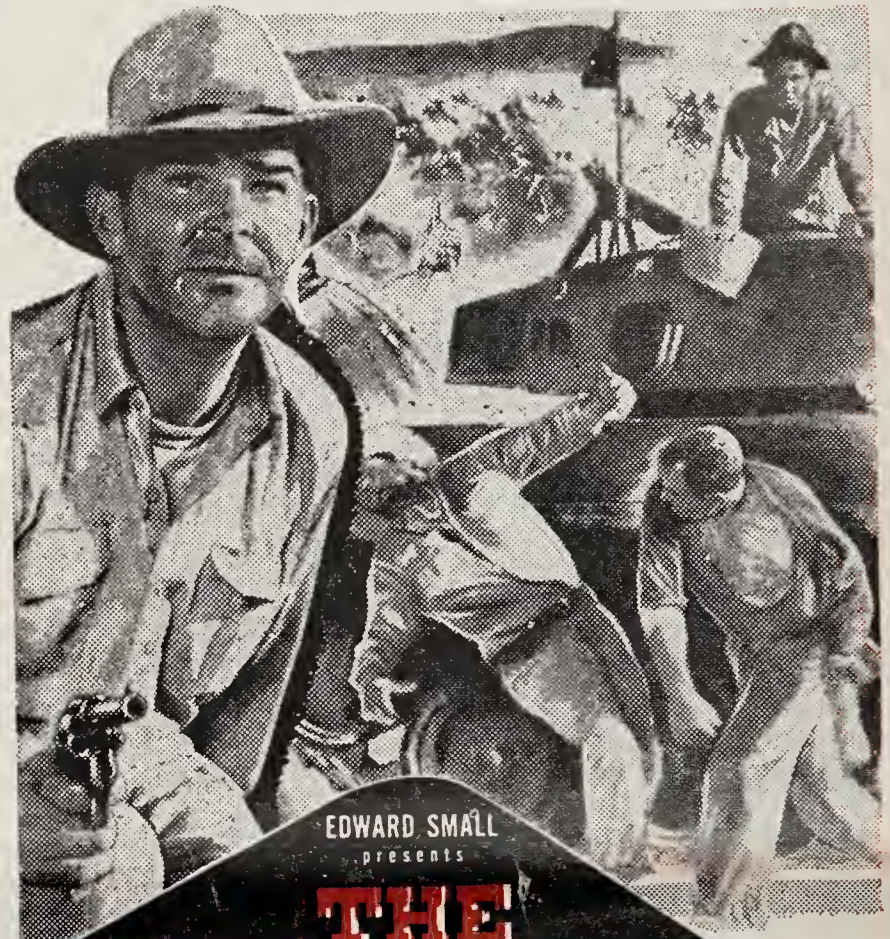


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THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

WS

ODE REVISION MEETING
EW IN CENSOR BATTLE

UEBEC BANS "LUTHER"
O "SOCIAL PEACE"

DEW'S FOREIGN, ALTEC
NOUNCE STEREOSOUND AIDS

UPREME COURT UPHOLDS
EFUSAL BY DISTRIBUTORS
O LICENSE FIRST RUN NABES

AX ELIMINATION BILL
EADS FOR COMMITTEE
CONGRESS CONVENES

ITOA FIGHTS ROADSHOW
TINGS, SEEKS CONSTANT
TATUS QUO PRICES

VIEWS

ages 15, 18, 30

No. 13 January 9, 1954

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CODE FOR THE FUTURE

WE have always admired Samuel Goldwyn's ability as a producer of motion pictures. We have also noticed, however, that he is not unmindful of the value of publicity and any time Mr. Golywyn has a picture to sell, the veteran producer can be expected to sound off on a provocative subject in an effort to snare the headlines.

We have even admired Mr. Goldwyn's courage, particularly with respect to the nature of many of his past statements with which we have been at odds and which were certainly not designed to win friends or influence exhibitors to play his pictures.

It may be remembered that last spring Mr. Goldwyn said that exhibitors had a "nerve" to object to high film rentals and insisted that "Hans Christian

(See Page 5)

AS AN INDUSTRY SERVICE
and a guide to the future...
20th Century-Fox is happy
to reproduce the remarks of
TRUEMAN T.

CinemaScope Solves Product Shortage For T. T. Rembusch

By Merlin Lewis

"In addition to being a big money maker and a presentation most pleasing to my patrons, I've found that CinemaScope installation in my theaters has solved the product shortage, at least for me," was part of the enthusiastic report of Trueman T. Rembusch, of Syndicate Theaters of Indiana, former president of National Allied, to THE FILM DAILY this week.

"In any town where I have two theaters there has been an enormous problem of finding at least 300 pictures to show," Rembusch claimed, "but with CinemaScope in one theater, with its attendant long run, I can pick and choose to find the best pictures available for my other house.

"CinemaScope has been an agreeable surprise to me. My Mode Theater in Columbus, Indiana is the first of our theaters to be equipped. We have used the Ballantyne Co.'s equipment throughout except ing, of course, the screen, since we had to have the Miracle Mirror screen to show 'The Robe'."

Patrons Delighted

"Our patrons are delighted with the stereophonic sound and so am I. I've fooled around with electronics and sound reproduction practically all of my adult life," Rembusch continued, "and this sound system is so good as to be almost unbelievable. There is none of the 'hiss' associated with optical sound systems and it is a bit surprising when there is no sound emanating from any of the speakers to find that there is absolute silence in the theater—just nothing except what sound the audience itself makes. This is the ultimate to me—there may be some improvements made but as far as I am concerned this is it.

"As an instance of how much I like the equipment I have placed orders with the Ballantyne Company to equip five more of our theaters, starting with the Vogue Theater in Elwood. The Vogue is a long narrow house seating a bit less than 400, but the success of our equipment in the 700 seat Mode, also long and narrow, convinces me that it will be even better, if possible, in the Vogue.

"Of course, 'The Robe' is an outstanding attraction but just to give you an instance of how valuable the new equipment and the film means even to a theater so small as the Mode, we grossed more on opening day (Thanksgiving Day) than we average for a four day week end, even with outstanding pictures."

Wall To Wall Screen

Rembusch told this reporter that the Mode theater was only 28 feet wide, wall to wall, but that the CinemaScope screen was 26 feet wide, with the curved traveler becoming part of the wall decoration on each side of the theater when completely opened. Rembusch is convinced, he stated, that almost any theater of any size or any shape could profitably install complete CinemaScope equipment including stereophonic sound, if a careful engineering survey indicates that complete structural changes of the theater are not necessary.

REMBUSCH

as reported by THE FILM DAILY, Dec. 4, 1953

Secretary & Treasurer, Syndicate Theatres, Inc. Leading exhibitor, outstanding showman; member of the board of directors and former president of Allied States Association; former president of Allied Theatre Owners of Indiana; former co-chairman of COMPO (Council of Motion Picture Organizations) and present chairman of COMPO's Finance Committee.

Even when "I" beams had to be removed or changed he thought that the investment would be worth while, particularly in view of the large flow of product in the offing.

For the smaller theater such as the ones he operates in the two theaters in Columbus and Elwood, Rembusch is convinced that the sound-head must be easily interchangeable from a pent house to a rack for 3 channel stereophonic sound, because it eliminates an additional cost of about $4,000.

The Mode Theater, completely equipped, but without contract labor costs ran "quite a bit" under $9,000, including lenses, screen, curtain, track and motor to operate the curtain, speakers (about 20 units) and all necessary booth equipment.

Installation in the Vogue Theater, although a considerably smaller house, would not be much less, Rembusch estimated, since most of the equipment was basic. Only the number of auditorium speakers would affect the difference in cost if any occurred, he said.

No Amperage Increase

"The picture in the Mode Theater is 26 feet wide by 10½ feet high," Rembusch said, "and we burn only 45 amps using our Peerless Magnarc lamps. We have an 88 foot throw and get a perfect picture. We saw no reason at all to step up amperage, particularly since the anamorphic lenses allow more light to reach the screen," he said.

"One thing that very few people in the industry seem to realize, is that with our Ballantyne equipment we can run both 3 track stereophonic sound when the magnetic reproducer is used in a rack, and at the same time use the optical sound system, if it is desired to do so to achieve a particular dramatic effect. This is very important to us, too," he said, "since we can do things the non-equipped theater cannot hope to do.

3 Years Amortization?

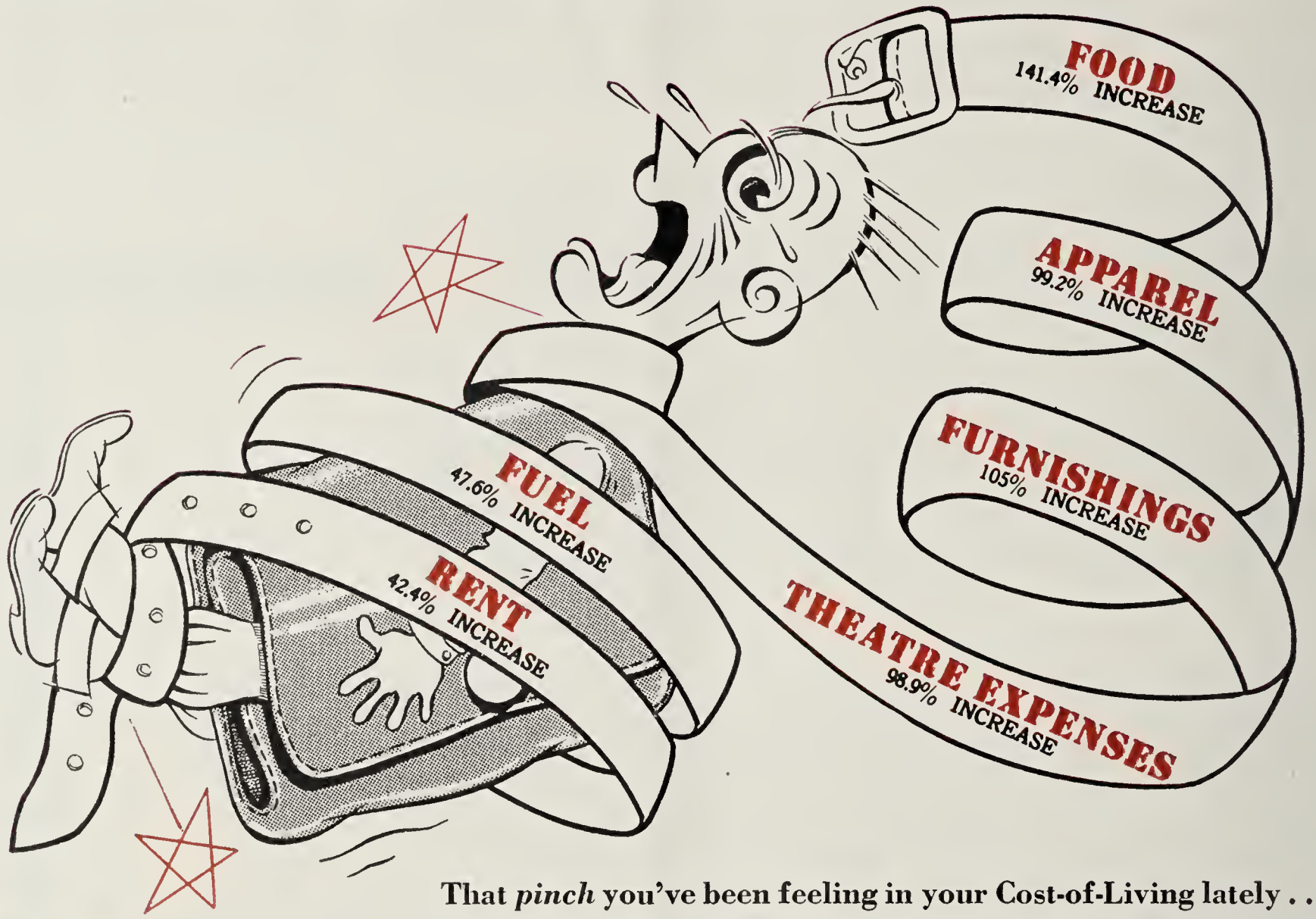
"I'm very glad we equipped our first theater," he declared, "and I'm very sure that the Internal Revenue bureau will allow us to amortize the equipment over a 3 year period. Obsolescence for most theater equipment is very quick and very high," he said, "and from past experience I'm pretty sure I'm right—and of course, it should be that way.

"Nobody in his right mind will predict just what the results of CinemaScope productions will be," Rembusch declared, "but in about two months we should come pretty close to predicting at least what the next year or so will bring. The public likes it—I certainly like it and as the returns to the box office continue to be high I'm sure that more and more theaters are going to spend the money to install the equipment to make it possible for them. I hope all of them are as successful with it as we are."

Rembusch, long an exhibitor leader of national stature, until recently was president of Indiana Allied as well as a member of COMPO's triumvirate.



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NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Vol. 32 No. 13

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Andersen" be shown only at advanced admissions whether or not it was to the liking of theatre owners. We were on the opposite side of the fence at that time as we had been many times before when Mr. Goldwyn popped off to the detriment of the industry.

Well, the producer is currently re-releasing "Best Years Of Our Lives" and, true to form, he has captured the headlines again. Regardless of his motivation, we think that Mr. Goldwyn has probably come up with the best suggestion of his life. While we do not believe that Mr. Goldwyn ever dreamt his publicized letter to Eric Johnston, president of the MPAA, would create the storm of controversy that it touched off, we must confess that he made a great deal of sense.

Mr. Goldwyn's timing could not have been more perfect or unfortunate, as the case may be depending on the point of view. In any event, we are quite certain that the producer's penchant for publicity did not make him attempt to capitalize on the "French Line" furore in St. Louis nor appear in the press as champion (as was the case in many stories) for this film which has been refused a seal by the Production Code Administration. However, this is one time that we'd like him to "include us in" on his recommendations and opinions.

In his letter, Mr. Goldwyn advocated a meeting of code signatories to discuss the need for bringing the document up to date in order to stem an increasing tendency on the part of producers to by-pass it. Expressing belief that only through self-regulation can the industry avoid the excesses that lead to unbridled censorship, the pioneer film-maker nevertheless points out that the code, since its adoption almost a quarter of a century ago, has stood still while motion picture audiences have achieved a far greater maturity.

"Audiences today realize what creative people have always known—that drama is worthless unless it has integrity and resembles life. To portray life honestly on the screen requires a greater degree of latitude, within the grounds of decency, than exists under the code." he stated.

Concluding that there are many aspects of life that can never be portrayed on the screen, Mr. Goldwyn acknowledged that the seal must not serve as a license for filth, vulgarity or the purposes of special pressure groups. Instead, he says, the code, brought into harmony with the times, can continue as a respected guide for picture makers and end the movement to nullify it.

We could not agree with the sentiments more had we written them ourselves. There is need for re-examination when a film like "The Moon Is Blue" is denied a production code seal and is hailed by audiences and critics as a fine adult entertainment and is approved by a majority of censor boards as neither immoral nor offensive. In Maryland, the State Board of Censors was reversed by the court which declared the ban to be arbitrary and capricious, resulting in no harmful effect to audiences.

Upbraiding the PCA, the court added, "There are no illicit, amorous adventures in this film. In fact, such conduct is unintended, and, instead, the story is one of virtue triumphant."

There is a need for re-evaluation when a film like Paramount's "Cease Fire" is denied a seal because the soldiers use the words "hell" and "damn." How ridiculous can we get?

This is not intended to belittle the value of the code and the service it has rendered to the industry by fostering self-regulation and minimizing censorship threats from without. Even the conservative New York Herald-Tribune has been prompted to note editorially that "the present code doesn't meet today's requirements" and that "surely the prohibitions set up by the film makers in the 1930's can reasonably be re-examined in the 1950's."

Equally worthy of consideration is the *interpretation* of code provisions in much the same manner as our Constitution is subject to review and amendments in the light of the times.

This is a time for frank and honest round-table discussion in which representatives of exhibition should be given an opportunity to participate. In the final analysis, the exhibitor has the final responsibility in the showing of films and he should be permitted to voice suggestions to representatives of the Breen office. This could be done in many ways. Some time ago, COMPO sponsored a meeting of exhibitors and producers out on the coast. It could do this in the very same way.

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Code Revision Meeting Seen In Censor Battle

Censorship regulations, imposed from both within and without the industry, dominated trade headlines this week as the film business entered the new year. Vying for attention were censorship wars being fought by three productions banned in certain areas and a suggestion for a total revision of the Production Code.

Latter idea was initiated in a letter sent by Producer Samuel Goldwyn to Eric Johnston, MPAA head. Goldwyn claimed that the code has become too dated to maintain its validity. To the MPAA executive's reply that several amendments have been made during the years, Goldwyn countered that they were not enough.

In a second letter to the MPAA office, the producer asked for "a reasoned re-examination of the provisions of the code as a whole." He added that he would be happy to present specific recommendations "at any meeting of producers" which Johnston might call to discuss the problem. He closed his note by urging that the meeting be called "promptly." With Johnston scheduled to return to New York City on Jan. 13, a meeting of the MPAA board sometime during the week is seen likely.

At the same time that Goldwyn and Johnston were exchanging notes, the producers of three films were objecting to censorship bans imposed upon their productions. RKO opened "The French Line," Jane Russell starrer, in St. Louis without a Production Code seal of approval, while in Washington, state bans of "M" and "La Ronde" were being contested.

The simultaneous development of all these cases re-inforced the controversy centering on the validity of the present Production Code. It worked its way into the nation's editorial columns, with the New York "Herald Tribune" stating last week that "too much censorship is as undesirable as too little."

The "Tribune" agreed that "some of the attitudes and actions taken in the past under the authority of the code have seemed a little ridiculous." Another editorial advising a re-examination of the code was published last week in the New York "Post."

The first Goldwyn letter, which reportedly was mailed to Johnston prior to the start of the "French Line" controversy, warned that "unless the code is brought reasonably up to date, the tendency to by-pass it, which has already begun, will increase."

Goldwyn stated that possible by-passing of the code "can lead to excesses which will do our industry a great deal of harm. I want to see the code continue as a respected guide of conduct which is observed, not disregarded, by picture makers."

Emphasizing his belief that the "principle of the code is essential to the well being of our industry," the independent producer wrote in another portion of the letter that "it is only through sound self-regulation that, as an industry, we can avoid the excesses that lead to unbridled censorship."

Goldwyn added that nevertheless, the industry must realize the world has advanced since the code was established almost 25 years ago. "Today there is a far greater maturity among audiences than there was 25 years ago—and this is true of the young people as well as of the older ones," he said.

Noting that today's audiences realize that "drama is worthless unless it has integrity and resembles life," he stressed that "a greater degree of latitude" within the code is needed now "to portray life honestly on the screen."

What can be shown, stated Goldwyn, must, of course, fall "within the bounds of decency" and there are "many aspects of life that can never be portrayed on the screen."

Freeman Defends Code

He insisted that the code seal "must never serve as a license for filth or vulgarity or for violation of the basic principles upon which the code is founded. Neither must the code serve the purpose of every pressure group which has a special prejudice," Goldwyn added.

Johnston's answering letter, circulated by the MPAA office, remarked that "the code regulations were not intended at the beginning, and are not intended now, to lay a dead hand on creative and artistic endeavor and integrity, and they have not done so."

In the "French Line" controversy, Y. Frank Freeman, Motion Picture Producers Association chairman and Paramount Pictures vice-prexy, labelled the RKO Pictures action "a violation of a trust in the code agreement."

Although "opposed to any defiant violation of the code," Dore Schary, M-G-M vice-president and studio head, declared himself in favor of investigating the need for changes within the code. "There is ample opportunity within the structure of the MPPA for accomplishing these changes by normal use of reason and argument," Schary said.

"French Line" opened last week in St. Louis at Fanchon and Marco's Fox Theatre as the first picture of a major studio not to carry a code seal. Picture was advertised with newspaper copy which also failed to bear approval by the Advertising Advisory Council of the industry.

Film, which set a record for any RKO picture at the Fox, was moved over to the

(*Continued on page* 18)

Seven Majors Reaffirm Faith In MPAA Code

Hollywood.—Seven majors, with the exception of RKO Pictures, reaffirmed their faith and confidence in the MPAA Production Code and in its administration, deploring "violation" of it by any producer, in a statement released this week by Eric Johnston, MPAA prexy. Violator is liable to an automatic $25,000 fine and possibly suspension from MPAA and from its foreign market protections, Johnston said.

Case in point, RKO's "The French Line," received no comment from Johnston, who did say that Samuel Goldwyn, who has urged code revisions, had not to his knowledge submitted suggestions for these in line with the MPAA prexy's invitation.

Quebec Bans "Luther" For "Social Peace"

The Quebec, Canada, Film Censorship Board ban on "Martin Luther"—placed in the interests of "social peace"—represents a "shocking abridgement" of religious freedom and involves the question of whether governmental power can be exercised to restrict religious expression, acording to Ambrose Doskow, attorney for distributor Louis de Rochemont Associates and the film.

"Luther," filmed under Lutheran Church Productions aegis, concluded an uncontested first run in the adjoining Ontario province prior to its opening and subsequent ban in Quebec, which is predominantly Roman Catholic. Ban was protested to Maurice L. Duplessis, Quebec Province Attorney General, by Doskow, who will file an appeal next week.

New Stereosound Aids Announced

News of two new technological inventions, both dealing with the latest engineering efforts in stereophonic sound, has appeared for industry consideration at the start of the new year. Loew's International reportedly has adopted a single optical track stereo sound unit, which it will initiate in Great Britain and Continental Europe, while Altec announces that it has found a method to prevent the destruction of magnetic sound tracks.

The Loew's announcement, allegedly made in London this week by Arthur M. Loew, company prexy, disclosed details of a system called Perspect-A-Sound to be used with British and European prints of M-G-M's first CinemaScope film, "Knights of the Round Table." At present information is not available on whether the company will bring the system to the U. S.

Using a single optical track, the sound in the Loew's system is allegedly distributed through the center and side screen horns by means of a small piece of equipment in the projection booth. This would make the process less expensive than present stereo units and it would mean that exhibitors could use standard projection sound heads.

Perspect-A-Sound would be an all-purpose system in that theatres not equipped with several horns for stereophonic sound could run the entire track through their single horn. Also, should any of the horns stop working, the sound could be run through the remaining ones, making it unlikely that the show be stopped because of sound failure.

A trade demonstration of the new system is expected to be held at the Empire Theatre, London, sometime this month, followed by other European showings. The Empire will premiere "Knights" sometime in February. Meanwhile, the film will be released here with the four-track stereo sound system by 20th Century-Fox.

The Altec announcement, coming from E. S. Seeley, chief engineer, revealed the completion of the Altec Demagnetizer Kit, which the company has been testing in the field since Thanksgiving. Kit was designed in answer to a need for some method of preventing the damage to sound tracks and reproduction cause by magnetized parts con-

(*Continued on page* 28)

Distribs Refusal To License First-Runs To "Nabes" Upheld

WASHINGTON.—The ruling of the Supreme Court this week that there had been no anti-trust law violation involved in the refusal of the major distributors to license first run films to the neighborhood Crest Theatre, Baltimore, is seen of major importance by the trade because of the influence it will probably have on other similar cases now pending in the nation's lower courts.

The high court voted seven-to-one to deny the appeal of Theatre Enterprises, theatre's operator, which was contesting a similar decision of the Fourth Circuit Court of Appeals. Basis of the decision, written by Associate Justice Tom Clark, was that proving parallel business behavior is not enough to establish an anti-trust law violation.

The majors have argued that they can grant first-run product to downtown theatres only. If they granted them to all theatres, the large downtown houses would be ruined, they claim. This would destroy their best source of income for they reason that their films gross three of four times as much as the Crest's highest bids.

No Comparison

Justice Clark stated that the Crest "is a small suburban theatre located in a small shopping center and served by limited transportation facilities." He argued that "with a drawing area of less than one-tenth of a downtown theatre, it cannot compare with those easily accessible theatres in the power to draw patrons."

He continued that downtown houses "offer far greater opportunities for the widespread advertisement and exploitation of newly released features." This ballyhoo "is thought necessary to maximize the over-all return from subsequent runs as well as first runs," he stated.

To the plaintiff's citation of the Paramount case, the court ruled that it is not enough merely to refer to that conspiracy in order to win a case. Instead, the Justices decided that a plaintiff must prove that the Paramount conspiracy is actually involved in any new case being tried.

Justice Clark explained that "the Paramount decrees did not rest on findings, nor were the findings based on evidence, of a particular conspiracy concerning restrictions on runs and clearances in Baltimore theatres." He termed the relevancy of the Paramount case to the Crest one as being "slight."

Only dissenting Justice Hugo Black was of the opinion that the District Court judge should have given more attention to the Paramount case evidence.

Abram F. Myers, National Allied board chairman and general counsel, praised the court's ruling, claiming that it should "clear the court dockets of flimsy cases involving only parallel action." At the same time, it will not affect "cases involving overt acts of conspiracy or which button on the Paramount case," he stated.

The official pointed out that the decision follows the position he outlined in his speech at the Allied 1950 convention. He added that that position had been "unsuccessfully urged upon the film companies by an Allied committee." Crux of his stand was that film companies could "safely select their customers for sound business reasons and it is not necessary for them to institute bidding for their protection"

Myers stated that although the court did not specifically rule on it, he believes that their decision implies that "bidding is essential only when an independent exhibitor demands pictures on a run formerly monopolized by a circuit theatre" and the refusal to sell is condemned by the Supreme Court's decision in the Paramount case.

"Man Of The Year"



Spyros P. Skouras (left), president of 20th-Fox, receives from Harry Brandt, president of ITOA, the annual Independent Film Journal Award for having done the most for the motion picture industry during 1953. The plaque cites Skouras for his initiative and industry statesmanship in the development of CinemaScope.

Tax Elimination Bill Heads For Committee As Congress Convenes

WASHINGTON. — Legislation aimed at eliminating the 20 percent Federal tax on motion picture theatre admissions was one of the first bills to face Congress this week as the legislative body returned to action. Rep. Noah M. Mason (R., Ill) announced earlier the belief that the efforts exerted last year to rid the industry of the tax should pay off at this session.

Mason, who proposed the new measure, asserted that he sees no reason why the will of Congress should not be followed in the passing of this legislation. He was referring to the fact that the so-called Mason Bill went through both houses of Congress last year only to be vetoed by the President at a time when it was too late for the law-makers to do anything about it.

In President Eisenhower's message explaining why he vetoed the measure, he extended some hope that a general reduction in entertainment taxes could be expected this year. However, industry leaders have stated many times that they will aim at a goal of complete elimination of the tax.

With several Congressional groups having expressed interest in the matter, it is expected that the tax question will be treated in more than one measure. In any case, the final decision on tax procedure rests in the hands of the House Ways and Means Committee, whose duty it is to introduce excise measures.

The industry is certain to be affected by other bills which the Congress will consider

(*Continued on page* 28)

SCTOA Fights Roadshow Engagements; Seeks Year-Round Status-Quo Prices

HOLLYWOOD.—Opening gun in an exhibitor drive to stabilize sky-rocketing "special engagement" film admission prices has been fired this week by Harry C. Arthur, Jr., newly chosen board chairman of the Southern California Theatre Owners Association. Arthur, Fanchon & Marco president, announced that his exhibitor group "will campaign for status-quo prices throughout the country during the next year"

Along with fighting "roadshow" prices, the organization "will do everything in our power to keep theatre prices, at the most, at their present levels, or possibly, to cause them to be lowered somewhat," the new board chairman declared. Arthur replaced retiring Gus A. Metzger, veteran exhibitor, who has steered the association since its founding in 1944.

In his acceptance talk, Arthur stated that "the motion picture was founded as a mass-entertainment medium, and it's high time we remembered this fact." He termed the "steadily upward trend" in admission prices a "habit" which is "transforming our industry into a 'select-audience' entertainment medium."

The exhibitor claimed that "the public has a right to expect top pictures at a fair price, just as distributors and producers have a right to expect fair admission prices for average film productions." He called the industry's "worst enemy" anyone in production, distribution or exhibition who insists on advanced prices for "so-called special engagements."

Such a person "is doing more harm in thus contributing to the nation's downward

(*Continued on page* 28)

TOA Ponders Code Revision

The matter of whether or not exhibition should be given a voice in a possible revising of the Production Code will be discussed at the next board meeting of TOA, scheduled for Jan. 31—Feb. 2 in Washington, Walter Reade, Jr., group head, revealed this week. If the directors decide to act, they "will undoubtedly do whatever may be necessary" to pursue their decision, Reade added.

Although the TOA board re-affirmed in Chicago last year "its position that the highest moral standards should be the guide in the production and distribution of motion pictures" and decided to support "the principles and purposes" of the code, Reade suggested that it may be time to "re-analyze, re-evaluate and perhaps revise" the code.

M-G-M's 1954 Product Slate Keyed To 18-20 Top Pictures

A minimum of 18 to 20 "big-scale" films will constitute the 1954 production program at Metro-Goldwyn-Mayer, according to Dore Schary, studio production head. He added that while the trend is to fewer pictures, the M-G-M schedule will be kept "elastic" to meet any production situation or exhibitor demand that should arise.



DORE SCHARY

The executive explained that "fewer pictures mean that each will be designed for extended engagements." Some will be lensed in CinemaScope, all others in wide-screen, he added. The majority will be in color. These films will give the exhibitor "maximum exploitation possibilities with important stories and casts," he promised.

M-G-M, now celebrating its 30th anniversary, has produced more than 1600 feature pictures since its organization. The company has expanded from 40 acres, 26 buildings and six glass stages to the present 187 acres, 195 buildings and 30 soundproof stages.

Sets CinemaScope Release

The company launched its 30th Anniversary Jubilee with its first CinemaScope release, "Knights of the Round Table." Other films scheduled to follow shortly are the first M-G-M CinemaScope musical, "Rose Marie," "The Long, Long Trailer," "Rhapsody," "Executive Suite," "Flame and the Flesh" and "Saadia," all in color.

A series of special events focusing attention on the studio's growth has been planned for the four-month Jubilee period. Program was completed under the direction of Nicholas M. Schenck, Loew's, Inc., president; Arthur M. Loew, head of Loew's International; Charles Reagan, general sales manager, and Howard Dietz, ad-pub-exploi vice-president.

In addition to the 30th Anniversary pictures, three CinemaScope musicals are now shooting on the M-G-M lots. These include "Brigadoon," "A Bride for Seven Brothers" and "The Student Prince." "Beau Brummel" is now shooting in England, and "Valley of the Kings" is being completed.

Already finished and awaiting early release are "Prisoner of War," "Betrayed," "Panther Squadron 8," "Invitation to the Dance," "Her Twelve Men" and "Crest of the Wave."

Films slated to go into production before Aug. 31 include "Jupiter's Darling," "Athena," "My Most Intimate Friend," "Deep in My Heart," "Many Rivers to Cross," "Love Me or Leave Me," "The Glass Slipper," "Babylon Revisited," "Case of the Journeying Boy," "I'll See You Again," "Green Fire," "Bad Day at Black Rock" and "The King's Thief."

For 1954-55, three lavish CinemaScope spectacles are projected by the studio. These include "Ben Hur," "The Female" and "The Prodigal." For this period the company is also preparing "Digby," "Hit the Deck," "Tea House of the August Moon," "Quentin Durward" and "Green Mansions."

Fox Execs Visit Theatres On CS

Executives and representatives of 20th Century-Fox will make periodic theatre visits to see CinemaScope shows and confer with managers on ways of maintaining at highest quality level performances of films lensed in the new medium, according to a company report. Technical information and suggestions for better programming will be discussed at these meetings.

In the technical category, talks will center on the latest scientific developments regarding CinemaScope screens and sound. The proper illumination of theatre auditoriums, the company's progress reports and special introductory messages and the maintenance of natural sound levels for stereo sound will be discussed also, the report disclosed.

The company announced additionally this week that all releases for the first quarter of 1954, both CinemaScope and standard, will be in Technicolor. Each of the next three months will see the release of one CinemaScope film and one standard film produced by Panoramic Productions.

For issue this month are the CinemaScope "King of the Khyber Rifles" and Panoramic's "Three Young Texans." The February CinemaScope release is "Hell and High Water."

In the same month the Panoramic film, "The Siege at Red River," will be released. For March, the company will release the CinemaScope "Night People," starring Gregory Peck, Broderick Crawford and Anita Bjork, and "Gorilla at Large," a Panoramic Production available in 2-D and 3-D.

UA Launches '54 Films

United Artists has begun its 1954 releasing schedule by issuing five new films and one re-release for the month of January. New films coming from UA this month include "Gilbert and Sullivan," "Wicked Woman," "Go, Man, Go!" "Riders to the Stars" and "Conquest of Everest," according to William J. Heineman, distribution chief. The company is also re-issuing "Algiers."

Tour Begun For "Miller"

Each one of Universal's 32 exchange cities in the U. S. will be covered by touring personalities for advance promotion on behalf of U-I's "The Glenn Miller Story," starring James Stewart and June Allyson, the company disclosed this week. Stewart will attend the film's world premiere in Miami and then visit several other cities. Colonel Ed Kirby, a close associate of the late bandleader, is scheduled to visit 20 cities by Feb. 18.

TV Show To Hail Metro

HOLLYWOOD.—Ed Sullivan conferred here this week with M-G-M officials concerning his Feb. 14 "Toast of the Town" television show which will honor the 30th anniversary of the film company. Program, which will originate from CBS TV City, will make use of three studios linked electronically for the telecast.

Para Filming System Boasts Added Scope, Schwalberg Discloses



Alfred W. Schwalberg, president of Paramount Film Distributing Corp., is given an insight into "Rear Window" by its producer-director, Alfred Hitchcock (left), during a Paramount studio visit. Actress Thelma Ritter and star James Stewart look on.

HOLLYWOOD.—"The Paramount Studio has developed a filming method which provides more camera angles, size and scope and the greatest picture definition and clarity of any method yet provided in the history of the industry." Thus spoke Alfred W. Schwalberg, president of Paramount Film Distributing Corp. this week at the conclusion of his two-week studio visit.

He predicted additionally that the new method will be a "revelation" when disclosed, but he announced no date for a demonstration of the system except that it would be shown to the trade "some time this year."

On the subject of forthcoming Paramount product, the distribution official stated that all new films "can be shown on any size screen and in any aspect ratio up to 1.85 to 1." He stated that never in his career has he been "more enthusiastic or optimistic" for the future of his company. Calling 1953 a "banner year," he forecast even greater success in the next 12 months.

While on the coast, Schwalberg studied some of the new product coming from the Paramount studios. He praised highly "Red Garters," "Elephant Walk," "White Christmas," "Sabrina Fair," "Knock On Wood," "The Naked Jungle," "The Bridges at Toko-Ri," "Rear Window" and "Conquest of Space."

Forthcoming Repub. Pix Discussed At Area Meets

Regional sales meetings for the purpose of discussing top-budget product to be released during the first months of the new year are being held by Republic's director of sales, C. Bruce Newbery, and the company's division managers, it was announced this week. Films scheduled for consideration include "Jubilee Trail," "Hell's Half Acre" and "Johnny Guitar."

Meetings have already been held in Washington, D. C., Boston and Detroit, with others finishing up in St. Louis and Chicago. Newbery is now touring the south for meetings in Charlotte, Atlanta and Dallas, after which he is scheduled to leave for the Coast for a Jan. 20 meeting out there.

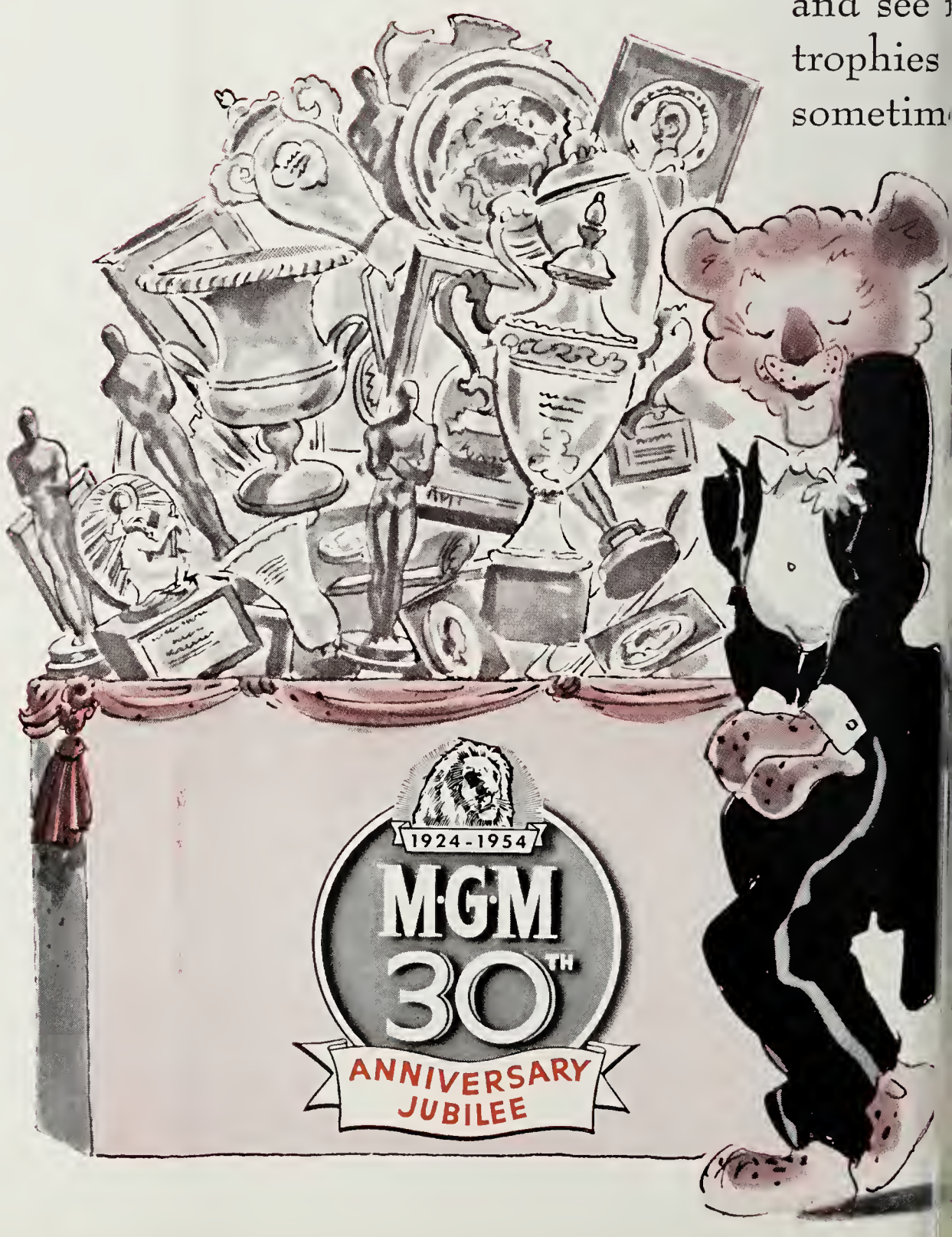


THE BIRTHDAY CAKE THAT EVERY EXHIBITOR IN AMERICA WILL SHARE!

"LET'S GET THE CASH AND LET THE CREDIT GO!"

As our 30th Anniversary commences, we want to thank our exhibitor friends whose mutal confidence and cooperation has made it all possible. We've got countless medals, awards, statuettes. The annals of film business glow with the achievements of M-G-M attractions, M-G-M stars, M-G-M Showmanship. But our celebration is planned with only one thing in mind —your box-office! Let's get the *cash* and let the credit go! We invite theatre men to join with us in what will be one of the biggest promotions of its kind ever held in the industry, to launch a cavalcade of top entertainments, to stimulate *your* business!

"Come up
and see
trophies
sometim



TIE-IN YOUR THEATRE WITH THE M-G-M PARADE OF GREAT "JUBILEE" HITS!

M-G-M provides the fireworks nationally and locally! It's going to be the most publicized event of the Year. Get your slice of the Birthday Cake. It's an unparalleled opportunity to give your Box-office a LIFT! Here is a partial list of available M-G-M attractions for your local "JUBILEE." Showmanship accessories available FREE!

"KNIGHTS" LEADS THE LINE-UP OF "JUBILEE" RELEASES!



JANUARY

"KNIGHTS OF THE ROUND TABLE" (*CinemaScope*) (*In Color Magnificence*) • Robert Taylor, Ava Gardner, Mel Ferrer



JANUARY

"EASY TO LOVE" (*Technicolor*) Esther Williams, Van Johnson, Tony Martin



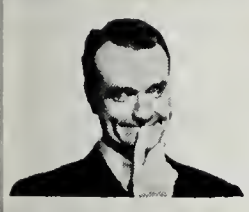
JANUARY

"QUO VADIS" *Greater In WIDE SCREEN* • (*Technicolor*) Robert Taylor, Deborah Kerr, Leo Genn



JANUARY

"GIVE A GIRL A BREAK" (*Technicolor*) • Marge and Gower Champion, Debbie Reynolds



JANUARY

"THE GREAT DIAMOND ROBBERY" Red Skelton



FEBRUARY

"SAADIA" (*Technicolor*) Cornel Wilde, Mel Ferrer, Rita Gam

FEBRUARY

"THE LONG, LONG TRAILER" (*Ansco Color*) Lucille Ball, Desi Arnaz



MARCH

"TENNESSEE CHAMP" (*Ansco Color*) • Shelley Winters



MARCH

"ROSE MARIE" (*CinemaScope*) (*In Color Glory*) • Ann Blyth, Howard Keel, Fernando Lamas



APRIL

"GYPSY COLT" (*Ansco Color*) Donna Corcoran, Ward Bond, Frances Dee, and Gypsy



APRIL

"RHAPSODY" (*Technicolor*) Elizabeth Taylor, Vittorio Gassman



APRIL

"FLAME AND THE FLESH" (*Technicolor*) Lana Turner, Pier Angeli



AND THESE CURRENT PRODUCTIONS!

"MOGAMBO" (*Technicolor*)
Clark Gable, Ava Gardner

"TAKE THE HIGH GROUND!" (*Ansco Color*) • Richard Widmark, Karl Malden, Elaine Stewart

"THE ACTRESS"
Spencer Tracy, Jean Simmons, Teresa Wright

"KISS ME KATE" (*Ansco Color*)
Kathryn Grayson, Howard Keel, Ann Miller

"ESCAPE FROM FORT BRAVO" (*Ansco Color*) • William Holden, Eleanor Parker, John Forsythe

"HALF A HERO"
Red Skelton

"ALL THE BROTHERS WERE VALIANT" (*Technicolor*)
Robert Taylor, Stewart Granger, Ann Blyth

"TORCH SONG" (*Technicolor*)
Joan Crawford, Michael Wilding

"TERROR ON A TRAIN"
Glenn Ford, Anne Vernon

AND MANY MORE OUTSTANDING M-G-M ATTRACTIONS!

(Including The Industry's Greatest Line-up of Short Subjects)

A GREAT EVENT TO LAUNCH M-G-M's "JUBILEE



M-G-M's FIRST GREAT PRODUCTION IN CINEMASCOPE!

M-G-M's presents in CinemaScope "KNIGHTS OF THE ROUND TABLE" • (In Color Magnificence) starring Robert Taylor • Ava Gardner • Mel Ferrer with Anne Crawford • Stanley Baker • Screen Play by Talbot Jennings, Jan Lustig and Noel Langley • Based on Sir Thomas Malory's "Le Morte D'Arthur" • Directed by Richard Thorpe • Produced by Pandro S. Berman

NEXT FROM M-G-M IN CINEMASCOPE

"ROSE MARIE" *(Color)*
Ann Blyth, Howard Keel, Fernando Lamas

"THE STUDENT PRINCE" *(Ansco Color)*
Ann Blyth, Edmund Purdom, John Ericson, Louis Calhern, and the singing voice of Mario Lanza

"BRIGADOON" *(Ansco Color)*
Gene Kelly, Van Johnson, Cyd Charisse, Elaine Stewart

"BRIDE FOR SEVEN BROTHERS" *(Ansco Color)*
Jane Powell, Howard Keel, Jeff Richards

AND THESE BIG FUTURE M-G-M ATTRACTIONS!

"EXECUTIVE SUITE"
William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern

"BETRAYED" *(Color)*
Clark Gable, Lana Turner, Victor Mature

"JULIUS CAESAR"
Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr

"HER TWELVE MEN" *(Color)*
Greer Garson, Robert Ryan

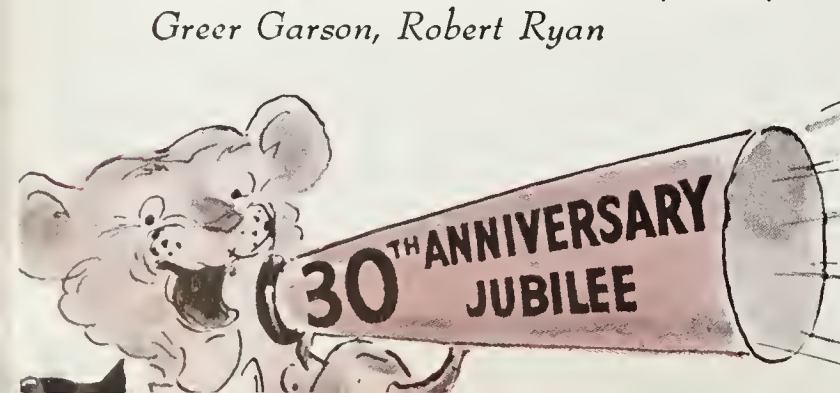
"BEAU BRUMMELL" *(Color)*
Stewart Granger, Elizabeth Taylor, Peter Ustinov

"CREST OF THE WAVE"
Gene Kelly, Jeff Richards

"INVITATION TO THE DANCE" *(Technicolor)* • *Gene Kelly, and All-Star Cast*

"VALLEY OF THE KINGS" *(Color)*
Robert Taylor, Eleanor Parker

"PANTHER SQUADRON 8" *(Ansco Color)*
Van Johnson, Walter Pidgeon



"We're Saying it With Pictures!"

PRINTED IN U.S.A.

More Firms Set Theatre Telecasts

With two important industrial firms having planned to use theatre television facilities to conduct general sales meetings this month, the medium is scheduled to meet its most severe tests within the next few weeks. Sealtest division of National Dairy Corp. is set for a 16-city meeting on Jan. 21, to be followed on Jan. 28 by a 31-city closed-circuit telecast for the Ford Co.

Since the success of these two experiments could result in other major firms joining the theatre TV bandwagon, it is expected that the companies handling both shows will make every effort to please their clients. Theatre Network Television is set to take charge of the Sealtest show, while Box Office Television will make its debut in the field with the Ford account.

With the Ford program under its belt, BOTV has announced that it is making a major bid to get other firms signed up for use of the new medium. Only other major use of theatre TV by an industrial firm so far was the closed-circuit telecast for James H. Lee & Sons carpet company, which TNT set up last year.

RKO Plans 11 Releases During 1954's First Half

RKO Radio will release 11 productions, including nine in Technicolor and three in 3-D, during the first half of 1954, it was announced this week by J. R. Grainger, president. During this same period, the company will issue nine re-releases, with two more scheduled for July.

New films coming in January and February include "Killers From Space," "The French Line," in 3-D, "She Couldn't Say No" and Walt Disney's "Rob Roy, the Highland Rogue." These will be followed by the 3-D "Dangerous Mission," "Carnival Story," "Son of Sinbad," also in 3-D. "The Saint's Girl Friday," "Susan Slept Here," "Desperate Men" and "The Big Rainbow."

Re-issues consist of "Rachel and the Stranger," 'Valley of the Sun," "Tall in the Saddle," "The Enchanted Cottage," "Mr. Blanding Builds His Dream House," "They Won't Believe Me," "The Spanish Main," "Badman's Territory" and "The Thing." In July the company will re-issue "Gunga Din" and "The Lost Patrol."

Picture Industry Awaits Sun Theatre Case Result

CHICAGO.—With several other cases awaiting the U. S. Court of Appeal's decision in the Sun Theatre Corp. suit, the trade will be watching with great interest the Jan. 14 hearing set for the case in the Seventh Circuit court. Plaintiff is appealing the District Court's decision that the Illinois two-year statute of limitations has run out in the suit against B&K, Paramount and RKO.

Sun Theatre Corp. contends that during the pendency of U.S. vs. Paramount, the statute was held in abeyance. It contends further that it is improper to hold the state two-year statute, applicable to an action, under the Federal anti-trust laws. Should the two-year ruling be declared valid, the plaintiff claims the right to sue for single damages under the five-year statute.

NEW POSTS

RAY SMITH was promoted to vice-president with the Jamestown Amusement Co., where he has been a member of the staff for 24 years. Smith will continue to head the buying and booking department as well as assist Gerald Shea, company president.

DAN SCHNEIDER, RKO Radio's branch manager in Brisbane, Australia, for the past 20 years, was appointed to head the company's Sydney office, succeeding Tom Walcott, resigned Schneider is a past president of the Motion Picture Industry Club.

FELIX GUGGENHEIM was elcted to the board of directors of King Brothers Productions, Inc., at the annual stockholders meeting, at which time the company's officers were all reelected. Next film coming from the firm is "Carnival Story," which RKO will release this spring.

GERALD COLLINS, formerly manager of Loew's Uptown Theatre, Toronto, was named publicist for the two Loew's Toronto theatres, succeeding James McCracken resigned. The managership of the Loew's Uptown Theatre has been given to GERALD MOONEY, formerly assistant manager at Loew's London.

TERRY M. LINDNER has been given charge of Singapore and Thailand for United Artists, in addittion to his duties in India, thus becoming district supervisor for the entire Far East for the company. TONY CHOK, who had been acting manager in Singapore, was promoted to the post permanently.

The same company appointed CHARLES MOSES, veteran film publicist, Continental publicity manager, to co-ordinate and expand the company's publicity-advertising-exploitation activities in Europe. Headquartering in Paris, Moses will work with Pierre Weill, publicity manager in France, and Richard Condon, home office liaison in Continental Europe.

GEORGE J. SCHAEFER was appointed general sales representative of the newly organized Stanley Kramer Pictures Corp. Schaefer, former RKO president, has served in a similar capacity for all of Kramer's independently produced films. First picture he will handle is "Not as a Stranger."

SIDNEY FRANKLIN, JR., former M-G-M producer, was appointed story editor of Allied Artists. Franklin, who entered the film industry seven years ago, co-produced "Torch Song" last year and another of his films, "Gypsy Colt" is awaiting release.

Cinerama Actors Signed

KANSAS CITY.—A local couple, John and Betty Marsh, who have never before acted professionally and have never travelled outside the U. S., has been signed for featured roles in the next Cinerama film, "The Thrill of Your Life." The pair was chosen after a two-month search to find a "typical" American couple, according to S. H. Fabian, Stanley Warner head. They will portray a pair of youngsters on their first trip to Europe in the Louis de Rochemont drama, which is scheduled for late spring release.

FCC Discusses Subscription TV

WASHINGTON.—Informed sources here have registered surprise at the fact that the annual report of the FCC, issued last week, disclosed the Commission's trend of thought on its consideration of approving subscription television. The Commission usually maintains a policy of complete silence on cases coming up before it.

The report revealed that the main question to be settled is whether or not subscription video comes under the heading of "broadcasting" or "common carrier" according to the meaning of the terms as used in the Communications Act. Should the medium be declared a special radio service, it would be affected by other laws.

Along with this legal technicality, the FCC must decide on the basic problem of whether it deems subscription TV in the public interest. Conceivably, a negative decision in this question could kill the entire project. Also, it must consider the engineering problem of where it could place the service "into the crowded radio spectrum," it stated.

Fabian Names Bernhard To S-W Consultant Post

S. H. Fabian, President of Stanley Warner Corp. announced this week the appointment of Joseph Bernhard as consultant on management relations for the company. Bernhard is one of the top executives of the motion picture industry, having had wide experience in varied branches of the industry.

He joined Warner Bros. in Dec. 1930 and two years later was made General Manager of Warner Theatres. He later became Vice President and Director of Warner Pictures and took a leave of absence in 1942-43 to do a hitch as a civilian expert with the U. S. Navy.

In 1945 he switched to production joining Milton Sperling in U. S. Pictures, Inc. Resigning from this company in 1947 he became President of Film Classics and the next year also was elected President of Cinecolor Corp. He gave up the direction of Cinecolor in '49 to devote his whole time to Film Classics. Since 1951 he has been in independent production.

Silverstone To Australia

Murray Silverstone, president of 20th Century-Fox's International Corp., will join Ernest Turnbull, head of Hoyts Theatres, to preside at the annuals sales convention of the Australian theatre chain set for Jan. 14-15 in Sidney. Currently finishing a global trip on behalf of "The Robe," Silverstone will meet with high government officials during his Australian visit, according to a company report.

Chain Aids Hospital Drive

CHARLOTTE, N. C.—As an incentive to develop 100 percent participation in the Will Rogers Memorial Fund drive, the Stewart-Everett Theatre Corp. here has matched dollar for dollar the contributions of the circuit's employes. Scott Lett, Christmas Salute exhibitor chairman for the area, called the action similar to "paying a yearly insurance premium."

S. J. Gregory Offers Trade Hints On Improving Business

Two 10-point programs, one each for exhibition and distribution, were released this week by S. J. Gregory, vice-president and general manager of Alliance Theatres, a chain with more than 75 houses in four states. Stating that 1954 can be a "banner year in the history of motion pictures," Gregory advised both distribution and exhibition to "take inventory of their deficiencies and resolve to correct them without delay."

He claimed that "both sides have tremendous investments at stake," adding that "they must correct their shortcomings if the industry as a unit will survive and prosper." In order "to insure the prosperity that lies on the immediate horizon," Gregory suggested the following programs:

For Exhibition — 1. Every exhibitor must train his personnel on the "lost art" of service. Theatres gave service in the late twenties and early thirties but it is a "lost art" now.

Seeks Noise Elimination

2. Every exhibitor must eliminate "rowdyism" and noise from his auditoriums. We are allowing a few undesirables to keep good family groups and potential steady patrons from our theatres.

3. Every exhibitor should freshen up his theatres. Soap, water and paint can produce miracles in some run-down theatres.

4. Every exhibitor must apply "showmanship" and exploitation as he never did in his life. The day of putting a trailer on our screen and running a newspaper ad expecting people to rush to our box office is long gone. We must use every advertising medium at our command.

5. There should be one exhibitor organization. We cannot gain common objectives if we don't agree among ourselves.

6. Every exhibitor should make up his mind that he will have uniform admission prices if he wants to retain his regular patronage. When an occasional road show comes along, increase your price but let them know what the admission will be and be sure it is within the average patron's means.

7. Every exhibitor should plan an "all out campaign" to improve public relations in his local community.

8. Every exhibitor should plan a youth movement for his theatres.

9. Every exhibitor should profit from his sad experience with 3-D. If we can't do it right, let's not do it at all.

10. Every exhibitor should do everything possible to get more children into our theatres today. At least six times a year a special kiddie show should be held in every theatre.

For Distribution—1. More advertising at the local level. If the advertising dollar is allocated more to the local exchange areas better results can be achieved.

2. The drastic reduction of print quotas is false economy. When key runs are forced to play 30 and 60 days after the territorial release they can't possibly deliver their full gross potential.

3. Distribution should have more conferences with exhibitor leaders to get their views on what type of pictures their patrons want.

4. All distributors should agree on a single system of wide screen presentation to eliminate confusion and save on equipment costs. CinemaScope looks like it's here to stay. Everybody should get on the "bandwagon" and produce in this medium.

5. Some say the "star system" is dead. It's far from dead. A vigorous effort should be made to build up new personalities.

6. Use established TV personalities in motion pictures. They have a following of millions. Personalities such as Martha Raye, Imogene Coca and many others could be a big asset.

7. Exhibitors should be treated as "allies." Production problems should be presented to them and an open mind should listen to the exhibitors' views.

8. Hollywood will always have its glamour but it must assume responsibility for its public relations.

9. Drive-in theatres are a vital factor today. They have succeeded in capturing part of a lost audience. Therefore, just as a producer considers the foreign market potential of a production, he must likewise consider its gross potential in drive-in theatres. The days of screen entertainment of drive-in patrons is at great variance with the taste of patrons of conventional theatres.

10. Last, but not least, the production end of our business should try to deliver top pictures in the new mediums.

Relax Decree Time Limits For Subsequents

Relaxation of the time limit imposed upon film runs by court decrees in Chicago and Milwaukee has been extended from first run houses to subsequent run theatres by new rulings from District Court judges. Chicago's B&K subsequent run houses were granted permission to play "The Robe" longer than one week because the Jackson Park Theatre, which requested the original ruling, is not equipped for CinemaScope.

Milwaukee's Judge Julius Hoffman removed the provisions of the Towne Theatre decree that limited downtown runs to two weeks and neighborhood runs to one week. He ruled additionally that all downtown theatres are now eligible to bid for first runs. Earlier in Chicago, Judge Michael Igoe suspended the two-week ruling for downtown Loop theatres.

EXHI-BITS

WTO Dissolves

The trustees of the Western Theatre Owners have voted to dissolve the association in the belief that there are too many exhibitor organizations in existence and have urged the several units to join one of the national exhibitor groups. Formed in 1941, the WTO has accomplished its purpose, according to its trustees.

With the dissolving of the group, the future of "The Exhibitors Digest," publication which it sponsored, is seen in danger. The paper announces that it would need additional funds either from more advertising or stronger exhibitor support. Previous deficits were taken care of by the WTO, the "Digest" stated.

Tax Revenue Climbs

CLEVELAND.—This city's three percent admission tax brought in approximately $400,000 in 1953, marking the first time since 1948 that amusement revenue has not declined from the previous year. The 1953 total is slightly higher than last year's $394,000. Stanley P. Nemec, Commissioner of Licenses and Assessments, stated that he thought the new techniques were responsible for renewed interest in films.

Exhib Unit Formed

A new association, tentatively called Northern California Theatre Association, has been formed from the merger of California Theatres Association and the Northern California Theatre Owners. The two groups joined forces in order to avoid duplication of effort and to concentrate on their problems together.

More Programmers Urged

ST. LOUIS.—Among the resolutions adopted and now formalized at the recent MPTO of St. Louis, Eastern Missouri and Southern Illinois convention was one urging producers to continue making films to be used as second features on double bills. Group also commended 3-D manufacturers for pioneering single-track 3-D, urged producers to hasten the 100 percent use of acetate film to lower fire insurance and express rates, and voted George Murphy "the first lifetime member" of the organization.

Tax Revision Primed

WASHINGTON.—The general tax revision bill will be considered first by the House Ways and Means Committee, before other tax measures such as those dealing with excises are taken up, it was confirmed after a meeting this week of Republican members of the Committee.

$600,000 Suit Filed

JACKSONVILLE.—John R. Sutton, Jr., and L. K. Kass, partners in the Vogue Theatre, Orlando, Fla., have filed an anti-trust suit for $600,000 treble damages in Federal District court. They are charging denial of first-run films on the part of the defendants Florida State Theatres, Florida Coastal Theatres, 20th-Fox, Paramount, RKO Radio, Columbia, Universal, Warner, Loew's and United Artists.

Staff Reviews

"The Long, Long Trailer"

(M-G-M) Technicolor 96 Min.

Cast: Lucille Ball, Desi Arnaz, Marjorie Main, Keenan Wynn, Gladys Hurlbut, Moroni Olsen, Bert Freed, Madge Blake, Walter Baldwin, Perry Sheehan.

Credits: Produced by Pandro S. Berman; Directed by Vincente Minnelli; Screen play by Albert Hackett and Frances Goodrich; Based on the novel by Clinton Twiss.

A series of humorous situations involving a honeymoon couple on a cross-country trailer trip is presented with slickness for terrific general audience laugh response in this Technicolor comedy. Film's stars, Lucille Ball and Desi Arnaz, are tremendously popular with the public due to their successful "I Love Lucy" television program. The producers of the film, perhaps with this in mind, consequently fashioned for the stars a story that pays out its gags over 3,000 miles of cross-country territory in a visual manner which only a motion picture can reproduce.

"Trailer" has situations concerning housekeeping and family life on a mobile home which are often very funny. Sequences showing how a motorist must convert his driving style to suit the requirements of trailer-toting are hilarious. And the Ball-Arnaz team receives strong and varied support in many of these situations from several seasoned comics who know how to garner laughs. These actors, often appearing in single-scene roles, include Marjorie Main, Keenan Wynn, Gladys Hurlbut and Bert Freed.

Background for the humor in this film emerges from the newlyweds' decision to buy a trailer instead of a home. Killing two birds with one stone, they take their honeymoon on the trailer, driving westward. Various disasters befall them before they learn the correct methods of parking, turning and reversing the trailer. Another set of misfortunes takes place as they attempt to sleep, cook and keep house in their mobile abode. In the climax, Lucy and Desi navigate a perilous journey up a steep and winding mountain road, their trailer overloaded with souvenir boulders Lucy had picked up at every site of interest along the cross-country trip. This climax, fraught with suspense and wild humor, puts the lid on a solid family entertainment that paves its way in laughter from start to finish.

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"His Majesty O'Keefe"

(Warner Bros.) Technicolor 88 Min.

Cast: Burt Lancaster, Joan Rice, Abraham Sofaer, Andre Morell, Archie Savage, Benson Fong, Tessa Prendergast, Lloyd Berrell.

Credits: Produced by Harold Hecht; Directed by Byron Haskin; Screen play by Borden Chase and James Hill; Suggested by a novel by Lawrence Klingman and Gerald Green.

The Burt Lancaster personality is magnificently at home in this rip-roaring and romantic South Sea adventure, one of the best of its kind to come along in years. Those who like their escapist entertainment clad in vivid Technicolor and bedecked with dancing hula-hula girls, and fans who derive satisfaction from action-stuffed plots, will find "His Majesty O'Keefe" delightful. Grosses should reach handsome totals when all selling factors are considered; the Lancaster name should not be underestimated for that extra box office punch.

"O'Keefe" is a blood-and-thunder tale of an American empire builder's attempt at exploiting the coconut oil gold mine of a South Sea island. The action aspects of the story are well fused to wrest a suitable amount of drama from the narrative, taking the American back and forth from the Fiji Islands to Hong Kong in his search for money to finance his enterprise. Trouble develops from his encounters with a sadistic slave ship captain and the German marines, who want the coconut wealth for the Fatherland. A series of climaxes labor the American's conquest of his money lust in recognizing his responsibilities to the Fiji natives, who make him their king.

The romantic interest in "O'Keefe" comes off second best to the action. Joan Rice, a British beauty, is cast as a white girl brought up in the South Seas for that extra exotic touch. Her acting more than meets the demands of the script, which outfits some real-life Fiji Islanders with compelling character roles. The natives are backed up by authentic settings and painstakingly recreated props of old sailing ships and costumes of the late 19th century, time of the story's action. All told, "O'Keefe" frequently bristles with the illusion of life, but towards the end tends to sprawl all over the place.

●

"The French Line"

(RKO) 3-D Technicolor 102 Min.

Cast: Jane Russell, Gilbert Roland, Arthur Hunnicutt, Mary McCarty, Joyce MacKenzie, Paula Corday, Scott Elliott, Craig Stevens, Laura Elliott, Steven Geray, John Wengraf, Michael St. Angel, Barbara Darrow, Barbara Dobbins.

Credits: Produced by Edmund Grainger; Directed by Lloyd Bacon; Screen play by Mary Loos and Richard Sale; Based on a story by Matty Kemp and Isabel Dawn.

With a censorship hubbub raised over it, "The French Line" looks like it's going to sail into a lot of money at the box office. All the furore will do nothing but add to the receipts of this feature, which at best is a talky musical comedy in part built along the lines of a fashion show. Its strongest appeal might have been to the ladies, if not for Jane Russell's wardrobe and a turbulent four-minute dance sequence which caps the film. The picture is also loaded with a cargo of femmes, all of whom are shapely and eye-filling.

The routine plot concerns oil-heiress Jane's quest for a man who will love her for herself rather than for her fortune. She hopes to meet him on a voyage to Europe, which she takes with her friend Mary McCarty. The proceedings are enlivened by some sharp quips and nine songs, many of which are rendered in provocative costumes and settings. Miss Russell sings her first number in a bathtub, dons scanty clothes for her next one, and then delivers the controversial "Looking for Trouble" as the torrid finale number. Other big production assets come from the 3-D and good use of Technicolor. As the French musical comedy star who woos and finally wins Jane, Gilbert Roland turns in a good performance. Miss McCarty offers strong support in both the comedy and vocal departments, and Billy Daniel stages the dances proficiently. At this writing, "The French Line" is sailing to exhibitors without a Production Code seal.

●

"Saadia"

(M-G-M) Technicolor 86 Min.

Cast: Cornel Wilde, Mel Ferrer, Rita Gam, Michel Simon, Cyril Cusack, Wanda Rotha, Marcel Poncin, Anthony Marlowe.

Credits: Produced, directed and written for the screen by Albert Lewin; From the novel, "Echec au Destin," by Francis D'Autheville.

Members of practically every audience category should find satisfaction in this escapist tale of romance, magic and adventure which Albert Lewin produced, directed and wrote against the highly exotic and picturesque backgrounds of French Morocco. "Saadia" has among its lures the star names of Cornel Wilde and Mel Ferrer, the presence of beauteous Rita Gam and the inclusion of several well-staged action scenes. Dancing girls, tribal rituals of the Near East performed to atmospheric musical accompaniment, and suspenseful chases along the burning desert sands, are also to be viewed in this film. Cementing these ingredients is a purely romantic plot revolving around a conflict for the possession of a native girl's soul.

Action begins in a native settlement where witchcraft, rather than medicine, is practiced for the curing of diseases. Into this environment comes a modern physician who braves the wrath of a witch woman in his desire to cure the girl of an illness. Both doctor and girl then become involved in a bubonic plague epidemic, wherein the girl exhibits daring in saving the population from the ravages of this

(*Continued on page* 18)

"The Glenn Miller Story"

(Univ.-Int'l.) Technicolor 116 Min.

Cast: James Stewart, June Allyson, Charles Drake, George Tobias, Henry Morgan, Frances Langford, Louis Armstrong, Gene Krupa, Ben Pollack, The Archie Savage Dancers, The Modernaires, Marion Ross, Irving Bacon, Kathleen Lockhart, Barton MacLane, Sig Ruman, Phil Garris, James Bell, Katherine Warren.

Credits: Produced by Aaron Rosenberg; Directed by Anthony Mann; Written by Valentine Davies and Oscar Brodney.

Universal-International has prepared a moving, authentic film biography in "The Glenn Miller Story," and box office grosses should prove that the effort was well spent. This Technicolor production, starring James Stewart and June Allyson, presents a huge portion of nostalgia, served with many jazz sequences that will appeal to all lovers of popular music. It's an unbeatable combination and will draw both the more mature fans and the youngsters who may not remember the famous Miller records.

Film relates all the dramatic events that occurred during the bandleader's somewhat sensational career, but it has been made with taste and integrity. First half of the production follows Stewart, who plays Miller, as he works his way up from a struggling young musician to the leader of a famous band. It is here too, that audiences are first introduced to the Miller quest for the "new sound" in music, a goal that was finally attained after many false starts. Sentimentalists will find use for their handkerchiefs, especially during the final scenes of the film in which death comes to the musician while he is in the midst of entertaining our troops during World War II. However, at no time is the film saccharine or maudlin, not even in the tragic ending.

As the musician looking for the sound, Stewart's soft-spoken acting style is in keeping with the Miller tradition. June Allyson scores tremendously as his wife in a fine performance that reveals her acting ability. Early in the film, when she is the young girl courted in a highly unusual fashion, her girlish charm suits the role. As maturity and final tragedy come to the Miller household, her performance grows with the part.

Of utmost importance, especially in the exploitation department, all the famous Miller song hits are included, and they are played in exact duplications of the original orchestrations. Several jazz artists make brief appearances to do some of the numbers, and it has all been enclosed in a beautifully smooth production. Exhibitors booking this one can look for long lines at the box office and many smiling faces, all humming the ever-popular tunes, leaving the theatre.

JUDGE HERMAN M. MOSER OF TH
THE MARYLAND STATE BOAR
THE MOTION PICTURE FIL



In His Opinion the Judge States:

"The Court finds as a fact that 'THE MOON IS BLUE' is neither obscene, indecent, immoral, nor tending to corrupt morals . . . the action of the Board in banning this film was *arbitrary* and *capricious.*

"...Even though it might well be urged that the Production Code Administration was wrong in banning the film, as has been done by some film magazines, the more essential point is that those clauses in the Code cited against 'THE MOON IS BLUE' are not such standards as may constitutionally be applied by a governmental censor.

"...One cannot consider, in applying this test, only the sensibilities of the prudish or to condemn a work as salacious because of its possible effect upon 'the ignorant, the immature and the sensually inclined'. (*U. S. vs. Levine, 83 F. 2d 156.*)

"...The 'accepted' test, meaning that sin must be shown as socially condemned, can result in a formula for popular pornography whereby sin can be presented with the most exaggerated attraction if accompanied by a bogus theme of retribution. It would perhaps not exceed the bounds of judicial notice to say that almost all pornography of the 'true experience' type purports to show that sexual immorality leads to shame and disgrace, the theory apparently being that the superficial morality fools people into enjoying salacious stories or salves their conscience. This may be good business, but it is not a test of decency.

"...If the Production Code were law it would be plainly unconstitutional."

BALTIMORE COURT HAS ORDERED THAT OF CENSORS APPROVE AND LICENSE NTITLED "THE MOON IS BLUE"

DECEMBER 7th, 1953

And the Following Facts Support the Judge's Opinion:

IN 21 WEEKS "THE MOON IS BLUE" HAS PLAYED IN MORE THAN 3300 THEATRES IN THE UNITED STATES AND CANADA.

IN 21 WEEKS "THE MOON IS BLUE" HAS GROSSED OVER $8,500,000 AT THE BOX OFFICES OF THESE THEATRES.

IN 68 COMPARATIVE ENGAGEMENTS "THE MOON IS BLUE" HAS GROSSED 81% MORE THAN "HIGH NOON" IN THE SAME 68 CITIES.

P.S.

The action of Commissioner of Public Safety, Bernard Berry of Jersey City, against the owners and manager of the Stanley Theatre charging the possession of "an obscene, indecent and immoral film", was thrown out by the HUDSON COUNTY GRAND JURY on December 8, 1953, thus opening the way for showings of "THE MOON IS BLUE" in Jersey City the beginning of January.

THE MOON IS BLUE

A PREMINGER-HERBERT PRODUCTION
RELEASED THRU UNITED ARTISTS

Production Code Revision Session Seen In Current Censorship Battle

(*Continued from page* 6)

Missouri Theatre for an extended engagement, according to an RKO report. The film company explains that the Missouri, which has been closed since last May, was re-opened "by box office demand" for "French Line."

According to on-the-spot reports, one of the largest daytime movie crowds in St. Louis' history was on hand prior to the noon opening at the Fox. The line began forming nearly two hours before doors opened. RKO Pictures reported opening day business as 25 percent above the previous house record. The Fox has not had matinees for five years.

Jane Russell, star of the controversial film, has been reported as having gone on record against some aspects of the picture. Miss Russell said, according to a PCA spokesman, that a dance sequence in which she performs "will certainly bring the cops to any theatre where it is shown."

Miss Russell, whose contract with Howard Hughes is about to expire, had cancelled plans for a personal appearance at the Fox opening.

Slated to be heard by the highest court this week are both the "La Ronde" and "M" appeal arguments. New York has banned the former film, being released by Commercial Pictures Corp., and Ohio blue-pencilled "M."

Cites Magazine Article

In the "La Ronde" case, it was revealed in the brief filed with the U. S. Supreme Court by the State of New York that a State has a constitutional right to screen films before exhibition "in order that immoral pictures may be recognized and excluded."

State Attorney Gen. Nathaniel L. Goldstein cited a magazine article which termed the watching of films "a primary cause of . . . sexual stimulation" in defending the State's censorship statute.

Earlier, New York State contended that it is just as wrong to allow a film theatre to start exhibiting an immoral picture as it is to allow sale of narcotics and liquor to minors. Commercial argued that statutes providing for penalties after exhibition of an offending film are sufficient to curb abuses.

It is Commercial's contention also that films should be afforded the same Constitutional rights of free press and free speech accorded newspapers, books and other such information media which cannot be censored in advance.

The State's brief dealt strongly with juvenile delinquency, and the necessity for excluding immoral films in the light of that problem.

The Maryland State Board of Motion Picture Censors meanwhile lifted its ban on "The Captain's Paradise" and licensed the United Artists release for exhibition throughout the state.

The Board, which had denied a seal of approval to "Paradise" on Nov. 23, based its reversal on the decision of Baltimore City Court Judge Herman M. Moser, issued Dec. 8, overruling the ban on UA's "The Moon Is Blue." Judge Moser had termed the Maryland censors' action in that case "arbitrary and capricious."

The Board's order approving "Paradise" followed an appeal by United Artists but the Board reserved the right to revoke the license in the event that a higher court or the Maryland Attorney General overruled Judge Moser's decision.

In the "M" case, additional support for Superior Films' plea that the Ohio ban of the film be reversed came in the form of an amici curiae brief filed jointly by the MPAA and the Independent Theatre Owners of Ohio. These two groups contend that "motion pictures, as part of the press, can not remain half slave and half free."

The brief cited evidence to prove that the men who wrote the First Amendment to the U. S. Constitution intended no exception to "the principle of absolute immunity from censorship." It added that this protection should be granted "to such improvements of communications as motion pictures."

Economics came up for consideration when the Ohio theatremen declared that they oppose state censorship "not only because they consider censorship a violation of their constitutional rights, but because they feel it imposes an inordinate economic burden upon . . . their business."

The state charges a censorship fee of $3.00 per thousand feet or fraction thereof on each print. The exhibitors complain that this fee often causes distributors to "find it economically prohibitive" to supply an adequate number of prints to Ohio exchanges. The brief added that "were censorship not the stumbling block in transporting prints from one state to another, trucking charges could be drastically reduced."

It was noted that many motion pictures banned or cut by Ohio censors are shown on television in that state with full Constitutional freedom from censorship. Of 1,836 films shown on Ohio's TV stations from 1948-1952, 546 had never been submitted to censors, the brief claims. An additional 484 had been cut in theatres.

Of the remainding group, five had been totally rejected by the Board of Censors for theatre showing, but were shown in homes by the television broadcasts, it continued. The brief was signed by Sidney A. Schreiber, general attorney of the MPAA and Philip J. O'Brien, Jr., formerly of MPAA's legal staff.

Staff Reviews

(*Continued from page* 15)

disease. Intermingled with these events are battles between the principals and nomadic bandit tribes; the climactic battle resulting in a situation which leads to the marriage of the girl and the doctor's best friend, played by Cornel Wilde. In the hands of a less talented screen artist, all this would come off as mere lust-and-sand adventure; but Lewin, exercising much production know-how, has turned "Saadia" into an absorbing and haunting screen entertainment.

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"Border River"

(Univ.-Int'l.) Technicolor 80½ Min.

Cast: Joel McCrea, Yvonne De Carlo, Pedro Armendariz, Howard Petrie, Erika Nordin, Alfonso Bedoya, Ivan Triesault, George Lewis, George Wallace, Lane Chandler.

Credits: Produced by Albert J. Cohen; Directed by George Sherman; Screen play by William Sackheim and Louis Stevens; Story by Stevens.

A plentiful supply of brawls and shooting should make this Technicolor adventure film set in 19th Century Mexico a profitable production in the action market. Picture casts Joel McCrea as a Confederate agent bent on exchanging stolen Union money for guns and ammunition. He lands in Zone Libre, a Mexican settlement peopled by outlaws and ruled by Pedro Armendariz, savage bandit dictator. Plot is kept teeming with intrigues and double-crosses, as well as romance, supplied by Yvonne De Carlo. She gets into the action department also, as she rides and struggles to save McCrea, whose gold has made him a target for everyone's greed.

Several of the film's most effective scenes involve attempts by McCrea to escape from quicksand pits. His final battle with Armendariz takes place in one of them, and double suspense is generated because he must defeat the Mexican and still manage to save himself from sinking. This is done with Yvonne's aid, and it should give the outdoor fans their quota of thrills. Everyone will also be pleased with the outcome of the romance.

(*Continued on page* 30)

Univ. Dividend Declared

Board of Directors of Universal Pictures has declared a quarterly dividend of $1.0625 per share on the 4¼ percent preferred stock of the company payable March 1 to holders of record Feb. 15.

At The "French Line" Preem



Gathered for the world premiere of RKO's "The French Line" at the Fox Theatre, St. Louis, are (l. to r.): Dave Cantor, RKO exploitation manager; Perry Lieber, director of advertising; Herbert Greenblatt, mid-western district manager; Louis Ratz, salesman; Ray Nolan, St. Louis branch manager; Mark Steinberg, salesman; Thomas Williamson, St. Louis sales manager, and Edmund Grainger, producer of the 3-D musical starring Jane Russell.

Chain Drive Enriches Managers For Stunts Aiding Pre-Xmas BO

The traditional pre-Christmas box office slump is gone for another year, but the Walter Reade chain has come up with an idea for a fourth quarter drive that all exhibitors can file away for use next year. Having run from Oct. 1 through Jan. 3, the campaign took the form of a contest involving all 40 houses in the circuit.

Cash prizes were offered to theatre managers who initiated the most original or most successful money-earning stunts for their theatres. Circuit further advised its personnel to work towards improving public relations while it set up kiddie shows, giveaways, theatre rentals, tie-ins and attempted to increase the sale of scrip books and trailers.

While final results have not yet been tabulated, the latest word from Albert Floersheimer, circuit advertising director, is that the drive "has definitely helped" to chase those fourth quarter blues. He added that the sale of scrip books and trailers has "easily doubled" with theatre rentals and exploitation stunts also ahead of last year's mark.

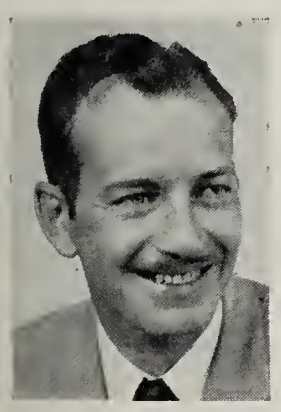
Every theatre has been placed in direct competition with every other theatre in the chain. However, the judges will take into consideration such factors as the size of the house and staff, normal grosses, expenses, bookings and community relations. Judging will be based on cost, originality and good will engendered by the stunts.

Managers were asked to make a special try for kiddie shows, dance school recitals, midnight shows, cooking schools, theatre rentals and barnyard nights. Additional targets were the promoting of theatre parties and benefits, talent quests and the appearance of church choirs on stage.

A prize of $100.00 is to go to the manager who did the best job on the sale of scrip books. Extra points were given also to those who bettered the goal of a 25 percent increase in the sale of Christmas trailers. Another factor being considered in awarding prizes is the sale of holiday programs and calendars.

Weekly reports and a final summary from theatre managers to the main office comprise the paper work necessary in the drive. Judges were chosen from among the company's top executives.

Contest Winners



IRWIN



WHITE

Submitting the best campaigns in M-G-M's "All the Brothers Were Valiant" Lucky Seven Showmanship contest were Ted Irwin (left) of the Electric Theatre, Larned, Kansas, and Jesse B. White, city manager of Martin Theatres, Columbus, Ga. Irwin received a $100 check for his entry in the under 10,000 population category, while White won in the division for towns with population from 10,000 to 100,000. In accord with contest rules, the film company will pay the costs of all winning campagins.

Theatreman Parlays Anni Festivity Into Good Will Benefits For His Patrons

The fact that a community appreciates the services rendered to it by a hard-working theatreman was made clear by the tribute given to exhibitor John P. Adler upon his 45th anniversary in the business. Adler, who has operated a theatre in his home town of Marshfield, Wisconsin, since 1908, generously celebrated the event with the townspeople, and, in turn, was feted by members of the locality.

Feature articles and an editorial in the local paper praised Adler for providing wholesome entertainment to the area for almost half a century. The editorial discussed the importance of a theatre to a community in attracting visitors, patrons, residents and industries.

On the eve of the anniversary, a testimonial was held on stage of the New Adler Theatre in honor of the exhibitor. Seated on the stage were other theatre executives, civic club officials and the mayor of the town. Adler was presented with a plaque from Wisconsin Allied and an oil portrait of himself from his employes.

The theatre owner showed his gratitude by allowing all persons into the theatre free that day. He gave each patron entering the house that night a piece of anniversary cake. After the testimonial he took a group of his guests over to the Elks club for dinner.

Hollywood stars joined in the event by sending Adler a flood of telegrams offering their congratulations. A page ad taken by the exhibitor featured reprints of the wires and announced that the originals were on display in the theatre lobby. This stunt, plus the promise of free cigars, candy and combs, brought in the customers to make the occasion a memorable one for this showman.

Ampex Develops New Low-Priced Stereophonic Unit

A complete low-priced stereophonic sound unit, said to include all the latest technological advancements in sound engineering, has been announced by the Ampex Corp. for the price of $3,995. Called the Master Series, the new unit was described to the trade press last week by Spyros S. Skouras, sales manager of Circuit Construction Co., which distributes the Ampex stereo lines.



SPYROS S. SKOURAS

The Master Series contains all the essentials found in the two more expensive Ampex systems, Skouras stated. He explained that the low cost was made possible because the Ampex engineers had simplified the system "to make fuller use of lesser parts."

The new line, which includes one amplifier of 30 watts for each channel, will be best used in houses seating 1,500 persons or less, Ross Snyder, Ampex engineer, stated. As with the Ampex Deluxe and Super Series, the exhibitor has his choice of purchasing the system with either three or four channel sound.

Costs Estimated

Should he choose to purchase the extra channel for effects purposes, Snyder estimated that the effects speaker would cost an extra $200 or $300. He explained that most theatres use only the three channel sound but that the fourth channel is always available for anyone who desires it.

Along with the low price, Skouras pointed to the unusual safety features of the new unit as another major advantage. Possessing three pre-amplifiers, amplifiers and stage speakers, it gives three times as much safety assurance as other systems, he stated. Should any one or even two of any of the parts cease to work, the entire unit can be operated on the remaining part, he alleged.

First deliveries on the Master Series will begin by Jan. 15, Skouras disclosed, with the company going into mass production immediately after. He stated that dealers could get the normal seven-day delivery service on the new unit.

Public Relations Value Demonstrated

With a heavy accent on public relations, the value of gaining the good will of the community has been demonstrated by Nyman Kessler, manager of the De Witt Theatre, Stanley-Warner house in Bayonne, N.J. Kessler's efforts have been rewarded with high praise in the columns of the local newspaper, which means more valuable publicity than any advertising budget can buy.

When the theatre played U-I's "The All American," the manager played host to the local high school football team, which made an appearance on the stage. Gesture was especially appreciated because the team had gone through a particularly bad season. The theatre hailed the boys' good sportmanship, and in so doing proved itself a "good sport" to the town.

One week prior to the showing of "Little Boy Lost," Kessler arranged a private showing of the film, to which he invited 60 nuns. In repayment for this courtesy, the nuns spoke to their students about the film and advised that they go see it. Also, the Monsignor of the Catholic Churches in Bayonne expressed his gratitude to the theatre.

On occasion the theatre has invited children from the Hudson County Parental Home to see the show. This stunt has brought the house the type of publicity that any theatre could use. A Bayonne "Facts" columnist called the exploitation a "four star smash hit," adding that "such a determined business gesture merits orchids."

"Joe Louis" Run Sports Gimmicks Score Knockout

BUFFALO. — Manager Leon Serin of the Center Theatre pegged his promotion for the run of United Artists' "The Joe Louis Story" on the film biography's strong sports angle, with contests, window tie-ins and a heavy roster of radio and television plugs providing the key features of the campaign.

A contest based on letters explaining "Why Joe Louis is my favorite boxing champ" was plugged over a TV station for a week in advance of playdate.

Prizes for the 12 top entries of 25 words or less were a set of boxing gloves and two tickets to the picture. The 15 runners-up also received sets of passes to the theatre and all contestants were awarded flip cards.

Serin brought Buffalo's youngsters into the campaign with a city-wide Police Athletic League boxing competition. Awards in the contest, which was sponsored by the police commissioner, consisted of six pairs of boxing gloves and passes to "Joe Louis" for each of the winning groups.

Distribute Prize Cards

Pitching the campaign to sports fans, Serin arranged for a slate of "Joe Louis" spot announcements to be made over the public address system at Buffalo's Memorial Auditorium.

In addition, the auditorium distributed door prize cards imprinted with a picture plug. Holders of the winning cards were awarded passes to the picture.

Local disc jockeys, in another facet of the campaign, were supplied with the M-G-M album of the musical score from "Joe Louis," which was played heavily two weeks before playdate.

Local business concerns and retail stores contributed importantly to the promotion. An entire truck fleet carried posters reading: "For boxing thrills, read 'Boxing and Wrestling.' For the greatest of all thrills, see 'The Joe Louis Story.' "

A department store devoted an entire window display to the picture with an eye-catching exhibit of boxing gear, scenes from "Joe Louis" and credits for the run.

New "Moon" Front



Attention-getting false front with a complete barricade covering the entire marquee was created inexpensively for the run of United Artists' "The Moon is Blue" at the Trans-Lux Theatre, Phila.

A sporting goods store came through with a similar window and used a sports page co-op ad pegged on "Knockout Values."

A music store ballyhooed the opening with windows combining a display of record albums with production stills and prominent playdate announcements.

Display cards carrying scenes and credits were spotted in Buffalo's leading hotels, the bus terminal and public libraries and book stores.

Serin also supplied libraries with special "Joe Louis Story" bookmarks imprinted with a list of fight books and playdate.

Fish Tanks Hypo "Sea Around Us"

The educational aspects of RKO-Radio's "The Sea Around Us" have been keyed in several campaigns boosting runs of the feature, with one theatre promoting an aquarium for lobby display. The Madison Theatre, Detroit, acquired the exhibit, consisting of four large tanks, from a tropical fish company to give an unique accent to the film's theme.

The fish company, which set up the display, took complete care of it during the run. It illuminated, heated and stocked the tanks and kept continued watch over the fish. The theatre pointed up the exhibit by painting backgrounds and printing signs for the fronts of the tanks.

Newspapers carried stores about the display, while additional publicity came from screenings for the Detroit Zoological Commission, science professors at Wayne University and the University of Detroit and members of the board of education. Also, book stores prepared window displays tying in the Rachel Carson best-seller with the run.

Schools, libraries and the local science museum were major target points in the drive put on by the Cinema Theatre, Buffalo, for its run of the film. The feature was screened for all history and science teachers in the city, while displays were posted in the school, library and museum buildings.

All school publications were furnished with special feature material on the film, and 2,000 bookmarks were distributed through 18 libraries. In addition, local television stations used clips from the picture for its "Museum of Science" show, and the Empire News Co. bannered its 15 trucks with credits to the playdate.

Exhibs Gather Suggestions On Improving Theatre Service From Cards Circulated In Poll Of Patrons

EAST HARTFORD, CONN. — Two exhibitors who have learned that operating a motion picture theatre involves more than merely projecting pictures on a screen are Morris Keppner and Barney Tarantul, partners in the Burnside Theatre, East Hartford, Conn. Determined to please their customers in every way possible, the theatre is conducting a poll to discover its patrons' tastes.

Burnside theatre-goers are presented with a 5" by 8" card which asks whether they like the theatre and whether they find it well managed. Next, the card asks for any suggestions the patron may have for improving the service.

Once the information is acquired, the men plan to make use of it. "We will make corrections and additions to our policy as we receive the answers," Keppner said. "This is the only way of determining audience likes and dislikes, and we aim to find out!" he added.

Greater validity has been assured the survey by having the customer sign the card with his name and address. This information also serves as a basis for the theatre's mailing list. A courteous "Thank you, the management" closes the questioning, one last good will measure in a stunt which hits a high point in smart public relations.

Bakery, Girdle Company Co-op Ad Campaigns Aid 'Wicked Woman,' 'Riders'

A two-picture arrangement has been concluded whereby United Artists' "Wicked Woman" and "Riders to the Stars" will be publicized via national co-operative ad campaigns set with Playtex Girdles and Roman Meal Bread. The Playtex promotions feature "Woman" star Beverly Michaels in one ad and "Riders" star Martha Hyer in another.

It is estimated that the full-page ads will reach more than 50,000,000 magazine readers monthly in more than 20 key mass-circulation publications. On the list are such magazines as "Life," "Look," "McCall's" and "Good Housekeeping."

The Roman Meal Bread agreement allows for the selling of the film in full-page newspaper insertions timed to break with local engagements. Other Roman Meal support will come from special window displays and a heavy slate of local radio plugs. The company's 8,000 bakers throughout the country are backing the campaigns.

Popcorn Plugs "Wood"

A tie-up program with Jolly Time Popcorn has been set for "Knock On Wood," Danny Kaye starrer to be released by Paramount. Deal will net film co-op ads in 850 metropolitan dailies, 69 Sunday magazine supplements, 96 suburban papers and 16 national magazines. Campaign will be backed with point-of-sale promotions, including displays at popcorn counters in theatres throughout the country.

Universe Contest Slated

The third annual "Miss Universe Beauty Pageant" will be held at Long Beach, Calif., from July 15-25, according to the competition's governing body, Miss Universe Beauty Pageant, Inc. Contest is sponsored by Universal-International, Catalina Swim Suits and the city of Long Beach. Top prize is a long term U-I contract for the winner.



ext In WARNER & MERRITT, Bridgeport; ROGER SHERMAN, New Haven; STANTON, Philadelphia; ARAMOUNT, Buffalo; STANLEY, Baltimore; CAPITOL, Springfield; ROOSEVELT, Chicago; WARNER, Worcester; WARNER, Memphis; MET & AMBASSADOR, Washington; STANLEY, Pittsburgh; ALLEN, Cleveland; WARNER, Youngstown; STRAND, Akron; OHIO, Canton; MISSOURI, Kansas City; ROXY, Atlanta; GOLDEN GATE, Frisco; STRAND, Erie; WARNER, Oklahoma City; RKO-KEITHS, Providence; BROADWAY CAPITOL, Detroit; BRANFORD, Newark; ORPHEUM, Denver; CAPITOL, Trenton

'PUBLIC ENEMY' STARRING JAMES CAGNEY
WITH JEAN HARLOW JOAN BLONDELL
DIRECTED BY WILLIAM A. WELLMAN · SCREEN ADAPTATION BY HARVEY THEW

'LITTLE CAESAR' STARRING EDW. G. ROBINSON
WITH DOUGLAS FAIRBANKS, Jr
DIRECTED BY MERVYN LEROY
NOVEL BY W. R. BURNETT
SCREEN ADAPTATION BY FRANCIS EDWARDS FARAGOH

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REGIONEWS

ALBANY

Jules Perlmutter has been reelected chief barker of Variety Tent 9. Other officers for 1954 are Lewis A. Sumberg, 1st asst.; Sylvan Leff, 2nd asst.; Aaron Winig, property master, and Frank Carroll, dough guy. The Club's Camp Thacher Fund, swelled by $900 from sale of used cars conducted at the Automobile Auction Pavilion, is expected to further increase from proceeds of the A.A.U. Intersectional Boxing Tournament at Odd Fellows Hall the second week-end of Jan.

ATLANTA

Treble damages of $600,000 are being sought in an anti-trust suit by John R. Sutton, Jr. and L. K. Kasa, partners in the Vogue Theatre at Orlando, Fla., against Florida State Theas., Florida Coastal Theas., Fox, Paramount, RKO, Columbia, United Film Exchange, Warner, Loew's and UA. . . . S. Edward Kuiken, who wants to build an ozoner in St. Pete, Fla. and whose plans were rejected by the City Council, has just submitted a new set approved by the Planning Board. . . . The Isis, Pensacola, Fla., is being stripped for conversion into a bank. . . . Bydia Knight, for the past 30 years with RKO, has resigned.

H. C. DeFarges, Jr. and his wife Edith, operators of a snack bar in the Auto Park Drive-In, Tampa, Fla., were given a verdict of $1,250 against owner S. E. Britton in their $250,000 suit for alleged assaults. . . . John S. Carcallen, owner of the Skyway Drive-In, Tampa, Fla., is suing to stop state collections of $362 in sales tax penalty assessments on refreshments items sold, stating the controller arbitrarily assessed additional sales taxes and penalties last May and issued a warrant to Sheriff Blackburn to sell the drive-in property to satisfy the claim.

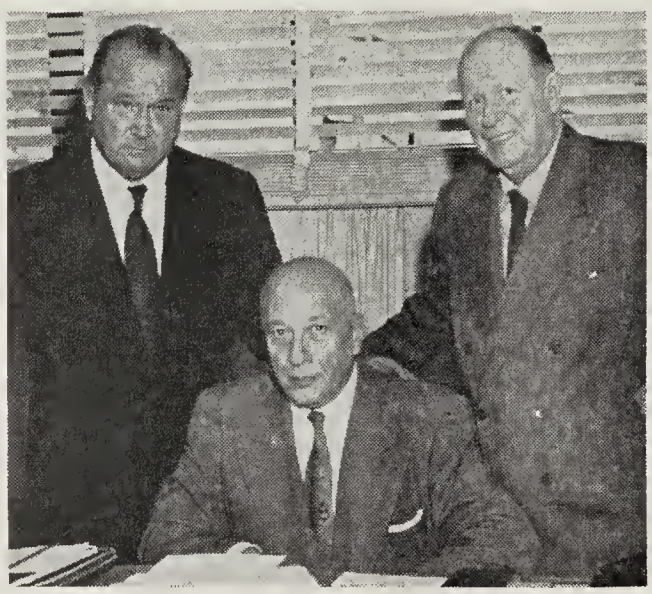
Bill P. Cumbaa, gen. mgr. of M.C.M. Theas., reports his company has purchased from B. B. Garner and associates the following theatres: State and Movie Garden Drive-In, Eustis, Fla.; Princess, Mt. Dora, and the Uma at Umatilla. . . . Town Hall Theatre in Baldwin, Fla. was reopened by Babe Bushinell. . . . J. A. Davis transferred from the Midway Drive-In at Tarpon Springs, Fla. to mgr. of the new Lloyd Theatre concession dept. Lester P. Persall succeeds Davis as mgr. of the Midway. . . . Commerce Drive-In, Commerce, Ga., owned by Jimmy Jarrell, to open in early spring. . . . Nova Drive-In, Live Oak, Fla., managed by Leonard Vaughn, has cut down to three weekly showings. . . . Capital City Supply equipped these theatres for CinemaScope: Lanet, Lanet, Ala.; Pike and Tower, Knoxville, Tenn.; Weiss, Savannah, Ga.

Work has started on the Oliver Drive-In, Oliver Springs, Tenn., which will hold 400 cars. . . . National Theatre Supply drew plans for the new Ebony Drive-In, Montgomery, Ala., for owner John Moffett. 94' screen will be installed. . . . Strand Theatre, Atlanta, a unit of the Bailey Theas., closed permanently. . . . Wide screens have been installed in the folowing theatres: Donald Boardman's Forest Hill Drive-In, Angusta, Ga.; Wallace Kaufman's Royal, Benton, Ark.; Phil Sullivan's Magnolia, Titusville, Fla.; 81 Theatre, Atlanta. . . . L. H. Howell and R. C. Corsey have taken over the Piedmont Drive-In, Piedmont, Ala. . . . Park Theatre at St. Pete, Fla. installed a new balcony and an additional 120 seats, bringing total to 500. . . . State Theatre, Bradenton, Fla., destroyed by fire.

New managerial appointments: Ray McCullough at the Roxy and Lyric, Russellville, Ala.; Raymond R. Crosby, Silver Moon Drive-In, Lakeland, Fla.; Victor Martin, Stuart Drive-In, Stuart, Fla.; Harold Jenkins at Martin's Coosa, Childersburg, Ala.; J. R. Hughes at Palm Drive-In, Atmore, Ala., succeeding Oshell Hughes, moved up to city mgr.; Herman Dyke, Bay Theatre, Panama City, Fla.; M. P. Jones, Phenix, Phenix City, Ala. . . . The old State in Arcadia, Fla. is being demolished. . . . Pal Amuse. Co. opened its new 400-car Glen Drive-In at Glenville, Fla. . . . Harold Robinson is new owner of the Alamo, Alamo, Ga. . . . Martin Theas. new owners of the Morris Road Drive-In, Columbus, Ga.

BOSTON

Variety Tent No. 23 reelected Walter Brown as chief barker; Philip Smith, 1st asst.; Michael Redstone, 2nd asst.; James Marshall, dough guy, and Kenneth Douglass, property master. Crew members are the above and Arthur Lockwood, George Roberts, Meyer Stanzler, Harry Browning, James Stoneman, Louis Richmond and James Mahoney. . . . All proceeds from the gala premiere of "This Is Cinerama" at the Boston Theatre went to the Jimmy Fund. Affair was sponsored by the local Variety Club. A special midnight screening was held the night before, arranged by managing director Rudolph Kuehn for members of projectionists Local 182 and electricians and stage hands Local 11.



Capt. John P. Byrne, M-G-M's eastern sales mgr., visits the San Francisco branch on his tour of offices in connection with the release of 10 pictures during the first four months of M-G-M's 30th Anniversary Jubilee. L to R (standing): Byrne and George A. Hickey, western sales mgr.; (seated): Samuel J. Gardner, field asst. to Hickey.

American Theas. obtained a temporary injunction restraining the Shoppers' Garage, Inc. from using pneumatic drills between 11 A.M. and 11 P.M. when patrons of the Pilgrim Theatre complained they were unable to hear what was going on. . . . Richard Rubin, owner of the State, Saugus, was married to Mrs. Edith Saturn of Washington, D.C. . . . George Kraska, foreign film distrib, is recuperating at his Brookline home following surgery. . . . Adeline Struzziero, secy. at Independent Exhibs. will be married Feb. 13 to Paul A. Carter.

James M. Connolly, Fox branch mgr., was named chairman of the Suffolk County Chapter of the National Foundation and presided at the kick-off dinner for 60 co-chairmen. John Feloney, Fox sales mgr., and Phil Engel, publicist, were appointed co-chairmen of the motion picture industry for the 1954 March of Dimes drive. . . . Joan Fontaine and Collier Young arrive here Jan. 11 for press and radio interviews in connection with "The Bigamist," booked into the Paramount and Fenway for mid-January. . . . Passed away—Ansel Sanborn of Wolfeboro, N.H., veteran theatre owner, and Arthur Barwood, who managed the Nuggett Theatre at Hanover, N.H. for 30 years. . . . Affiliated Theas. now handling buying and booking for Louis Solomon's Columbia Theatre, Boston.

BUFFALO

The Center Theatre is the third local house to introduce CinemaScope, opening with "King of the Khyber Rifles" on Jan. 8. . . . $2,162.60 in cash and two checks were stolen from the office of mgr. John Kane of the Cinema Theatre. . . . A small amount of cash also reported stolen the same week from the neighborhood Riverside Theatre. . . . "Sadie Thompson" had its local premiere New Year's Eve at Basil's Lafayette, which has been running 3-D films almost continuously. . . . The Capitol at Oswego was reopened and reverted to its original owner, C. V. Martina. . . . Schine's 1448-seat Rialto at Lockport reopened with a F-S-S policy.

The New Commodore at Buffalo, owned by William Brett, is now closed on Wednesdays. . . . Recently announced reopenings include Schine's Lake and Cameo at Rochester and M&D's Family at Batavia. . . . Booking and buying for the 500-seat Corona at Groton, 441-seat Capitol at Homer, 1731-seat Brighton at Syracuse and 441-seat State at Waterloo will no longer be handled by Brandt Theas. but will be done by owner Murray Briskin. . . . Several columns of regular news space in the Buffalo Evening News and Sunday Courier Express featured interviews with George McKenna of Basil Theas., Arthur Krolick of Paramount and Center, Vincent McFaul of Shea's and Robert Murphy of the Century, who explained recent developments in the industry and voiced confidence in the future.



Adolph Zukor (left), Paramount Pictures board chairman, and Barney Balaban, prexy, here show off Pat Crowley, who makes her film debut in "Forever Female" and is presently on a 35-city tour in one aspect of Paramount's scheduled build-up of the young actress.

CHARLOTTE

J. E. Allen took over the Waylyn Theatre, Charleston, S.C. . . . The Charlotte Variety Club, after closing its rooms, is looking for new quarters. . . . Smoky Mountain Drive-In, Waynesville, N.C., closed for the winter; also Highway Drive-In, Bamberg, S.C. . . . Jim Wallace opened his new Skyvue Drive-In at Sumter, S.C. . . . Kenneth Hall, Warner booker, announced the arrival of twins. . . . Mack Arthur Arnold, owner of the Richland Theatre, Richland, N.C., returned from his honeymoon trip to Guilford College, N. C.

Charles H. Lewis, mgr. of the Center Theatre, Durham, N.C., nominated for reelection as a member of the board Durham Merchants Assn. . . . Stelling & Gossett Theas. opened the Fox Drive-In at Fayetteville, N.C., for 450 cars, with R. L. Smith as mgr. . . . The local United Artists exchange, headed by Harold Keeter, is among the top three branches in the first four weeks of the company's 35th anniversary sales drive.

CHICAGO

McVickers Theatre landed the midwest premiere of "The Eddie Cantor Story," to open Jan. 29. . . . "The Glenn Miller Story" will be released here in Feb. and plans for loop showing in a B&K theatre are under way. . . . Colony Theatre at 59th and Kedzie reopened after complete renovation and modernization, which includes CinemaScope and stereophonic sound equipment. . . . B&K's State Lake moved up the opening date of "Knights of the Round Table" to Jan. 13, with a gala evening scheduled. . . . Teitel Film Service will handlle distribution of the Mayer-Kingsley film, "Murder on Monday" in the Indiana, Wisconsin and Illinois territory.

B&K will play the 3-D versions of "Hondo" and "Kiss Me Kate" in its houses. . . . Stanley-Warner's Cosmo Theatre, sold for conversion to a ballroom, was closed Jan. 3. Mgr. Leonard Hraha joined the company's auditing force. . . . H&E Balaban plan CinemaScope installations at their ace Esquire, Chicago, and Des Plaines Theatre, Des Plaines. . . . Frisina's Varsity Theatre, Decatur, changed to a straight art policy. . . . Local exchanges expect several theatres to reopen this month as there will be plenty of product available. . . . . Voted one of the best of the year by the National Board of Review, "Little Fugitive," currently doing smash business at the World Playhouse, is the fourth film released by the late Joseph Burstyn to be so honored in six years.

Gary, Ind. ozoner is still open and experimenting with electric heaters for its auto patrons. . . . Mrs. Wm. Margolis was elected pres. of the Women's Variety Club here. . . . The Bement Theatre, Bement, Ill., owned by Chester Kirk, was completely destroyed by fire. . . . Jack Garber, B&K publicity dept., is at Michael Reese Hospital for surgery. . . . B&K declared common dividend of $1.50. . . . Harry Goldman, UA exchange mgr., back on job after Edgewater Hospital checkup.

Effective Jan. 1, all intrastate trucking, film deliveries included, are required to file tariffs with the Ill. Commerce Commission. Rates per town or zone must be uniform and will be based on weight and distance. . . . Pres. H. E. Eller and v.p. Adolph Wertheimer of Radiant Mfg. Co. were in N.Y. for the premiere of "Knights of the Round Table" at the Radio City Music Hall. . . . Operators Union $800,000 pension fund is now supporting 25 retired members. The fund goes up another 5% next Sept. . . . Fire Commissioner Michael Corrigan ordered a complete inspection of all theatres here on the 50th anniversary of the disastrous Iroquois Theatre fire in which 602 persons died. . . . Norman McCurt of the Blackstone Theatre was found dead in his room at the Planters Hotel. . . . Daily News amusement reporter, Gene Morgan, passed away. . . . Clark Theatre was open all night New Year's Eve.

CINCINNATI

Proceeds from a special showing of "Peter Pan" at the downtown Capitol the morning of Dec. 26, were turned over to the Robert A. Taft Memorial Cancer Fund. Performance was arranged by Isadore Harris, Knothole Baseball League official, and RKO Theas. . . . Eugene Tunick, former owner of Tunick Releasing Co., became a partner in the newly organized Queen City Travel Service, with offices at 1833 Carew Tower. . . . Officers, both men and women, of the local Variety Clubs will be installed by International main guy, Marc J. Wolf, at a dinner on Jan. 11 at the Netherland Plaza.

M. K. Murphy took over operation of the Corlee Theatre, Cumberland, Ky., from L. P. Corder, who retained operation of the Cumberland Drive-In there. . . . Joe Shambaugh, Republic shipper who has been confined in the Dunham Hospital for the past three years, is permitted to leave the hospital for short periods and paid a visit to the office. . . . Carl Gentzel, Dayton salesman for M-G-M, presented Frances Phillips with an engagement ring for Christmas.

DALLAS

The Woodlawn, operated by Tom Summers, and Interstate's Broadway in San Antonio, will be equipped for CinemaScope pictures early this year. . . . Jefferson Amuse. Co. closed its Lyric Theatre at Groves and the Center at Nederland temporarily. Mgrs. Albert Funderbuck and Melba Musick are being transferred to other circuit houses. . . . Jenson & Wilkerson, operators of the Rhea Theatre at Denver City, purchased some land there for erection of drive-in theatre. . . . Interstate Theatres of Texas was one of the first two circuits to use the Moropticon one-strip 3-D system, according to Matthew Fox, PolaLite Co. chairman.

DENVER

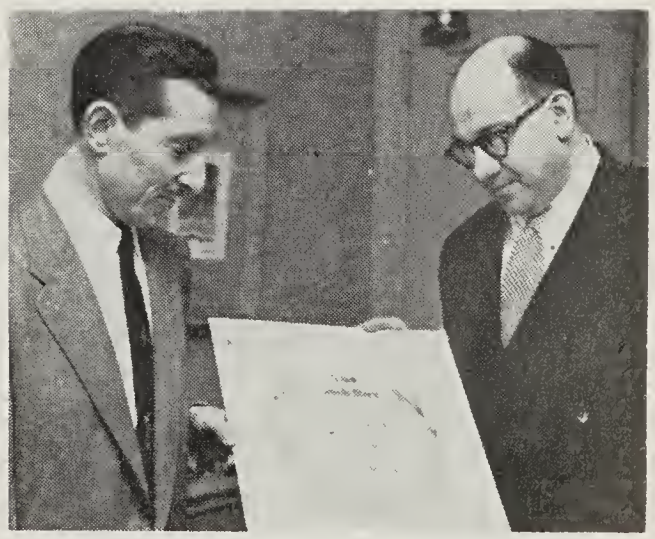
Opening a drive-in in the middle of winter is a new experience for this section of the country. While two here are remaining open all winter with the aid of car heaters, the new one will not only have car heaters but will have space for 600 walkins and a 2-acre parking lot for their cars. It is located at 5050 Wadsworth Ave., in a Denver suburb, and will accommodate 900 cars. At the entrance will be a "Little Junior Amusement Park," to be operated for profit. Project is located on 14½ acres, will cost about $325,000, with $42,000 going into the amusement park. Film salesman Victor Love will take over as publicity mgr. when the theatre opens on Feb. 15 as the Wadsworth Indoor Drive-In Theatre.

Ray Davis, Metropolitan dist. mgr. for Fox-Intermountain, ran a half-hour radio program on KLZ recently. The show, named "Music I Like," is run by a different prominent person each week. . . . Two new ozoners, to be served from the Denver film exchanges, will open in New Mexico in March—one by J. C. West at Grants, for 300 cars, and the other by Mrs. S. E. Allen at Lordsburg, N.M. . . . A. G. Edwards, recently booker and office mgr. at Lippert Picts., is still seriously ill in Rose Memorial Hospital.

DES MOINES

Many theatres throughout the state offered free movies during the holiday season. At Waukon, Mr. & Mrs. P. D. Cote held their 41st consecutive show, with 586 guests on hand. More than 6,000 were admitted free in two days at the Coed in Fairfield, managed by R. R. Dunnuck; 900 at the Carroll Theatre party in Carroll; Tri-State houses in Davenport, State in Shenandoah; Capitol and Ottumwa in Ottumwa, and the Circle in Nevada. . . . W. G. Horstman installed a curved screen and Solnar lens in his Princess Theatre in Odebolt. . . . Giant curved screens were installed in Cy Schult's Star in Anthon, also in the Dawn, Elma, managed by Charlie Jones. . . . James Greene was named mgr. of the Princess in Eagle Grove by Central States.

Clarinda, birthplace of the late Glenn Miller, will celebrate "Glenn Miller Day" on Jan. 13. Ray Starr, chairman of arrangements, reports Gov. Wm. Beardsley will participate in the tribute, and Jimmy Stewart, who portrays Miller in the Universal picture, will be on hand to dedicate the new Glenn Miller Armory. There will



Max E. Youngstein (right), v. p. of United Artists, accepts the Cash Box Award, honoring 'The Song from Moulin Rouge,' featured in "Moulin Rouge," as the best motion picture song of 1953, from Bob Austin, gen. mgr. of Cash Box's music dept. "Moulin Rouge" also brought Jose Ferrer an Academy Award for the best performance of the year.

DES MOINES (cont'd.)

be an invitational showing of the film at the Clarinda Theatre. . . . Carl Schwanebeck, mgr. of the Perry in Perry, announced installation of a giant screen in the theatre, owned by Pioneer Theas. . . . American Theatre in Cherokee will close Jan. 17 for installation of CinemaScope and stereophonic sound. . . . The Lime Theatre in Lime Springs has a new panoramic screen.

DETROIT

David M. Idzal, mgr. of the Fox, in a public-spirited gesture, threw the house wide open to "All you who are alone . . . or from out of town . . . or, perhaps, are unable to pay" on Christmas Eve and morning." . . . Milt Herman reports installation of CinemaScope and the biggest screen in Michigan outside of Detroit at the Lucon in East Lansing. . . . Sy Schechter, mgr. of the Alhambra, was host to 900 kids at a holiday party sponsored by North Woodward Community Council. . . . Norman Meyers, mgr. of the Adams, opened "Knights of the Round Table" to four times normal business, setting a 20-year house record. . . . Saul Korman gave up operation of the Broadway-Capitol to United Detroit. Weldon Parsons continues as mgr. with the same first-run policy. A major remodeling program is planned. . . . Arthur Weisberg, A&W circuit head, has postponed opening of his new acquisition, the Cinema, until about Feb. 1.

INDIANAPOLIS

Lawrence J. McGinley, formerly with U-I, assumed the post of gen. mgr. for Fourth Avenue Amusement Co., Louisville, Ky., the 1st of the year. . . . Warner employes clothed two children from the Indianapolis Times "Clothe A Child" campaign. They plan to make this an annual project. . . . Variety Club of Indianapolis elected Robert L. Conn as chief barker; Dale McFarland, 1st asst.; Sam Caplan, 2nd asst.; Burdette N. Peterson, dough guy, and Bernard H. Brager, property master. . . . United Artists celebrated Christmas and its 35th anniversary with an open house party at the exchange.

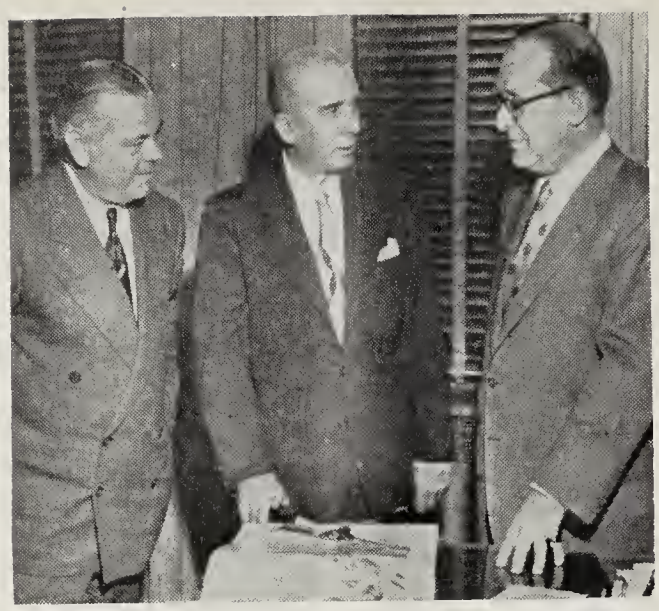
KANSAS CITY

A court-appointed referee ruled in favor of Edward D. Durwood, theatre chain owner, in a long legal battle with his brothers in which two million dollars was reportedly at stake. It was decreed that Durwood was entitled to take over at cost substantial theatre properties acquired by Irwin and H. W. Dubinsky while they were in Durwood's employ from 1946 to 1949. Durwood was also awarded $121,000 resulting from alleged contract violations by the brothers. . . . Felix D. Snow, 66, third v.p. of IATSE and Moving Machine Operators of the U.S. and Canada, succumbed to a heart attack. He had been business agent of Stage Employes Local 31 since 1925.

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Col. Ed Kirby, Chief of Army Radio and TV during World War II and a close associate of the late Glenn Miller, discusses his proposed tour of 20 cities in behalf of U-I's "The Glenn Miller Story" in Technicolor with Charles J. Feldman (right), v.p. and gen. sales mgr., and James J. Jordan, circuit sales mgr.

MIAMI

Mrs. Edward Claughton had a novel show at the Royal on New Year's Eve, with favors and all the trimmings, refreshments and buffet supper, plus advance showing of "Money from Home." . . . Sonny Shepherd topped all exploitation efforts by planting a float with 29 ft. trombones in the Orange Bowl Parade and pretty gals for "Glenn Miller Story," which opens mid-Jan. . . . Marty Wucher, in the hospital recovering from an apendectomy, is giving directions to his staff at the Towne over the phone. . . . James Barnett of the Olympia and William Duggan of the Florida in W. Palm Beach took top honors in the last week of the South East Managers Drive of Florida State Theas.

Mitchell Wolfson, Wometco head, and Mrs. Wolfson entertained 150 youngsters of employes of the chain with "Superman" as the feature and a 30 ft. tree. . . . "The Glenn Miller Story" will have its world premiere at the Miami, Carib and Miracle theatres on Jan. 19. . . . John Russo Mano, just out of the service, is now asst. mgr. at the Variety. . . . Jack Miller of the Shores celebrated the seventh anniversary of the theatre by admitting kids of seven and drivers with licenses ending with the numeral seven for free, with coffee and cake on the house all day in tie-up with a local baker.

MINNEAPOLIS

The Granada, Duluth, has installed stereophonic sound. . . . Chet LeVoir, formerly salesman at Republic, will cover S. Dak. for Universal. . . . Fred Bunkelman, Universal salesman, has been assigned to the northern Minnesota and Wisc. territory. . . . Axel Borreson, former operator of the Comfrey Theatre, bought a clothing store in Comfrey. . . . Station KFYR-TV, Bismarck, N.D., has begun telecasting. . . . "Knights of the Round Table" in CinemaScope opens at the Paramount, St. Paul, and Radio City, Mpls., Jan. 15. Another CinemaScope film, "Beyond the 12-Mile Reef," opens at the Orpheums in both cities Jan. 20.

Theatres in the area which have installed CinemaScope equipment include the Palace, Superior, Wis.; Granada; Virginia, Minn.; State, Hibbing, Minn.; Chateu, Rochester, Minn.; Paramount St. Paul, Minn.; Paramount St. Cloud, Minn.; and Capitol, Aberdeen, S.D. . . . Leo Murray, 50, former mgr, of the semi-legit Lyceum, died. . . . R. Ladner installed complete Century sound and projection equipment and an Astrolite wide screen in his Dodge at Dodge Center, Minn. . . . Harvey Thorpe is installing a wide screen in his Crosby at Crosby, Minn. . . . Dick Stahl named salesman for Republic in northern Minn. He formerly was branch mgr. in Milwaukee for North Star Pictures. . . . Ted Mann opened his 744-seat Suburban World, formerly the Granada, as an art house.

NEW HAVEN

Henry Germain, Paramount branch mgr., has been elected chief barker of Variety Tent 31, succeeding Robert G. Elliano. Also named: Hy Levine, 1st asst.; John Pavone, 2nd asst.; Sam Germaine, dough guy; and George Webber, property master. Installation dinner guest roster may include International chief barker Jack Beresin. . . . Barney Pitkin, RKO mgr., is recovering from surgery. . . . Sal Adorno, Jr., of M&D Theas., has received permission to build a $125,000 ozoner on Saybrook Rd., Middletown. According to Adorno, the project will be operated independently of M&D interests. . . . Erwin G. Neumann, dist. mgr. in Conn. for Interstate Theas., has been renamed a v.p. of Woodstock Agricultural Society, sponsors of the historical Woodstock, Conn. Fair. . . . Edward Harwood is the new asst. at S-W's Strand, Hartford, replacing Irving Davis, resigned.

Plans for a permanent injunction against the proposed Fred Quatrano-John Sirica ozoner at Watertown have been disclosed by property owners in the area, who charge that it would lower real estate values and create a nuisance. . . . Perakos Theatre Associates plan an Easter Sunday opening for their 850-car, $200,000 drive-in at Plainville, now nearing completion. It will have a 114 ft. screen. . . . Albert M. Pickus, v.p. of TOA and owner of the Stratford Theatre, Stratford, accepted chairmanship of the Stratford Shakespeare Committee. . . .

(*Continued on page* 26)

Watch These Dates!

1954

Jan. 14: New York — Federation of Jewish Philanthropies — Amusement Division luncheon — Hotel Astor.

Jan. 18: Trenton, N. J.—Allied Theatres of N. J. annual meeting—Stacy-Trent Hotel.

Feb. 2-4: Cincinnati — National Drive-In convention—Netherlands Plaza Hotel.

Feb. 2-4: Cincinnati—Independent Theatre Owners of Ohio convention—Netherlands Plaza Hotel.

Feb. 4: New York — Amusement Division, National Conference of Christians and Jews, dinner, Waldorf-Astoria.

Feb. 5-6: Cincinnati—Allied States board meeting—Netherlands-Plaza Hotel.

March 22-25: Dallas—Variety Clubs International convention—Adolphus Hotel.

March 28-30: Edgewater Beach, Miss—Allied Theatre Owners of the Gulf States—Edgewater Gulf Hotel.

May 2-7: Washington, D. C.—SMPTE 75th convention—Statler Hotel.

1914 1954

The American Society of Composers, Authors and Publishers will be forty years old in 1954. During these forty years many important changes have taken place in the entertainment world.

America's listening audience has increased by the millions with the growth of new media—such as sound pictures, radio, television and juke boxes. And the one ingredient in the field of entertainment which has survived all technological changes—not only survived, but has increased and expanded—is Music! It has remained a basic requirement for all phases of show business. For a good song always is good entertainment!

ASCAP—entering its forty-first year—is justly proud of the repertory of its more than 3,000 song-writers and composers. ASCAP also is proud of its many years of service to its licensees, and pledges itself to a continuation of making available to the entertainment world the best in music.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N.Y.

NEW HAVEN (cont'd.)

Lockwood & Grodon signed a long-term lease for the East Windsor Drive-In, with a new film policy to go into effect at reopening time.

NEW ORLEANS

Dist. Atty. Lenox L. Forman, Natchez, Miss., filed notice he would appeal Chancellor Hewitt's ruling that he did not have authority to seek an injunction against the showing of "The Moon Is Blue." . . . World premiere of "Jubilee Train," which has a New Orleans setting, will be held Jan. 15 at Paramount-Gulf's Saenger Theatre. Stars Vera Ralston, Joan Leslie, Forrest Tucker, Ray Middleton, Pat O'Brien and Buddy Baer are expected to be on hand.

Teddy Solomon of Miss. TOA, and Henry G. Plitt of Paramount-Gulf presented Mayor Pat Kelly of Vicksburg, Miss. with $7,500 raised in benefit shows for relief of Vicksburg tornado victims. . . . Starlight Drive-In, Canton, Miss., taken over by Bill Arnold, will be booked by A. L. Royal. . . . The Bossier City all colored theatre, seating 600, is expected to open around Jan. 15. Sammy Wright will hook.

NEW YORK

"The Greatest Love," first new film staring Ingrid Bergman to be shown in the U.S. in four years, will premiere simultaneously at 81 theatres in the metropolitan area on Jan. 11. . . . A sell-out for Celebrity Ball, the Variety Club Foundation's New Year's Eve party at the Waldorf-Astoria, produced more than $10,000 for the Club's Clinic for Children with Epilepsy at the Columbia-Presbyterian Medical Center. Wm. J. German, pres. of the Foundation, and Mrs. Seymour D. Hesse, chairlady of the Women's Committee made the presentation at the Ball. Final accounting is expected to produce several thousand more. . . . Photographer Mike Elkins has moved to 247 W. 46th St. . . . Paula and George Fraser, Paramount publicists, announced the arrival of their daughter, Yvette, from Belgium in time to join them for the New Year holidays.

A long-term lease on the 800-seat Little Neck Theatre at Little Neck, L. I., has been acquired by Mimi Amuse. Co., headed by Charles Friedman, from Gedney Amuse. Co., headed by Irving Trencher. Berk & Krumgold handled the deal. . . . The Normandie Theatre will institute a two-a-day reserved seat policy Jan. 21, for the American premiere of "The Golden Coach," starring Anna Magnani in her first English-speaking role.

More than 750 are expected to attend the luncheon of the amusement div. of the Federation of Jewish Philanthropies at the Hotel Astor on Jan. 14, which will honor Bishop Fulton J. Sheen, Dr. Moshe Davis, Eddie Fisher, Deborah Kerr and Edward R. Murrow. Leonard Lyons, luncheon chairman, will preside. According to Harry Brandt, industry chairman of the industry's current drive, the luncheon will be an annual affair.



The city of Beverly Hills, industryites and high-level officials from all of California joined in a salute to Eddie Cantor at the West Coast premiere of Warner's "The Eddie Cantor Story," in Technicolor, at Warner's Beverly Hills Theatre. Here are Virginia Mayo and Keefe Brasselle looking on as Michael O'Shea displays a pair of cuff links presented to Brasselle, made from the contact lenses he wore during filming of the picture.

PITTSBURGH

Alexander Film Co. of Colorado Springs, Colo. signed an agreement with Comerford Theatre Circuit of Scranton, Pa. which places 56 Comerford theatres in Pa. and N.Y. under contract to screen Alexander theatre-film advertising. . . . "The Command" will be the first CinemaScope offering at the Stanley Theatre, following "Miss Sadie Thompson" in 3-D. . . . Stanley-Warner's Enright Theatre reopened Christmas Day after being shuttered several months. . . . Midstate circuit reopened the Stone Theatre in Stoneboro, closed since early summer. . . . S-W Theatre Manager Club elected the following for 1954: Carl Czolba, Kenyon, pres.; Lyle Harding, Sheridan Sq., v.p.; James Laux, Hollywood, secy.-treas.

OMAHA

Randall G. McIlvaine was upped to mgr. of the Brandeis Theatre here to succeed Lawrence Caplane, who left to assume a similar post in Kansas City, Mo.

PORTLAND-SEATTLE

Veteran theatreman Herb Royster was appointed mgr. of Parker's Broadway Theatre, Portland, and dir. of publicity for Parker theatres in Ore. . . . Another continuous run record was broken when "Moon Is Blue" went into its 22nd week at Hamrick's Music Box, Seattle. . . . Charles A. Slaney, owner of theatres in Portland, De-Lake, Newport and Sherwood, Ore., has taken over operation of the Timberlane Lodge at Mt. Hood, after acquiring the controlling interest from John and Carl R. McFadden.

The A. W. Adamson circuit of Portland has signed a contract with Altec Service Corp., covering its Canyon Drive-In, Venetian, Granada, Oregon State, located in Ore., and the Renfro Drive-In, Hazel Dell D-I, Broadway, Mission, in Wash.

PROVIDENCE

The Metropolitan, long-shuttered except for an occasional stage attraction, reopened with a special announcement headed "Meeting The Times—Sensible Prices for Good Entertainment." . . . Avon Cinema plans a series of Saturday morning shows for the youngsters, with films selected by Parent-Teacher groups and other youth organizations. Special discounts are offered to purchasers of tickets for the entire series. . . . Dave Levin, RKO mgr., again offered ticket books in denominations of $3, $5 and $10 as Christmas gifts. . . . Albert J. Clarke and Meyer Stanzler, both well known for their past connections with the theatre business, were made active members of the Providence Real Estate Board. Firm name is Clarke & Stanzler.

FILMS TELEVISED DEC. 26 to JAN. 8 '54

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
An Ideal Husband	Glynis Johns	Fox 11-13-48
Bela Lugosi Meets a Brooklyn Gorilla	Bela Lugosi	
Born To Be Wild	Ward Bond	Rep. 2-18-38
Broken Melody	Robert Dane	Olympic Pic. 10-31-34
Charlie Chan In London	Warner Oland	Fox 9-13-34
Christmas Eve	George Brent	UA 11-6-47
Dancing Feet	Ben Lyon	Rep. 1-20-36
The Devils Brother	Laurel & Hardy	MGM 6-10-33
Doctor Mac	Tom Powers	
Down To The Sea	Ann Rutherford	Rep. 6-30-36
The Duke Comes Back	Heather Angel	Rep. 12-3-36
Emperor's Nightingale	Boris Karloff	Rembrandt Pic. 5-17-51
Forbidden Music	Jimmy Durante	World Film 12-28-38
Forged Passport	Paul Kelly	Rep. 2-18-39
Fugitive Road	Eric Von Stroheim	Invic. Pic. 11-13-34
Homer Takes A Bride	Robert North	
Kid Monk Baroni	Bruce Cabot	Realart Pic. 4-30-52
Ladies in Distress	Virginia Grey	Rep. 7-29-38
Life Returns		U 1-2-35
The Madonna's Secret	Gail Patrick	Rep. 2-28-46
Melody Maker		
Shantytown	John Archer	Rep. 4-21-43
Shifting Sands		
Sitting On The Moon	Roger Pryor	Rep. 9-11-36
Solitaire		
Swinging On The Rainbow	Brad Taylor	Rep. 8-21-45
Walk In The Sun	Dana Andrews	Fox 12-4-45

ST. LOUIS

Archbishop Ritter sent a special emergency letter to pastors of all churches informing them that "The French Line," which had its world premiere here, does not have the industry's seal of approval and is in violation of the Legion of Decency's standards. It instructed all Catholics who recently renewed the L. of D. pledge to remember the obligation voluntarily assumed with respect to attendance at any theatre showing "The French Line." . . . Bel-Air Drive-In, three miles north of Granite City, Ill., opened for business Christmas night. . . . The 340-seat Webster at Steeleville, Ill., operated by H. E. Webster, was closed for ten days before Christmas to give employes a vacation and the house some minor repairs.

A suit seeking $40,000 was filed by attorneys representing Jackie Lee Vaccaro of Herrin, Ill., naming Marlow Amuse. Co., operators of the Marlow Drive-In near Herrin, as defendants and charging that Lee lost his two front teeth while scrambling for articles dropped into the audience during a fireworks display. . . . Edwards & Plumlee closed its 336-seat Regal Theatre at Elvins, Mo. for an indefinite period. . . . L. W. McCall is closing the 250-seat Kingdon at Mokane, Mo. temporarily. . . . A Radiant Astrolite screen, 37′ wide, has been installed in Wehrenberg's Cinderella Theatre. It's the largest in S. St. L. Similar screens are going into the circuit's Studio and Regal theatres.

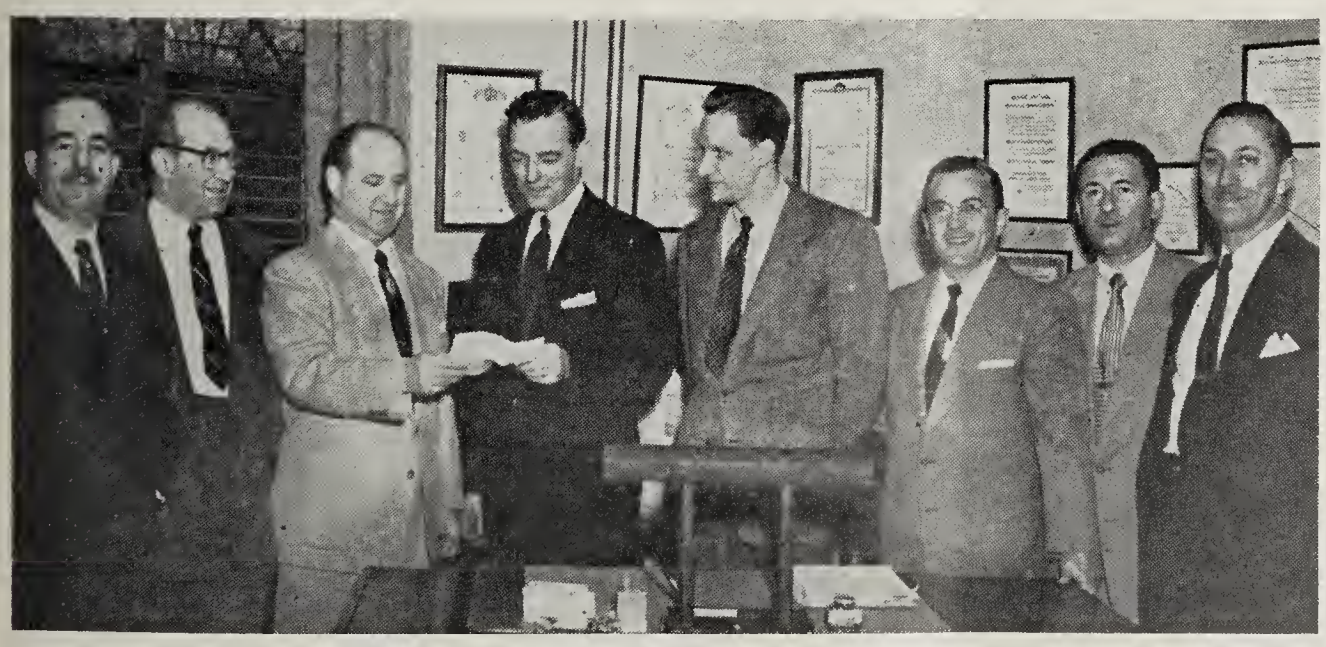
Berntt & Wandell's Lyric Theatre, Lebanon, Mo., is getting a Walker wide screen. . . . Youth Cinema and Cartoon Clubs of seven F&M theatres had special programs Dec. 26, with surprises for the young members. The clubs are operated in cooperation with Better Films Council and function at the Lafayette, Manchester, Rio Shady Oak, Shaw, Tower and Wellston theatres. . . . Taffy Apple Co. of Chicago opened a new plant here under management of Clifford Olinger. The apples are marketed in plastic cases for theatre concession stands. . . . John F. Rees, owner of the Regal at Wellsville, Mo. received a testimonial scroll from the America Fore group of insurance companies because his insurance agency has represented those companies for more than 25 years.

Irvin B. Scheibe, pres. of Consolidated Forwarding Co., donated 1,000 boxes of candy to the old folks who attended F&M-Better Films Council Xmas Party at the Fox Theatre. . . . Larry Williams of the local M-G-M staff, in the Army since Feb. 1952, was due back from Germany Jan 6. . . . Hearing on a petition of St. Louis to acquire by condemnation four tracts of land adjacent to St. L. Municipal Airport, began Dec. 17. Included in the land involved is Parker's Skyline Drive-In, a 650-car project at Natural Bridge and Ashby Rd. . . . Mrs. Edith Major, owner of the Main St. Theatre and Major Drive-In at Paris, Mo., is recovering from a recent illness. . . . Richarrd Klages of 20th-Fox was reelected pres. of Film Exchange Employes Local B-1. Betty Wendt was renamed business agent.

Hal Bowers, who took over the Town Theatre, Lovington, Ill., is giving shows Sun.-Mon., Fri.-Sat. only for the present. . . . Keith Coleman, mgr.-owner of the American and Uptown theatres at Mt. Carmel, Ill., installed CinemaScope screen and sound equipment in the Uptown. . . . At Chester, Ill., Alderman Harold Mueller pushed through a bill to permit the 394-seat Gem to be reopened by Awthal Fleming without paying the customary city license fee. Mueller said the reopening would bring more business into that section of Chester. . . . Cashiers of motion picture theartes are warned to be on the lookout for bogus $10 bills now being freely circulated in this general area. . . . Lee Norton installed a new Manley Aristocrat popcorn machine in his Grand Theatre, Sullivan, Ill.



M-G-M's Buffalo branch employees convene for a pep talk by Herman Ripps, asst. eastern sales mgr., who has been assisting Capt. John P. Byrne on the company's 30th Anniversary Jubilee campaign, to run for 17 weeks beginning Jan. 1. At left are Herman Mundstock, resident mgr.; Ripps; and Edward Susse (in light suit), sales mgr. Close by is Marion Ryan, office mgr.



Local 306 members of the Movie Social Club of Brooklyn and Queens present a check at their annual party to the crippled children of the House of St. Giles Hospital. L to R: Herman Stoller, Joe Brandfon and Harry Garfman, Local 306; Herbert Weindorf and Roland Rose, controllers of St. Giles Hospital; Murray Berlof, Harry Weinberg and Irving Meltzer of Local 306.

SAN FRANCISCO

John Parsons, Telenews div. mgr., cashed in on the Cinerama premiere by having a camera crew concealed in the house to take motion pictures of patrons' reactions and then advertising that the pictures could be seen on the screen of his Telenews Theatre. . . . Albert Feldman, mgr. of the Sea Vue at Pacific Manor, cooperated with the Lions Club on a children's Christmas party and followed it with another wherein the merchants paid a flat sum for rental of the theatre. William Strange is new asst. mgr. at the Sea Vue.

Irving Levin, div. dir. of San Fran. Theas., has inaugurated a bonus night at the neighborhood Balboa by adding a third feature on Friday in keeping with the mood of the double bill. . . . Alvin Hatch plans to reopen Half Moon Bay Theatre, in that town, very soon. . . . Exhibitors of Northern Calif. are having theatre colections for the Variety Club's Blind Babies Fund during the month of Jan. . . . RKO's "Killers From Space" will have its world premiere on Feb. 10 at the Golden Gate Theatre.

WASHINGTON

Martin Kutner of Columbia was chosen pres. of the local Colosseum of M.P. Salesman; Sidney Eckman, M-G-M, v.p., and Jim Whiteside, Columbia, secy-treas. . . . "Cease Fire" premieres at the Ontario Theatre on Jan. 14. . . . Harry F. Bachman, pres. of Circle Amuse. Co. will be chairman of the 1954 campaign for Cerebral Palsy.

Swan Theatre on Rt. 460 near Grundy, Va. was destroyed when a car struck the building, setting it on fire. Loss is estimated at $75,000. . . . T. D. Field has plans for a new theatre in Tazewell, Va. Wide screens and 3-D equipment will be installed in his Clinch and Valley theatres. . . . The Mayfair in Baltimore has been recarpeted. . . . Fred Goldschmidt, recently mustered out of the Army, replaces Jack Keegan as booker at 20th-Fox. . . . M. F. Weaver is reopening his Standardsville, Va. theatre.

St. Mary's Theatre, Leonardstown, Md., closed for redecorating, will reopen shortly. . . . Tanner & Kendig reopened the Randolph, Halifax, Va. on New Year's Day. . . . The White House Correspondents Assn. will serve as hosts at the invitational showing of "The Best Years of Our Lives" at RKO Keith's on Feb. 3.

Telenews Films Sold To Hearst

The television news film services of Telenews Productions has been purchased by Hearst Metrotone News, Inc., according to an announcement this week by Hearst Metrotone, International News Service and Telenews Productions. Hearst Metrotone is owned jointly by Loew's, Inc., and the Hearst Corp.

Telenews Productions will continue to operate as an independent company, it was revealed, but the Telenews trademark has been transferred to Hearst Metrotone. This latter organization will henceforth produce the Telenews daily TV news film, the weekly news digest and the sports weekly.

Distribution is scheduled to continue through the TV sales department of INS, which has been distributing the product for the past six years. Hearst Metrotone explained that it will use its facilities, already in operation for the "News of the Day" series to expedite the newly acquired services.

Heads of the Telenews TV news film service include Caleb B. Stratton, executive vice-president of Hearst Metrotone News; Michael Clofine, vice-president and editor-in-chief, and W. P. Montague, news editor. Robert Reid, INS TV sales manager, will remain in charge of sales for the news films.

Telenews Productions will concentrate on its other TV activities, now that it is no longer concerned with its news service. It will be headed by Charles Burris.

"Journal-American" Film Quiz Held Second Year

The New York "Journal American" will begin its second "Journal American Annual Movie Contest" this weekend, with the paper offering $1,000 in prizes, it reported this week. The Organization of the Motion Picture Industry is again co-operating in the contest, and arangements have been made for first-run Broadway houses to donate 25 passes daily throughout the competition.

The contest, which will run for several weeks, asks the readers to send in their selections for the three best films and best actors in 1953. Contestants whose lists match most closely the one already made up by paper's film critic, Rose Pelswick, will be awarded the prizes.

Mervyn LeRoy Joins Warner Bros. Studio

A group of the "latest books and play properties, some as yet unpublished and unproduced in America," have been turned over to Mervyn LeRoy, director who rejoined Warner Bros. this week, according to an announcement by Jack L. Warner, studio executive. The director, who left M-G-M last month, will select his first picture from among this material, Warner stated.

LeRoy said that he had no plans when he left M-G-M, but that he is sure his action is "the right move." He expressed his debt to Warner, who, he said, had much to do with getting him started as a director.



Wives of Washington newspaper men meet with Tex McCrary and Paul Wooton of the White House Correspondents' Assn. to set up plans for the special invitational screening of Goldwyn's "The Best Years of Our Lives" at the RKO Keith's Theatre, Feb. 3, under auspices of the WHC. L to R: Tex McCrary, Mrs. George Cullen, Wooton, Mrs. John D. Foley and Ruth Crane, pres. of American Newspaper Women's Club.

Indies Seek Funds Abroad: Lippert

HOLLYWOOD.—The prediction that American producers would stop making films abroad if foreign subsidies were stopped and the proposal of the establishment of a pool to be divided among all personnel working on the production of theatre films which are sold to television highlighted the speech this week of Producer Robert Lippert, who spoke before the Hollywood AFL Film Council.

Lippert stated that American independent producers save no money by making films abroad because everything saved by lower wages is lost in the extra time it takes to make the picture. He estimated that it takes about twice as long to film a picture in England as it does in Hollywood.

The major reason for foreign productions, the executive declared, is that American producers are seeking funds abroad. Should a system such as England's Eady Plan be discontinued, producers would stop going abroad to make films, he declared.

BO Tax Elimination Bill Heading For House Unit

(*Continued from page 7*)

at the present session. Among these is one concerning the corporate tax rate, which is slated to fall from 52 percent to 47 percent under present law on April 1. However, it is expected that the Treasury Department will convince the lawmakers to extend the present rate.

In the area of anti-trust legislation, a House Judiciary Sub-Committee is scheduling hearings soon on whether Federal judges should be allowed to use their discretion in awarding less than treble damages in certain anti-trust cases. The committee will also consider a proposal to make uniform the statute of limitations on anti-trust cases throughout the nation.

Ginsberg, Stevens Do "Giant"

Henry Ginsberg returned to the West Coast after concluding preliminary conferences with Warner Bros. Home Office executives for George Stevens' production of Edna Ferber's novel, "Giant." The film will be directed by Stevens, and produced in association with Ginsberg for Warner's.

Southern California Xhibs Fight Roadshow Prices, Seek Status-Quo Levels

(*Continued from page 7*)

film attendance figures than television at its strongest," the speaker asserted. He called it additionally "a form of veritable industrial suicide—along with steadly decreasing film production schedules."

The "primary concern" of SCTOA is "to afford worthwhile entertainment to everyone, at prices everyone can afford," Arthur maintained. Higher prices and fewer pictures make it easier "for mass audiences to remain at home and watch television," he stated, insisting that "television's as-yet-few worthy programs make the medium fall far short of worth-while entertainment standards."

Claims Audiences Smaller

Arthur declared that "everyone in this industry knows full well how much smaller audiences are today than they were at this time last year." He warned that "continuance of advanced admission prices, as an industry practice, most certainly will keep more and more patrons from our box offices."

The exhibitor "is fated to inevitable extinction," he predicted, "unless film fares are kept at reasonable figures, and unless producers talk less and produce more films." He added that "reasonable admission prices and increased production are two great answers; anything less is hopeless."

Stereosound Innovations Announced For Industry

(*Continued from page 6*)

tacted by the magnetic sound track in film machines.

Details of the kit have been turned over to 20th-Fox, Seeley stated, for inspection by the film company. The kit contains several types of demagnetizers as well as instruments to indicate magnetic fields. These tools were created expressly for the use of specially trained technicians, he added.

Katzman Insists Supply Will Meet Demand For Pix

"I don't think that there will be a product shortage," said Producer Sam Katzman in his luxurious Columbia Studios office. "The independent producers, supported by the theatre owners booking their films, will make pictures. Where there is a demand, a supply will come."

Katzman, who since his early days in pictures has turned out an amazing total of 243 action films, is noted for his production values. He can make a picture look three times its cost and has each film that comes out under his banner chucked full of entertainment values.

"There is a cycle for pictures," the aimable producer explained, "and we try to stay with the cycles."

Katzman, who will make 19 films in 1954, stated that there will always be westerns and action films. He cited the fact that movies mean "movement." "We never stop for dialogue," he said, "only when it's necessary."

One of the top producers of serials for years, Katzman explained that there are theatres throughout the country that will run serials. He stressed the fact that his organization is satisfied to break even on serials, just so they can give the exhibitors a program.

"Quality in pictures for the amount of money" is a byword at Sam Katzman Productions, which releases all its films through Columbia.

The scope of Katzman's program of pictures is tremendous and it is producers like he who are responsible for newcomers getting their starts to stardom.

"The Miami Story," a Barry Sullivan starrer which Katzman just finished shooting, gives big roles to two talented newcomers, John Baer and Beverly Garland. In "Drums of Tahiti," which is in 3-D and Technicolor, an attractive young lady with a future, Sylvia Lewis, plays her most outstanding role.

Another recently completed film is "The Saracen Blade," an adventure romance starring Ricardo Montalban, based on the best seller by Frank Yerby. Sam Katzman describes this film as "the finest we've made to date."

Katzman explained: "Anything went at one time; today, studios are choosy as to

(*Continued on next page*)



SAM KATZMAN

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Columbia Pictures acquired "Joseph and His Brethren" from Louis B. Mayer and it was placed on the studio's 1954 schedule. The screen play written by John Lee Mahin, will be personally produced by Columbia's executive producer, Jerry Wald, and directed by William Dieterle, in Technicolor, on widely separated locations in Europe, the Holy Land and Hollywood. The play, "Joseph and His Brethren," staged by its author, Louis N. Parker, enjoyed a successful run at the Century Theatre in New York in the early 1900's.

* * *

Yvonne DeCarlo has been signed for the lead in "Castigilone," epic color film to be produced by Projeffilm, French production unit. The assignment marks one of the most unusual starring roles ever undertaken by the U.S. actress. The entire historical romance will be filmed in the French language without the benefit of a bi-linqual cast. Miss DeCarlo, who has been studying the French language, will enact the part without use of any dubbing process. The picture is to be directed by M. Combret and will roll in Paris Jan. 29. Raf Vallone, leading Italian male star, will be seen opposite Miss De Carlo. Miss DeCarlo has "The Ghost of O'Leary" with David Niven and Barry Fitzgerald and "Border River" with Joel McCrea awaiting release.

* * *

The starting date for Republic's Rex Allen's latest picture, "Thundering Wagon Wheels" is Feb. 15. The film will be directed by Harry Keller and produced by Rudy Ralston. . . . Richard Quine will be given his biggest opportunity to date at Columbia as a director. He has been assigned to "The Killer Wore a Badge," the picturization of Thomas Walsh's "Saturday Evening Post" serial, "The Night Watch," which will star Fred MacMurray and Phil Carey. Camera work starts Jan. 16 with Jules Schermer producing. Arnold Laven, previously announced as director of the picture, was unable to realign his schedule to meet a postponed starting date.

* * *

Ernest K. Gann, author of the best selling Book-of-the-Month Club selection, "The High and the Mighty" has registered "Soldier of Fortune" as the title of the novel on which he is now working. It has a Hong Kong background. Wayne-Fellows, which is making a CinemaScope production of the air adventure yarn for Warner Bros. release, and also filmed Gann's "Island In The Sky," already has expressed interest in the story.

* * *

Thomas Gomez has been signed by Producer Leonard Goldstein for a top role with Dale Robertson and Debra Paget in "The Gambler From Natchez," Panoramic Productions' Technicolor drama, directed by Henry Levin. The picture rolls Jan. 12. . . . In another Panoramic Pictures' casting, Anne Bancroft and Richard Boone have been signed by executive producer Leonard Goldstein for their second stint under that company's banner to co-star with Van Heflin in "The Raid," Technicolor period drama directed by Hugo Fregonese and produced by Robert L. Jacks. Miss Bancroft just completed a stellar role in "Gorilla At Large" and Boone in "The Siege at Red River." The film rolls Jan. 6.

* * *

Hal Wallis and Joseph Hazen have completed negotiations with Paramount for a joint venture in the production of "The Big Top," to star Dean Martin and Jerry Lewis. Negotiations were completed to also use the Clyde Beatty circus as background. Filming will begin in Phoenix by the middle of February. The screen play is being prepared by Don McGuire from his own original story. The picture will be done before "All Around The Town," now being scripted by Julius Epstein. . . . W. R. Frank's "Sitting Bull," CinemaScope-Eastman color production, which will be released by United Artists, will start lensing Feb. 15 in Mexico. Sidney Salkow will direct from a script by himself and Jack DeWitt. . . . Charles Drake and Karin Booth were set yesterday to co-star in "Tobor," which will be released by Republic. Richard Goldstone will serve as associate producer and Lee Sholem is directing.

* * *

William Lundigan has been signed for the male lead in "The White Orchid," the Cosmos production, which Reginald LeBorg will direct in Mexico beginning Feb. 8. Lundigan also toplines "Kerry Drake," Les Hafner unit production, which is now shooting at Republic. . . . Francesca DeScaffa was signed by Producer Larry Gross for a leading role in "African Chant," which he will produce. . . . Steve Rowland landed a role in "The Student Prince." This will be the first picture in which the talented juvenile lead will sing. . . . Benny Rubin, one of the top comedians in show business, was set for a strong part in RKO's "Susan Slept Here."

* * *

Paul Gregory, producer of many stage successes, announced the formation of Paul Gregory Productions, which will make two motion pictures a year to be personally produced by Gregory. Charles Laughton will be

(*Continued on next page*)

Title Changes

RKO Radio: "**She Couldn't Say No**" is the final title for "Beautiful But Dangerous." (Stars Robert Mitchum and Jean Simmons; Robert Sparks produced; Lloyd Bacon directed).

Palo Alto Productions: "**It Stalked The Ocean Floor**" is the final title for "The Sea Demon." (Stars Anne Kimbell, Stuart Wade and Wyott Ordung; Wyott Ordung directed).

Columbia: "**Speedy Shannon**" is the new title for "The Little Giant." (Stars Mickey Rooney; Jonie Taps produced).



Rudi Goldschmidt, Republic Pictures representative in Germany, and Mrs. Goldschmidt chat with associate producer-director William Seiter (left) on the set of Republic's "Woman In the Fog."

Picture Supply Will Meet Audience Demand Insists Producer Sam Katzman

(*Continued from preceding page*)
what they make. Today, a story has to be outstanding."

Always alert for film material, Katzman and his whole staff go over a vast amount of material weekly. Possessing a keen story sense, Katzman is equally adept at hiring good writers to script his films. He has 16 writers now working on his schedule of films.

He pointed out that casting is his biggest problem. Today, salary demands are a problem. Despite this, he has managed to topline his features with star names that mean something at the box office.

Another facet of the Katzman story is that he is always ready to tackle a subject which has never been used as screen material in the past. He is now preparing "Monster of the Deep," which will be shot in Tarpon Springs. It is the story of the modern day atomic submarine.

Katzman stated that a studio must have a contract list from which to develop stars. He pointed out that this is still the era in motion pictures of the "Who's in it?" question. He wants the independent exhibitor to support new people. In his recently completed film, "Jesse James Versus The Daltons," he has courageously given the lead to a fine young actor, Brett King.

In regard to budgeting pictures, Katzman said, "It's alright to save money if it won't effect the picture's quality."

The producer of the Jungle Jim series, which stars Johnny Weissmuller, Sam Katzman pointed out that "series are good if you don't overdo them."

As his message to exhibitors, Producer Sam Katzman said, "Keep booking independent product and the independent producers won't let you down. Keep them making pictures, otherwise we're all in trouble—not only the producers but the exhibitors."

How does the future look? Producer Sam Katzman smiled: "This is the best climate for independents to grow in," he replied.

Screen Extras Net Raise Plus Improved Conditions

HOLLYWOOD.—A five percent wage increase and improved conditions were granted to members of the Screen Extras Guild in the new contract negotiated by the SEG and the Association of Motion Picture Producers this week. The Guild board has approved the new contract, which was submitted for ratification to the members in a mail referendum.

Contract runs from Jan. 2, 1954, to Jan. 2, 1958, with either party having the right to request new negotiations in 1956. General extras went from $18.50 to $19.43 per day; dress extras from $25 to $26.25, and standins from $17 to $17.85. Auto allowances and special business adjustments were also increased.

Jerry Wald Emphasizes Only Handful Of Pictures Brought Censor Troubles

Considering the fact that movies throughout their history have always been the No. 1 target for alarmists and reformers, it is a remarkable achievement and to the credit of the picture industry that of the 25,000 movies produced thus far, only a handful have ever given offense or caused any censor trouble, Jerry Wald, Columbia executive producer, told members of the Beverly Hills Kiwanis.

Hollywood keeps a stricter eagle eye on its own products than does any other similar business, and has more rigid rules and taboos than even most professional censors would demand, Wald pointed out.

"For the 50 years of its existence, Hollywood has been undergoing attacks from some quarters which apparently are never concerned with the morals and influence of best selling novels, for instance, or stage plays," the executive producer said.

"This is due partly, of course, to the fact that movies constitute the greatest mass entertainment medium, and reach all types of people. Still, books are presumably available to anyone who wants to buy them."

Wald quoted "From Here to Eternity" as an example of the way that Hollywood treats a theme, as compared with the way that the same story is handled in novel form.

"When, on rare occasions," he continued, "bad taste does manifest itself in questionable situations, dialogue or themes in a picture, no one is as offended or as morally outraged by the thing as are legitimate and conscientious movie producers who are at great pains to avoid anything at all questionable in their own pictures."

HOLLYWOOD

(*Continued from preceding page*)

associated with the producer in all film ventures, as he has in the past with Gregory's theatrical enterprises. Gregory has purchased "The Night of the Hunter," a first novel by David Grubb for $75,000. . . . Frank P. Rosenberg anounced the purchase of "The Steeper Cliff," by David Davidson. Rosenberg will produce the property under his own banner in Germany next summer. Rosenberg is currently preparing "The Lion," a love story set against the background of a wild animal compound, for early spring production.

* * *

Ursula Thiess will play the feminine lead in "The Americano," Robert Stillman Production, starring Glenn Ford, Arthur Kennedy and Cesar Romero. RKO will distribute the picture. Part of the picture has been already filmed in Brazil and the balance of the movie will be shot in Hollywood. . . . Director-writer Frank Tashlin signed Joanne Dru for the femme starring role in "Featherbrain," which Tashlin will produce independently in the spring and direct from his own original screen play. Tashlin is currently directing RKO's Dick Powell-Debbie Reynolds starrer, "Susan Slept Here." . . . Filming has been completed on "Fury In Paradise," the Nepix Production made in Mexico City for Republic release.

* * *

Producer-director Hal R. Makelim has been laying the groundwork for a plan which will provide exhibitors with 24 "A" feature films with big name casts, directors, writers and producers in 12 months. Possessing his own production company and releasing setup, Makelin is working on this project with the co-operation of specially selected exhibitors.

Foreign Films

(*Continued from page* 18)

"The Spice of Life"

(Mayer-Kingsley) FRENCH 71 Min.

Cast: Noel-Noel, Bernard Blier, Marguerite Deval, Jean Tissier.

Credits: A Gaumont-Cinephonic Production; Directed by Jean Dreville; Screen play by Noel-Noel.

The French star Noel-Noel has written for himself an illustrated lecture on the social bores and pests one finds in everyday life, and he has come up with an hilarious winner in the art house field. Film has no plot but is comprised of a series of incidents with which the speaker demonstrates his points. Noel presents these illustrations in original and amusing fashion. Some he tells by means of a puppet show, others by fantastic mechanical gadgets. Among his examples are the woman driver, the person who loves to telephone during dinner hour, the gossip who disturbs people when they are most busy, and many others. All of the scenes are good for chuckles, and some of them rate full roars. Noel even manages to poke fun at himself and his own film by explaining what a bore it can be. However, it never is that, and when viewed in a New York art house, the audience seemed to be enjoying itself thoroughly. A fairly good job has been done with the English titles.

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
June 14th	5328	Murder Without Tears	64	Craig Stevens, Joyce Holden
June 21st	5314	Safari Drums	71	Johnny Sheffield, Barbara Bestar
June 28th	5309	Son of Belle Star (Cinecolor)	70	Keith Larson, Peggie Castle
July 12th	5330	Northern Patrol	63	Kirby Grant, Chinook, Marion Carr
July 26th	3101	The Maze (3D, Natural Vision)	81	Richard Carlson, Veronica Hurst
Aug. 9th	5325	Topeka (Sepiatone)	69	Bill Elliott, Phyllis Coates
Aug. 23rd	5307	Affair in Monte Carlo (Technicolor)	75	Merle Oberon, Richard Todd, Leo Genn
Aug. 30th	5320	Clipped Wings	65	Leo Gorcey, Huntz Hall, June Vincent
Sept. 6th	5204	The Rose Bowl Story (reissue)	73	Marshall Thompson, Vera Miles, Keith Larsen
Sept. 13th	5317	Mexican Manhunt	71	George Brent, Karen Sharpe, Hillary Brooke
Sept. 20th	5334	Fighting Lawman	71	Wayne Morris, Virginia Grey
Sept. 27th	5403	Royal African Rifles (Color)	76	Louis Hayward, Veronica Hurst
Oct. 4th	5430	Yellow Balloon	80	Andrew Ray, Kathleen Ryan
Oct. 11th	5327	Hot News	60½	Stanley Clements, Gloria Henry
Oct. 25th	5407	Jennifer	73	Ida Iupino, Howard Duff
Nov. 8th	5406	Jack Slade	90	Mark Stevens, Dorothy Malone, Barton MacLane
Nov. 15th	5422	Vigilante Terror (Sepia)	70	Bill Elliott, Mary Ellen Kay
Nov. 29th	5402	Fighter Attack (Color)	80	Sterling Hayden, Joy Page, J. Carroll Naish
Dec. 6th	5321	Private Eyes	64	Leo Gorcey, Huntz Hall, Joyce Holden
Dec. 20th	5335	Texas Bad Man	62	Wayne Morris, Elaine Riley
Nov./Dec.	5436	Six Gun Decision	53½	Guy Madison, Andy Devine
Nov./Dec.	5437	Two Gun Marshall	52	Guy Madison, Andy Devine
Nov./Dec.	5438	Border City Rustlers	54	Guy Madison, Andy Devine
Nov./Dec.	5438	Secret of Outlaw Flats	53½	Guy Madison, Andy Devine
Jan. 10th	5315	The Golden Idol	71	Johnny Sheffield, Anne Kimbell
Jan. 17th	5331	Yukon Vengeance	68	Kirby Grant, Mary Ellen Kay
Jan. 31st	5408	World For Ransom	80	Dan Duryea, Gene Lockhart, Marion Carr
Feb. 7th	5405	Highway Dragnet	80	Joan Bennett, Richard Conte Wanda Hendrix
Feb. 28th	Special	Riot In Cell Block II	80	Nevile Brand, Emile Meyer, Annabel Shaw
Mar. 7th	5418	Paris Playboys	66	Leo Gorcey, Veala Vann, H. Hall
Mar. 21st	5423	Bitter Creek	72	Wild Bill Elliott, Beverly Garland
Mar. 28th	5414	Loophole	78	Barry Sullivan, Dorothy Malone
Apr. 4th	5410	Pride of the Blue Grass (Color)	78	Lloyd Bridges, Vera Miles
Apr. 11th	5426	Cheyenne Crossing	—	Wayne Morris
Apr. 25th	5404	Arrow In The Dust (Tech.)	—	Sterling Hayden, Colleen Gray, Keith Larsen

COLUMBIA

Release Date	Release No.	Production	Time (min.)	Cast
July	553	Let's Do It Again	95	Jane Wyman, Ray Milland, Aldo Ray
July	535	The Last Posse	73	Broderick Crawford, John Derek, Wanda Hendrix
July	549	Flame of Calcutta	70	Denise Darcel, Patric Knowles
Aug.	604	The 5000 Fingers of Dr. T. (Tech.)	88	Peter Lind Hayes, Mary Healy, Hans Conrad, Tommy Rettis
Aug.	606	Cruisin' Down The River (Tech.)	81	Dick Haymes, Audrey Totter, Billy Daniels
Aug.	536	Mission Over Korea	86	John Hodiak, John Derek, Audrey Totter, Maureen O'Sullivan
Aug.	608	Valley of the Headhunters	67	Johnny Weissmuller, Christine Larsen
Aug.	605	The Stranger Wore A Gun (Tech.-3-D)	81	Randolph Scott, Claire Trevor
Sept.	616	From Here To Eternity	118	Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra, Donna Reed
Sept.	609	China Venture	83	Edmond O'Brien, Barry Sullivan, Jocelyn Brando
Sept.	610	Conquest of Cochise (Tech.)	70	John Hodiak, Robert Stack, Joy Page
Sept.	611	Sky Commando	69	Dan Duryea, Frances Gifford, Touch Conners
Sept.	.....	The Untamed Breed (Reprint)	79	Sonny Tufts, Barbara Britton, George "Gabby" Hayes
Oct.	615	The Big Heat	90	Gloria Grahame, Glenn Ford
Oct.	612	Slaves of Grey Law	82	Richard Conte, Linda Christion
Oct.	613	Combat Squad	72	John Ireland, Lon McCallister
Nov.	621	Paris Model	81	Marilyn Maxwell, Paulette Goddard, Eva Gabor
Nov.	622	Prisoners of the Casbah (Tech.)	78	Gloria Grahame, Cesar Romero, Turhan Bey
Nov.	617	Gun Fury (Tech.-3-D)	83	Rock Hudson, Donna Reed Haynes
Nov.	513	Last of the Pony Riders	59	Gene Autry Champion, Smiley Burnette
Dec.	626	Killer Ape (Tech.-3-D)	68	Johnny Weissmuller
Dec.	618	The Nebraskan (Tech.-3-D)	68	Phil Carey, Roberta Haynes
Jan.	624	Bad For Each Other	83	Charlton Heston, Lizabeth Scott, Dianne Foster
		El Alamein	67	Scott Brady
Jan.	619	Paratrooper (Tech.)	87	Alan Ladd, Leo Genn, Susan Stephen
		Drums of Tahiti (Tech.-3-D)	73	Dennis O'Keefe, Patricia Medina
		Singin' in the Corn (Reprint)	64	Judy Canova

Westerns

July	575	Pack Train	57	Gene Autry, Smiley Burnette, Gail Davis
Sept.	576	Saginaw Trail	56	Gene Autry, Smiley Burnette, Conne Marshall

I. F. E.

American Dialogue
1953

May	O. K. Nero	88	Silvana Pampanini, Gino Cervi, Walter Chiari
September	The Secret Conclave	80	Henry Vidon
October	The Young Caruso	77	Gina Lollobrigida, Voice of Mario Del Monaco
October	Three Girls From Rome	85	Lucia Bose, Cosetta Greco, Liliana Bonfatti
October	Little World of Don Camillo	96	Fernandel, Gino Cervi
November	The Greatest Love	116	Ingrid Bergman, Alexander Knox
November	The White Hell of Pitz-Palu	75	Hans Albers
December	Lure of the Sila	74	Silvana Mangano, Vittorio Gassman, Amedeo Nazzari
December	The Golden Coach (Technicolor) Road Show	105	Anna Magnani
Feb. '54	Sensualita	91	Eleonora Rossi-Drago, Amedeo Nazzari

Subtitled (English)—Italian Dialogue
1953

September	Bellissima	108	Anna Magnani, Walter Chiari
December	Times Gone By	106	Vittorio DeSica, Gina Lollobrigida

LIPPERT PRODUCTIONS

1953-54

June 5th	5205	Johnny, the Giant Killer (Technicolor)	70	Animated Cartoon Feature
June 12th	5228	Ghost Ship	69	Hazel Court, Dermot Walsh
July 1st	5229	Eyes of the Jungle	79	Jon Hall
July 17th	5221	Great Jesse James Raid (Anscocolor)	73	Willard Parker, Barbara Payton, Tom Neal, Wallace Ford
July 17th	5307	Bandit Island	27	3-Dimension Featurette Glenn Langan, Lon Chaney, Jim Davis
Aug. 7th	5301	Spaceways	76	Howard Duff, Eva Bartok
Sept. 4th	5315	Project Moon Base	63	Donna Martell, Ross Ford, Hayden Rorke
Sept. 11th	5303	Norman Conquest	79	Tom Conway, Eva Bartok, Joy Shelton
Sept. 18th	5313	The Iron Mask (Re-Release)	72	Douglas Fairbanks
Sept. 25th	5314	Mr. Robinson Crusoe (Re-Release)	69	Douglas Fairbanks
Oct. 2nd	5306	Undercover Agent	69	Dermot Walsh, Hazel Court
Oct. 9th	5222	The Fighting Men	63	Special Cast
Oct. 16th	5316	Shadow Man	77	Cesar Romero
Oct. 23rd	5225	Sins of Jezebel (Anscocolor)	74	Paulette Goddard, George Nader, John Hoyt, Eduard Franz
Nov. 27th	5302	Man From Cairo	82	George Raft, Gianna Maria Canale
Dec. 4th	5304	Terror Street	83	Dan Duryea
Dec. 11th	5318	Limping Man	76	Lloyd Bridges
Jan. 1st	5317	White Fire	—	Scott Brady, Mary Castle
Jan. 8th	5321	Hollywood Thrill-Makers	—	James Gleason
Jan. 15th	5325	Queen of Sheba	110	Special Cast
Jan. 22nd	5305	Black Glove	—	Alex Nicol
Feb. 5th	5324	We Want A Child	—	Special Cast
Feb. 12th	5311	Fangs of the Wild	—	Charles Chaplin, Jr., Margia Dean, Onslow Stevens

METRO-GOLDWYN-MAYER

1952-53

June	334	A Slight Case of Larceny	71	Mickey Rooney, Eddie Bracken
	337	Arena—(Color-3D) (Tech.)	71	Gig Young, Polly Bergen
	336	Scandal at Scourie (Technicolor)	90	Greer Garson, Walter Pidgeon
	335	Dream Wife	99	Cary Grant, Deborah Kerr
	338	The Story of 3 Loves (Tech.)	122	All Star
July	341	Dangerous When Wet (Technicolor)	97	Esther Williams, Jack Carson, Denise Darcel
	342	Lili (Technicolor)	81	Leslie Caron, Mel Ferrer
	343	Ride, Vaquero (Tech.)	91	Robert Taylor, Ava Gardner, Howard Keel
	344	Main Street To Broadway	102	Tallulah Bankhead, Ethel and Lionel Barrymore
August	345	The Band Wagon (Tech.)	112	Fred Astaire, Cyd Charisse, Jack Buchanan

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
	346	Affairs of Dobie Gillis	73	Debbie Reynolds, Bobby Van
	347	Big Leaguer	71	Edward G. Robinson, Vera Ellen, Jeff Richards
	348	Latin Lovers (Tech.)	104	Lana Turner, John Lund, Ricardo Montalban
		1953-54		
September	401	Half A Hero	71	Red Skelton, Jean Hagen
	402	Terror on a Train	72	Glenn Ford, Anne Vernon
	403	The Actress	90	Spencer Tracy, Jean Simmons, Teresa Wright
October	404	Mogambo (Technicolor)	116	Clark Gable, Ava Gardner, Grace Kelly
	405	Torch Song (Technicolor)	90	Joan Crawford, Michael Wilding, Gig Young
	406	Take The High Ground (Anscocolor)	101	Richard Widmark, Karl Malden, Elaine Stewart
November	407	All the Brothers Were Valiant (Technicolor)	95	Robert Taylor, Stewart Granger, Ann Blyth
	408	Kiss Me Kate (Tech.) 2-D or 3-D	109	Kathryn Grayson, Howard Keel
December	409	Escape From Fort Bravo (Ansco Color)	98	William Holden, Eleanor Parker
	410	Easy to Love (Tech.)	96	Esther Williams, Van Johnson

PARAMOUNT

1952-53

June	5220	Jamaica Run (Technicolor)	92	Ray Milland, Arlene Dahl
June	5221	The Vanquished (Technicolor)	84	John Payne, Coleen Gray, Lyle Bettger, Jan Sterling, Willard Parker
June	5222	Scared Stiff	108	Dean Martin, Jerry Lewis, Lizabeth Scott, Carmen Miranda
July	5223	Houdini (Technicolor)	108	Tony Curtis, Janet Leigh
July	5224	Stalag 17	120	William Holden, Don Taylor, Otto Preminger
Aug.	5225	Shane (Technicolor)	117	Alan Ladd, Jean Arthur, Van Heflin, Brandon de Wilde
Aug.	5227	Arrowhead (Technicolor)	105	Charlton Heston, Jack Palance, Mary Sinclair
		1953-54		
Sept.	5301	Roman Holiday	119	Gregory Peck, Audrey Hepburn
Sept.	5302	The Caddy	95	Dean Martin, Jerry Lewis, Donna Reed
Oct.	5303	The War of the Worlds (Technicolor)	85	Gene Barry, Ann Robinson
Oct.	5304	Little Boy Lost	95	Bing Crosby, Nicole Maurey, Christian Fourcade, Claude Dauphin
Oct.	5305	Those Redheads From Seattle 3-D (Tech.)	90	Teresa Brewer, Guy Mitchell, Rhonda Fleming
Nov.	5306	Flight to Tangier 3-D (Technicolor)	90	Joan Fontaine, Jack Palance, Corinne Calvet
Nov.	5307	Botany Bay (Tech.)	94	Alan Ladd, James Mason, Patricia Medina
Dec.	5309	Here Come the Girls (Technicolor)	78	Bob Hope, Arlene Dahl, Rosemary Clooney, Tony Martin.
Jan.	5308	Cease Fire 3-D	75	Korean Gl's
Jan.	5311	Jivaro (Technicolor)	—	Fernando Lamas, Rhonda Fleming, Brian Keith
Jan.	5312	Forever Female	93	Ginger Rogers, William Holden, Paul Douglas, Pat Crowley
Feb.	5310	Money From Home (Tech., 3-D)	100	Dean Martin, Jerry Lewis
	5330	Monev From Home (Tech., 2-D)	....	
Feb.	5313	Alaska Seas	—	Robert Ryan, Jan Sterling, Brian Keith, Gene Barry

RKO-RADIO

1953-54

June	323	Affair With a Stranger	87	Jean Simmons, Victor Mature
June	324	Tarzan and the She-Devil	76	Lex Barker, Joyce MacKenzie
July	402	Devil's Canyon (Tech.) Regular 3-D	92	Dale Robertson, Virginia Mayo
July	442	Devil's Canyon (Tech.) With Stereopohnic	92	Dale Robertson, Virginia Mayo
July	401	Second Chance (Tech.) Regular 3-D	82	Robert Mitchum, Linda Darnell
July	441	Second Chance (Tech.) With Stereophonic	82	Robert Mitchum, Linda Darnell
July	403	The Sea Around Us (Technicolor)	61	Documentary
July	482	Isle of the Dead (Re-release)	72	Boris Karloff, Ellen Drew, Marc Kramer
July	481	Mighty Joe Young (Re-release)	94	Terry Moore, Ben Johnson, Robert Armstrong
August	491	The Sword and The Rose (Technicolor)	92	Richard Todd, Glynis Johns
Aug.	493	Stage Door (Re-release)	91	Katherine Hepburn, Ginger Rogers, Luicille Ball
Aug.	484	Without Reservations (Re-release)	101	John Wayne, Claudette Colbert, Don DeFore, Ann Triola
Sept.	481	Top Hat (Re-release)	81	Fred Astaire, Ginger Rogers, Edward Everett Horton
Sept.	486	Suspicion (Re-release)	99	Cary Grant, Joan Fontaine
Oct.	404	Marry Me Again	73	Marie Wilson, Robert Cummings, Ray Walker
Oct.	406	Appointment In Honduras (Technicolor)	79	Ann Sheridan, Glenn Ford, Zachary Scott
Oct.	488	Out of the Past (Re-release)	97	Robert Mitchum, Jane Greer
Oct.	487	Follow the Fleet (Re-release)	110	Fred Astaire, Ginger Rogers, Randolph Scott
Oct.	405	Louisiana Territory (3-D) (Technicolor)	65	Documentry
Nov.	461	Decameron Nights (Technicolor)	87	Joan Fontaine, Louis Jourdan, Godfrey Tearle, Binnie Barnes
Jan.	.....	She Had To Say Yes	89	Jean Simmons, Robert Mitchum
Jan.	.....	French Line	....	Jane Russell, Gilbert Roland, Arthur Hunnicutt, Mary McCarty
Mar.	.....	Son of Sinbad	—	Dale Robertson, Sally Forrest, Mari Blanchard, Lili St. Cyr, Vincent Price
Mar.	.....	Carnival Story	—	Anne Baxter, Steve Cochran, Lyle Bettger

REALART

July	302	Hannah Lee (Color-3D)	74	McDonald Carey, Joanne Dru, John Ireland
August	355	Uncle Tom's Cabin (Re-issue)	111	Virginia Grey, George Seigman
September	060	Counselor at Law (Re-issue)	88	John Barrymore, Bebe Daniels
September	264	Pittsburgh (Re-issue)	91	John Wayne, Marlene Deitrich
September	127	Green Hell (Re-issue)	87	Douglas Fairbanks, Jr., Joan Bennett
September	128	Gung Ho (Re-issue)	90	Randolph Scott, Robert Mitchum
September	098	Eagle Squadron (Re-issue)	100	Robert Stack, Diana Barrymore
October	181	Keep 'Em Flying (Re-issue)	85	Abbott & Costello
October	032	Buck Privates (Re-issue)	84	Abbott & Costello
October	295	Scarlet Street (Re-issue)	102	Joan Bennett, Dan Duryea
October	299	Seven Sinners (Re-issue)	86	John Wayne, Marlene Deitrich

REPUBLIC

June 12th	5209	City That Never Sleeps	90	Gig Young, Mala Powers, Edward Arnold, Marie Windsor
July 15th	5210	Sweethearts On Parade	90	Ray Middleton, Lucille Norman, Eileen Christy, Bill Shirley, Estelita
Aug. 5th	5232	Down Laredo Way	54	Rex Allen, Slim Pickens, Doris Drake
Aug. 8th	5243	Bandits Of The West	54	Allan "Rocky" Lane, Eddy Waller, Cathy Downs
Sept. 8th	5244	El Paso Stampede	54	Allan "Rocky" Lane, Eddy Waller, Phyllis Coates
Sept. 28th	5233	Shadows of Tombstone	54	Rex Allen, Slim Pickens, Jeanne Cooper
Dec. 1st	5211	Champ For A Day	90	Alex Nicol, Audrey Totter, Charles Winninger, Hope Emerson
Dec. 15th	5234	Red River Shore	54	Rex Allen, Koko, Slim Pickens, Lynn Thomas
Dec. 15th	5302	Geraldine	90	John Carroll, Mala Powers, Jim Backus, Stan Freberg
Jan. 1st	5212	Trent's Last Case	90	Michael Wilding, Margaret Lockwood, Orson Welles
Feb. 1st	5213	Sea of Lost Ships	85	John Derek, Wanda Hendrix, Walter Brennan, Richard Jaeckel
Feb. 15th	5224	Crazylegs	88	Elroy "Crazylegs" Hirsch, Lloyd Nolan, Joan Vohs
Mar. 1st	5301	Flight Nurse	90	Joan Leslie, Forrest Tucker, Arthur Franz

TWENTIETH CENTURY-FOX

1953

June	320	The Girl Next Door (Tech.)	92	Dan Dailey, June Haver, Dennis Day
June	321	Powder River (Tech.)	78	Rory Calhoun, Corinne Calvet, Cameron Mitchell
June	322	Pickup On South Street	80	Richard Widmark, Jean Peters, Thelma Ritter
July	324	White Witch Doctor (Tech.)	96	Susan Hayward, Robert Mitchum
July	323	The Glory Brigade	82	Victor Mature
July	307	The Farmer Takes a Wife (Tech.)	81	Betty Grable, Dale Robertson ,Thelma Ritter, John Carroll
July	325	The Kid From Left Field	80	Dan Dailey, Anne Bancroft
July	355	Road House (re issue)	95	Richard Widmark, Ida Lupino, Cornel Wilde
July	354	Kiss of Death (re issue)	99	Richard Widmark, Victor Mature, Brian Donlevy
July	330	Dangerous Crossing	75	Jeanne Crain, Michael Rennie
Aug.	329	Inferno (3-D and Technicolor)	83	Robert Ryan, Rhonda Fleming, William Lundigan
Aug.	326	Gentlemen Prefer Blondes (Technicolor)	91	Jane Russell, Marilyn Monroe, Charles Coburn
Aug.	327	C. S. Forester's Sailor of the King	83	Jeffrey Hunter, Michael Rennie, Wendy Hiller
Sept.	331	Mister Scoutmaster	87	Clifton Webb, George Winslow, Edmund Gwenn, Frances Dee

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
		1953		
Sept.	328	City of Bad Men (Tech.)	82	Jeanne Crain, Dale Robertson, Richard Boone, Lloyd Bridges
Sept.	332	A Blueprint For Murder	76	Joseph Cotten, Jean Peters, Gary Merrill
Sept.	356	Broken Arrow (Tech.) Re-release)	93	James Stewart, Jeff Chandler, Debra Paget
Sept.	357	I Was A Male War Brde (Re-release)	105	Ann Sheridan, Cary Grant
Oct.	333	Thy Neighbor's Wife	77	Hugo Haas, Cleo Moore
Oct.	334	Vicki	85	Jeanne Crain, Jean Peters, Elliott Reid
Oct.		The Robe (CinemaScope-Technicolor))	133	Richard Burton, Jean Simmons, Victor Mature, Michael Rennie
Nov.	336	How To Marry a Millionaire (CinemaScope-Technicolor)	96	Marilyn Monroe, Betty Grable, Lauren Bacall
Nov.	365	Fallen Angel (Re-issue)	97	Alice Faye, Dana Andrews, Linda Darnell
Nov.	366	Forever Amber (Re-issue)	140	Linda Darnell, Cornel Wilde, George Sanders
Nov.	367	A Yank In The R.A.F. (Re-issue)	97	Tyrone Power, Betty Grable
Nov.	346	Inferno (2-D-Tech.)	83	Robert Ryan, Rhoda Fleming, William Lundigan
Dec.	337	Beneath The 12-Mile Reef (CinemaScope-Tech.)	102	Robert Wagner, Terry Moore, Gilbert Roland
Dec.	339	Man Crazy	79	Neville Brand, Christine White
Dec.	340	Man In The Attic (Panoramic Prod.)	82	Jack Palance, Constance Smith, Byron Palmer
		1954		
Jan.	.....	King of the Khyber Rifles (CinemaScope-Tech.)	99	Tyrone Power, Terry Moore, Michael Rennie
Jan.	.....	Three Young Texans (Tech.)	99	Mitzi Gaynor, Jeff Hunter, Keefe Braselle
Jan.	.....	Keys of the Kingdom (Re-issue)	99	Gregory Peck, Thomas Mitchell

UNITED ARTISTS

June 5th	5307	Volcano	106	Anna Magnani, Geraldine Brooks
June 10th	5311	The Twonky	72	Hans Conried, Gloria Blondell
June 12th	5312	Genghis Khan	78	Elvira Reyes, Lou Salvador
June 19th	5313	The Neanderthal Man	78	Robert Shane, Dorris Merrick
June 26th	5314	The Marshal's Daughter	71	Laurie Anders, Ken Murray
July 10th	5318	Return To Paradise (Technicolor)	103	Gary Cooper, Roberta Haynes
July 15th	5319	Fort Algiers	78	Yvonne de Carlo, Carlos Thompson
July 17th	5317	The Moon Is Blue	99	William Holden, Maggie McNamara
July 22nd	5316	My Heart Goes Crazy Technicolor	78	Sid Fields, Greta Gynt
July 24th	5317	Gun Belt (Technicolor)	77	Geo. Montgomery, Tab Hunter, Helen Westcott
July 31st	5321	Vice Squad	87	Edward G. Robinson, Paulette Goddard
Aug. 7th	5324	Melba (Technicolor)	113	Patrice Munsel, Robert Morley
Aug. 12th	1176	Captain Scarlett (Tech.)	75	Richard Greene, Leonora Amar
Aug. 14th	5323	I, the Jury	87	Biff Elliot, Peggy Castle
Aug. 21st	5301	The Gay Adventure	82	Burgess Meredith, Paula Valenska
Aug. 28th	5325	War Paint (Pathe Color)	89	Robert Stack, Joan Taylor
Sept. 1st	5315	No Escape	76	Lew Ayres, Marjorie Steele
Sept. 4th	5326	Sabre Jet (Color)	96	Robert Stack, Coleen Gray
Sept. 11th	5327	99 River Street	83	John Payne, Evelyn Keyes
Sept. 18th	5328	The Joe Louis Story	88	Coley Wallace, Hilda Simms
Sept. 25th	5322	The Fake	80	Dennis O'Keefe, Coleen Gray
Sept. 30th	5329	Donovan's Brain	81	Lew Ayres, Nancy Davis
Oct. 2nd	5330	Man in Hiding	79	Paul Henried, Lois Maxwell
Oct. 9th	5331	Steel Lady	84	Rod Cameron, Tab Hunter
Oct. 16th	5332	Dragon's Gold	.....	John Archer, Hillary Brooks
Oct. 23rd	5333	The Village	98	John Justin, Eva Dahlbeck
Oct. 23rd		Fan-Fan The Tulip	.....	Gerard Phillipe, Gina Lollobrigida
Oct. 30th	5334	Crossed Swords (Color)	.....	Errol Flynn, Paola Mori
Nov. 2nd	5335	Stranger On The Prowl	82	Paul Muni, Joan Lorring
Nov. 13th	5336	Shark River	80	Steve Cochran, Carole Mathews
Nov. 18th		The Man Between	101	James Mason, Claire Bloom
Nov. 20th	5337	Capt. John Smith & Pocahontas (Color)	75	Anthony Dexter, Jody Lawrance
Nov. 27th	5338	Song of the Land (Color)	71	Narration—J. Henry Steele, Marvin Miller
Dec. 2nd		Yesterday & Today	57	70-year cavalcade of movies — narrator George Jessel
Dec. 9th		Wicked Woman	77	Veverly Michaels, Richard Eagan
Dec. 11th		Riders to the Stars	.....	Wm. Lundigan, Herbert Marshall, Richard Carlson
Dec. 18th		The Captain's Paradise	78	Alec Guiness, Yvonne de Carlo
Dec. 23rd		Beat The Devil (Pre-Release)	82	Humphrey Bogart, Jennifer Jones, Gina Lollobrigida
Jan. 8th	5341	Gilbert & Sullivan (Technicolor)	105	Robert Morley, Maurice Evans
Jan. 15th		Personal Affair	82	Gene Tierney, Leo Genn
Jan. 22nd		Go, Man, Go	82	Dane Clark, Harlem Globetrotters
Jan. 26th		Algiers (re-release)	.....	Hedy Lamarr
Jan. 29th		Conquest of Everest (Technicolor)	78	Documentary — narrated by Meredith Edwards

UNIVERSAL

1952-53

June	320	Column South (Technicolor)	84	Audie Murphy, Joan Evans , Robert Sterling,
June	321	Take Me To Town (Technicolor)	81	Ann Sheridan, Sterling Hayden
June	322	It Came From Outer Space (3D)	82	Richard Carlson, Barbara Rush
June	335	It Came From Outer Spce (2D)	82	Richard Carlson, Barbara Rush
June	323	A Queen Is Crowned (Technicolor)	60	Narrated by Sir Laurence Olivier
July	325	All I Desire	79½	Barbara Stanwyck, Richard Carlson
July	324	Frances Covers the Big Town	86	Donald O'Connor, Nancy Guild
July	326	The Great Sioux Uprising (Technicolor)	80	Jeff Chandler, Faith Domergue
Aug.	327	Thunder Bay (Technicolor)	103	James Stewart, Joanne Dru, Gilbert Roland, Dan Duryea
Aug.	328	The Man From The Alamo (Technicolor)	79	Glenn Ford, Julia Adams
Aug.	329	Abbott and Costello Meet Dr. Jekyll and Mr. Hyde	75	Bud Abbott, Lou Costello, Boris Karloff
Sept.	331	The Stand at Apache River (Technicolor)	77	Stephen McNally, Julia Adams
Sept.	332	The Golden Blade (Tech.)	80½	Rock Hudson, Piper Laurie
Sept.	330	Wings of the Hawk (Tech.) (3D)	80½	Van Heflin, Julia Adams
Sept.	336	Wing of the Hawk (Tech.) (2D)	80½	Van Heflin, Julia Adams
Oct.	333	The All-American	83	Tony Curtis, Lori Nelson
Oct.	334	East of Sumatra (Tech.)	82	Jeff Chandler, Marilyn Maxwell
Nov.	401-2	The Glass Web 3-D	81	Edw. G. Robinson, John Forsythe, Marcia Hendersen
		2-D	81	
Nov.	403	Back to God's Country (Technicolor)	78	Rock Hudson, Marcia Henderson, Steve Cochran
Nov.	404	The Veils of Bagdad (Technicolor)	82	Victor Mature, Mari Blanchard, Virginia Field
Dec.	405	Tumbleweed (Technicolor)	80	Audie Murphy, Lori Nelson, Chill Wills
Dec.	406	Walking My Baby Back Home (Technicolor)	95	Donald O'Connor, Janet Leigh
Jan.	407	Forbidden	85	Tony Curtis, Joanne Dru
Jan.	408	War Arrow	78	Maureen O'Hara, Jeff Chandler, Suzan Ball
Jan.	409	Border River	80½	Joel McCrea, Yvonne De Carlo

WARNER BROS.-FIRST NATIONAL

1952-53

June 13th	221	The Beast From 20,000 Fathoms	80	Paul Christian, Paula Raymond
June 27th	222	South Sea Woman	99	Burt Lancaster, Virginia Mayo
July 11th	223	The Charge at Feather River	96	Guy Madison, Frank Lovejoy, Helen Westcott
Aug. 1st	225	The Master of Ballantral	89	Errol Flynn, Beatrice Campbell
Aug. 15th	226	So This Is Love	101	Kathryn Grayson, Merv Griffin
Aug. 29th	224	Plunder of the Sun	82	Glenn Ford, Diana Lynn
		1953-54		
Sept. 5th	301	Island In The Sky (Available with Warner-Phonic Sound)	109	John Wayne, Lloyd Nolan, Walter Abel
Sept. 19th	303	The Moonlighter Photographed in Natural Vision 3-Dimension	77	Barbara Stanwyck, Fred MacMurray
Sept. 26th	304	The Beggar's Opera Special Engagements Only (Color by Technicolor)	94	Laurence Olivier
Oct. 3rd	305	A Lion Is In The Streets Color by Technicolor)	88	James Cagney, Barbara Hale, Anne Francis
Oct. 17th	306	Blowing Wild (Available with Warner Phonic Sound)	90	Gary Cooper, Barbara Stanwyck, Ruth Roman, Anthony Quinn
Oct. 31st	307	So Big	101	Jane Wyman, Sterling Hayden, Nancy Olson, Steve Forrest
Nov. 7th	309	Key Largo (Re-release)	101	Edward G. Robinson, Humphrey Bogart, Lauren Bacall
Nov. 7th	310	Treasure of Sierra Madre (Re-release)	126	Humphrey Bogart, Walter Huston
Nov. 14th	311	Calamity Jane (Color by Technicolor) (Available with Warner Phonic Sound)	101	Doris Day, Howard Keel
Nov. 28th	302	The Diamond Queen (Color)	80	Fernando Lamas, Arlene Dahl
Dec. 12th	313	Thunder Over the Plains (Color by WarnerColor)	82	Randolph Scott, Lex Barker, Phyllis Kirk
Dec. 26th	314	Three Sailors and a Girl (Technicolor)	95	Jane Powell, Gordon MacRae, Gene Nelson
Jan. 2nd	312	Hondo (in 3-D) (Color by WarnerColor)	.....	John Wayne, Geraldine Page
Jan. 16th	315	His Majesty O'Keefe (Technicolor)	92	Burt Lancaster, Joan Rice
Jan. 30th	316	The Eddie Cantor Story (Technicolor)	116	Keefe Brasselle, Marilyn Erskine

: Hollywood Production :

ALLIED ARTISTS

Cutting

THE GHOST OF O'LEARY
(Technicolor)

Cast: Yvonne De Carlo, Barry Fitzgerald, David Niven.
Producer ..... Mario Zampi
Director ..... Mario Zampi

PARIS PLAY-BOYS

Cast: Leo Gorcey, Huntz Hall, Veola Vonn, Bernard Gorcey, Bowery Boys.
Producer ..... Ben Schwalb
Director ..... William Beaudine

OFF THE RECORD
(Lindsley Parsons Production)

Cast: Barry Sullivan, Dorothy Malone.
Producer ..... Lindsley Parsons
Director ..... Harold Shuster

ARROW IN THE DUST
(Technicolor)

Cast: Sterling Hayden, Keith Larsen.
Producer .....Hayes Goetz
Director .....Lesley Selander

THE FORTY NINERS

Cast: Wild Bill Elliott, Virginia Grey, Henry Morgan, John Doucette, Stanford Jolley, Lane Bradford.
Producer .....Vincent M. Fennelly
Director .....Thomas Carr

COLUMBIA

Shooting

THE HUMAN BEAST

Cast: Glenn Ford, Gloria Grahame, Broderick Crawford, Kathleen Case, Edgar Buchanan.
Producer .....Lewis Rachmil
Director .....Fritz Lang

Cutting

MASSACRE AT MOCCASIN PASS
(Technicolor)

Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

SARACEN BLADE
(Technicolor)

Cast: Ricardo Montalban, Betta St. John.
Producer ..... Sam Katzman
Director ..... William Castle

THE MAD MAGICIAN
(Edward Small Prod. for Columbia Release)

Cast: Vincent Price, Mary Murphy, John Emery, Eva Gabor, Donald Randolph, Lenita Lane.
Producer .....Bryan Foy
Director .....John Brahm

BATTLE OF ROGUE RIVER
(Technicolor)
(Esskay Pictures Co.)

Cast: George Montgomery.
Producer .....Sam Katzman
Director .....William Castle

THE WOOD-HAWK
(Technicolor)

Cast: Robert Francis, Donna Reed, Phil Carey, May Wynn, Roy Roberts, Jack Kelly, Peggy Converse, Maurice Jara, Frank de Kova, Eugene Iglesias, Stuart Randall, George Keymas.
Producer .....Lewis J. Rachmil
Director .....Phil Karlson

THE BLACK KNIGHT
(Technicolor)
(Warwick Productions)
(Shooting in Madrid)

Cast Alan Ladd.
Porducers .....Irving Allen and A. R. Broccoli
Director .....Tay Garnett

FIRE OVER AFRICA
(Technicolor)
Hemisphere Productions)

Cast: Maureen O'Sullivan, Macdonald Carey, Kieron Moore, Binnie Barnes, Harry Lane, Leonard Sacks, Eric Corris, Bruce Beeby, Meinhart Maur, James Lilburn.
Producer ..... M. J. Frankovich
Director ..... Richard Sale

WATERFRONT
(Horizon Production)

Cast: Marlon Brando, Eva Marie Saint.
Producer .....Sam Spiegel
Director .....Elia Kazan

JUNGLE MAN EATERS

Cast: Johnny Weissmuller, Karin Booth.
Producer .....Sam Katzman
Director .....Lee Sholem

THE WHITE STALLION

Cast: Phil Carey, Dorothy Patrick.
Producer .....Wallace MacDonald
Director .....Fred F. Sears

INDEPENDENT

Cutting

THE SEA DEMON
(Palo Alto Productions)

Cast: Ann Kimbell, Stuart Wade, Wyott Ordung.
Producer ..... Roger Corman
Director ..... Wyott Ordung

RIVER BEAT
(Abtcon Pictures, Shooting in London, England)

Cast: Phyllis Kirk, John Bentley, Robert Ayres, Leonard White.
Executive
Producer .....Herman Cohen
Producer .....Victor Hanbury
Director .....Guy Green

CONGO KILLER
(Wide Screen)
(Trinity Productions, Shooting at Key-west Studios)

Cast: Myron Healey Karin Booth, Ross Elliot, Ralph Dumke.
Producer ..... Jerry Thomas
Director ..... Seymour Friedman

NEW FACES
(CinemaScope) (Eastman Color)

Cast: Ronnie Graham, Eartha Kitt, Robert Clary, Alice Ghostly.
Producer .....Berman Schwartz
Director .....Harry Horner

DUEL IN THE JUNGLE
(Moulin Productions, Technicolor, Wide-Screen, Shooting in Johannesburg, So. Africa.)

Cast: Dana Andrews, Jeanne Crain, David Farrar.
Producers .....Marcel Hellman and Tony Owen
Director .....George Marshall..

WITNESS TO MURDER

Cast: Barbara Stanwyck, Gary Merrill, George Sanders.
Producer ..... Chester Erskine
Director ..... Roy Rowland

METRO-GOLDWYN-MAYER

Shooting

BEAU BRUMMEL
(Technicolor)
(Shooting in England)

Cast: Elizabeth Taylor, Stewart Granger, Peter Ustinov.
Producer .....Sam Zimbalist
Director .....Curtis Bernhardt

A BRIDE FOR SEVEN BROTHERS
(Technicolor) (CinemaScope)

Cast: Jane Powell, Howard Keel, Jeff Richards, Rusty Tamblyn, Tommy Ralls, Marc Platt, Matt Mattox, Jacques d'Amboise.
Producer .....Jack Cummings
Director .....Stanley Donen

VALLEY OF THE KINGS
(Eastman Color) (Wide Screen)

Cast: Robert Taylor, Eleanor Parker, Carlos Thompson, Kurt Kaszner, Samia Gamal, Victor Jory.
Director .....Robert Pirosh

BRIGADOON
(CinemaScope) (Ansco color)

Cast: Gene Kelly, Van Johnson, Cyd Charisse, Elaine Stewart, Virginia Bosler, Hugh Laing.
Producer .....Arthur Freed
Director .....Vincente Minnelli

STUDENT PRINCE
(CinemaScope) (Ansco color)

Cast: Ann Blyth, Edward Purdom, John Ericson, Louis Calhern, the singing voice of Mario Lanza, Betta St. John, Edmund Gwenn, S. Z. Sakall.
Producer .....Joseph Pasternak
Director .....Richard Thorpe

Cutting

PANTHER SQUADRON
(Ansco Color)

Cast: Van Johnson, Dewey Martin, Walter Pidgeon, Frank Lovejoy, Keenan Wynn, Louis Calhern.
Producer ..... Henry Berman
Director ..... Andrew Marton

HER TWELVE MEN
(Ansco Color)

Cast: Greer Garson, Robert Ryan, Barry Sullivan, Richard Haydn, James Arness, Rex Thompson, Tim Considine, David Stollery.
Producer .....John Houseman
Director .....Robert Z. Leonard

ROSE MARIE
(Technicolor; CinemaScope)

Cast: Ann Blyth, Howard Keel, Fernando Lamas, Marjorie Main, Bert Lahr, Joan Taylor.
Producer .....Arthur Hornblow, Jr.
Director .....Melvin LeRoy

BETRAYED
(Shooting in Holland)

Cast: Clark Gable, Lana Turner, Victure Mature.
Director ..... Gottfried Reinhardt

Paramount Pictures

Shooting

REAR WINDOW
(Technicolor)

Cast: James Stewart, Grace Kelly, Wendell Corey, Thelma Ritter, Raymond Burr, Sara Berner, Judith Evelyn.
Producer-Director ....Alfred Hitchcock

CONQUEST OF SPACE
(Color) (Wide Screen)

Cast: Eric Fleming, William Redfield, Phil Foster, Ross Martin.
Producer .....George Pal
Director .....Byron Haskin

Cutting

THE ODESSEY OF ULYSSES
(3-D) (Eastman Color)
(Lux Films) (Shooting in Rome)
(For Paramount release)

Cast: Kirk Douglas, Silvana Mangano, Anthony Quinn.
Producer .....Dino DiLaurentis

SABRINA FAIR
(Wide Screen)

Cast: Humphrey Bogart, Audrey Hepburn, William Holden, Walter Hampden, John Williams, Martha Hyer.
Producer-Director ..... Billy Wilder

LEGEND OF THE INCA
(Technicolor) (Wide Screen)

Cast: Charlton Heston, Nicole Maurey, Robert Young, Thomas Mitchell, Yma Sumac, Glenda Farrell, Geraldine Hall.
Producer ..... Mel Epstein
Director ..... Jerry Hopper

WHITE CHRISTMAS
(Wide Screen, Technicolor)

Cast: Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen, Dean Jagger, Mary Wickes, Percy Helton.
Producer ..... Robert Emmett Dolan
Director ..... Michael Curtiz

ABOUT MRS. LESLIE

Cast: Shirley Booth, Robert Ryan.
Producer ..... Hal Wallis
Director ..... Daniel Mann

LIVING IT UP
(Technicolor) (Wide Screen)

Cast: Dean Martin, Jerry Lewis, Janet Leigh, Fred Clark, Edward Arnold, Sheree North, Walter Baldwin.
Producer ..... Paul Jones
Director ..... Norman Taurog

RKO RADIO PICTURES

Shooting

THE BIG RAINBOW
(Technicolor)

Cast: Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith.
Producer .....Harry Tatelman
Director .....John Sturges

SUSAN SLEPT HERE
(Technicolor)

Cast: Dick Powell, Debbie Reynolds, Anne Francis, Alvy Moore, Glenda Farrell, Les Tremayne, Rita Johnson, Herbert Vigran, Maidie Norman, Mara Lane, Horace McMahon, Benny Rubin, Lela Bliss.
Producer .....Harriet Parsons
Director .....Frank Tashlin

DESPERATE MEN
(Eastman Color)

Cast: John Payne, Lizabeth Scott.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

Cutting

THE CARNIVAL STORY
(Color)
(King Brothers Production; Shooting Munich)

Cast: Anne Baxter, Steve Cochran, Lyle Bettger, J. C. Flippen, Helene Stanley, George Nader, Sol Solomon.
Producer .....King Brothers
Director .....Kurt Neumann

Hollywood Production

Republic

Shooting

KERRY DRAKE
Cast: William Lunigan, Martha Vickers, Arline Judge.
Producer .....Les Hafner
Director .....Seymour Friedman

Cutting

THE OUTCAST
Cast: John Derek.
Associate producer .....William J. O'Sullivan
Director .....William Witney

LAUGHING ANN
(Technicolor)
(Wilcox-Neagle Production)
Cast: Wendell Corey, Forrest Tucker, Margaret Lockwood.
Producer-Director ....Herbert Wilcox

JUBILEE TRAIL
(Trucolor)
Cast: Vera Ralston, Forrest Tucker, Joan Leslie, Pat O'Brien, Ray Middleton, Buddy Baer, John Russell, Jim Davis, Barton MacLane, Nina Varela, Martin Garralaga.
Associate Producer .....Joseph Kane
Director .....Joseph Kane

JOHNNY GUITAR
(Trucolor)
Cast: Joan Crawford, Sterling Hayden, Scott Brady, Mercedes MacCambridge, Ward Bond, Ben Cooper, John Carradine, Ernest Borgnine, Royal Dano, Frank Ferguson.
Associate producer ..... Nick Ray
Director ..... Nick Ray

SHANGHAI STORY
Cast: Edmond O'Brien, Ruth Roman.
Associate Producer .....Frank Lloyd
Director .....Frank Lloyd

THE HOT HEIRESS
Cast: Judy Canova, Donald "Red" Barry, Chick Chandler, Grant Withers, Taylor Holmes, Douglas Fowley.
Assoc. Producer .....Sidney Picker
Director .....Charles Lamont

TENDER HEARTS
(Hugo Haas Productions)
Cast: Hugo Haas, June Hammerstein, Francesca de Scaffa, Syra Marti, Ken Carlton.
Producer .....Hugo Haas
Director .....Hugo Haas

20th Century Fox

Shooting

GARDEN OF EVIL
(CinemaScope)
(Shooting in Mexico City)
Cast: Gary Cooper, Susan Hayward, Richard Widmark, Cameron Mitchell, Hugh Marlowe.
Producer .....Charles Brackett
Director .....Henry Hathaway

PINK TIGHTS
(Technicolor)
Cast: Marilyn Monroe, Dan Dailey, Frank Sinatra.
Producer .....Sol C. Siegel
Director .....Henry Koster

Cutting

WE BELIEVE IN LOVE
(Shooting in Rome)
(CinemaScope) (Technicolor)
Cast: Clifton Webb, Jean Peters, Maggie McNamara, Dorothy McGuire, Louis Jourdan.
Producer .....Sol C. Siegel
Director .....Jean Negulesco

PRINCE VALIANT
(Technicolor; CinemaScope)
Cast: Robert Wagner, Janet Leigh, Debra Paget, James Mason.
Producer .....Robert L. Jacks
Director .....Henry Hathaway

RIVER OF NO RETURN
(Technicolor; CinemaScope)
Cast: Marilyn Monroe, Robert Mitchum, Rory Calhoun, Tommy Rettig.
Producer .....Stanley Rubin
Director .....Otto Preminger

GORILLA AT LARGE
(3-D, Eastman Color)
(Panoramic Prod. for 20th Century-Fox Release)
Cast: Anne Bancroft, Cameron Mitchell, Charlotte Austin, Raymond Burr.
Producer .....Robert Jacks
Director .....Harmon Jones

PRINCESS OF THE NILE
(Panoramic Prod. for 20th Century-Fox release)
Cast: Debra Paget, Jeffrey Hunter, Michael Rennie, Robert Roark, Dona Drake, Michael Ansara.
Producer .....Leonard Goldstein
Director .....Harmon Jones

THE KID FROM OUTER SPACE
(Panoramic Prod. for 20th Century-Fox release)
Cast: Charles Coburn, George Winslow, Spring Byington, Anne Francis.
Producer .....Leonard Goldstein
Director .....Oscar Rudolph

UNITED ARTISTS

Shooting

AMERICANO
(Robert Stillman Productions)
(Shooting in Brazil)
Cast: Glenn Ford, Arthur Kennedy, Caesar Romero, Ursula Thiess.
Producer .....Robert Stillman
Director .....Budd Boetticher

BRONCO APACHE
(Hecht-Lancaster Prod.)
(Technicolor) (Wide Screen)
Cast: Burt Lancaster, Jean Peters, John McIntire, Monte Blue, Charles Buchinski, Walter Sande, Paul Guilfoyle, Phil Van Zandt, Morris Ankrum, David Hoffman, John Dehner, Johnny McGough.
Producer ..... Harold Hecht
Director ..... Robert Aldrich

Cutting

CAPTAIN KIDD AND THE SLAVE GIRL
(Edward Small Productions)
(Wide Screen, Color)
Cast: Tony Dexter, Eva Gabor, James Seay, Alan Hale, Lyle Talbot, Noel Cravat, Richard Karlan.
Producer ..... Aubrey Wisberg
Jack Pollexfen
Director ..... Lew Landers

THE LONG WAIT
(Parklane Productions)
Cast: Anthony Quinn, Gene Evans, Charles Coburn, Peggie Castle, Shirley Patterson, Mary Ellen Kay, Pat Orsatti.
Producer ..... Lesser Samuels
Director ..... Victor Saville

ADIOS, MY TEXAS
(Edward Small Prod.)
(Wide Screen) (Color)
Cast: George Montgomery, Dorothy Malone, Frank Faylen, Neville Brand, Skip Homeier.
Producer ..... Edward Small
Director ..... Ray Nazarro

Universal International

Shooting

FIREMAN SAVE MY CHILD
Cast: Hugh O'Brien, Buddy Hackett, Spike Jones and Orch., Tom Brown.
Producer .....Howard Christie
Director .....Leslie Goodwins

PLAYGIRL
Cast: Shelley Winters, Barry Sullivan, Gregg Palmer, Richard Long, Colleen Miller.
Producer .....Albert J. Cohen
Director .....Joseph Pevney

THE BLACK SHIELD OF FALWORTH
(CinemaScope) (Technicolor)
Cast: Tony Curtis, Janet Leigh, David Farrar, Barbara Rush, Herbert Marshall, Ian Keith, Dan O'Herlihy, Craig Hill, Rhys Williams, Leo Britt, Patrick O'Neal.
Producer .....Robert Arthur
Director .....Rudolph Mate

SIGN OF THE PAGAN
(CinemaScope) (Technicolor)
Cast: Jeff Chandler, Jack Palance, Ludmilla Tcherina, Rita Gam, Jeff Morrow, George Dolenz, Alexander Scourby, Mary Jane Hayes.
Producer .....Albert J. Cohen
Director .....Douglas Sirk

Cutting

SASKATCHEWAN
(Shooting in Canada)
(Technicolor)
Cast: Alan Ladd, Shelley Winters, Robert Douglas, J. Carrol Naish, Richard Long, Hugh O'Brian, Antonio Moreno, George Lewis, Jay Silverheels.
Producer .....Aaron Rosenberg
Director .....Raoul Walsh

JOHNNY DARK
Cast: Tony Curtis, Piper Laurie.
Producer .....William Alland
Director .....George Sherman

THE FAR COUNTRY
(Technicolor)
(Shooting in Canada)
Cast: James Stewart, Ruth Roman, Corinne Calvert, Walter Brennan.
Producer .....Aaron Rosenberg
Director .....Anthony Mann

FORT LARAMIE
(Technicolor)
Cast: John Payne, Mari Blanchard, Dan Duryea, Joyce MacKenzie, Barton MacLane.
Producer ..... Ted Richmond
Director .....Jesse Hibbs

TANGANYIKA
(Technicolor)
Cast: Van Heflin, Ruth Roman, Howard Duff, Joe Commodore, Noreen Corcoran, Gregory Marshall, Murray Alper.
Producer ..... Albert J. Cohen
Director ..... Andre de Toth

Warner Bros.

Shooting

A STAR IS BORN
(Technicolor) (CinemaScope)
Cast: Judy Garland, James Mason, Jack Carson, Charles Bickford.
Producer ..... Sid Luft
Director ..... George Cukor

LUCKY ME
(CinemaScope) (Warner Color)
Cast: Doris Day, Phil Silvers, Robert Cummings, Nancy Walker, Eddie Foy, Jr.
Producer ..... Henry Blanke
Director ..... Jack Donohue

THE HIGH AND THE MIGHTY
(Wayne-Fellows Production)
Cast: John Wayne, Claire Trevor, Laraine Day, David Brian, Jan Sterling, Doe Avedon, Paul Kelly, Robert Newton, Sidney Blackmer, Paul Fix.
Producer ..... Wayne-Fellows
Director ..... William A. Wellman

RING OF FEAR
(Wayne-Fellows Productions)
Cast: Clyde Beatty, Mickey Spillane, Pat O'Brien, Sean McClory, Jim Arness, Gonzales Gonzales, Karen Sharpe.
Producer ..... Wayne-Fellows
Director ..... James Edward Grant

THE TALISMAN
(Technicolor) (CinemaScope)
Cast: Virginia Mayo, Rex Harrison, George Sanders, Laurence Harvey, Robert Douglas.
Producer .....Henry Blanke
Director .....Robert Aldrich

Cutting

THEM
(3-D) (All Media) (WarnerColor)
Cast: Edmund Gwenn, James Whitmore, James Arness, Joan Weldon.
Producer ..... David Weisbart
Director ..... Gordon Douglas

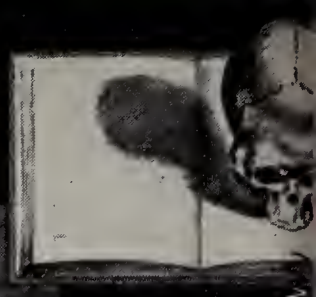
MURDERS IN THE RUE MORGUE
(WarnerColor, 3-D, All-Media)
Cast: Claude Dauphin, Karl Malden, Steve Forrest.
Producer .....Henry Blanke
Director .....Roy Del Ruth

THE COMMAND
(3-D) (All-Media) (WarnerColor)
Cast: Guy Madison, Joan Weldon, James Whitmore, Harvey Lembeck, Carl Benton Reid, Howard Petrie.
Producer..... David Weisbart
Director .....David Butler

DIAL M FOR MURDER
(3-D) (All-Media) (WarnerColor)
Cast: Ray Milland, Grace Kelly, Robert Cummings, John Williams, Anthony Dawson.
Director .....Alfred Hitchcock

dead man's brain told him to

kill
kill
kill
kill
kill
kill
kill
kill
kill
kill
kill
kill...



DONOVAN'S BRAIN

"A YARN WITH A READY-MADE AUDIENCE OF SCIENCE-FICTION READERS WHO ARE CERTAIN TO RALLY AROUND. *THIS IS THEIR TICKET!*"

— Film Daily



ALLAN DOWLING PRESENTS

DONOVAN'S BRAIN

LEW AYRES in "DONOVAN'S BRAIN"

co-starring GENE EVANS · NANCY DAVIS

with STEVE BRODIE and TOM POWERS · LISA HOWARD

SCREENPLAY BY FELIX FEIST · PRODUCED BY TOM GRIES · DIRECTED BY FELIX FEIST

A DOWLING PRODUCTIONS PRESENTATION · RELEASED THRU UNITED ARTISTS

The best-seller that startled millions now shocks the screen!

35TH ANNIVERSARY

1919 UA 19

Get the pressbo for a look at one of the most unusu ad campaig aroun the entire industry talkin about it!"

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

EWS

GH COURT DEALS
ENSORS BODY BLOW

DUSTRY JUBILANT
EW COURT RULING

DEE' MINUS STEREOSOUND
AY LEGALLY RESTRAINED

OK HEARING START
ON FOR MARCH

UNGSTEIN CHARGES
AA DISCRIMINATES
AINST UA ADS

HIB COMPLAINS
OUT TELEMETER

CHNICOLOR, POLAROID
MENT VECTOGRAPH PLANS

EVIEWS
Page 14, 16, 37

3, No. 1 January 23, 1954

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A WORD OF CAUTION

TWO more nails were hammered into the coffin of state and municipal censorship of motion pictures this week with the unanimous decision of the Supreme Court to reverse the ban of the New York and Ohio censors against the films, "La Ronde" and "M," respectively.

The bluenose field of operations is gradually being whittled away. Along with this pleasant realization, there must be injected a word of caution. It is evident that now, more than ever, the industry needs a code—a code respected and adhered to by all the responsible elements of the business.

In recent days, the code administration has been charged with discrimination and there has been a widely-publicized and well-supported suggestion that

(See Page 3)



M-G-M 30TH ANNIVERSARY JUBILEE

ALL THE NEWS ABOUT M-G-M's ANNIVERSARY IS GREAT!

Everybody's getting into M-G-M's "Jubilee" parade!

The exhibitors of America agree it's the biggest opportunity in years to capitalize locally on an enthusiastic nationwide celebration!

And M-G-M's saying it with pictures!

M-G-M's great CinemaScope attraction "KNIGHTS OF THE ROUND TABLE" (*in COLOR magnificence! — Robert Taylor, Ava Gardner, Mel Ferrer*) is terrific at Music Hall, N.Y., and is a sensation in every engagement!

Hundreds of theatres are getting set to launch the Lucille Ball-Desi Arnaz comedy smash "THE LONG, LONG TRAILER" (*gorgeous in COLOR!*) for WASHINGTON's BIRTHDAY on the wave of a million-dollar advertising, TV and promotional saturation!

And already the Coast is buzzing with golden whispers about the industry's FIRST BIG MUSICAL in CINEMASCOPE, M-G-M's wonderful COLOR-glorious "ROSE MARIE" (*Ann Blyth, Howard Keel, Fernando Lamas.*) Followed by two great attractions filmed in authentic locations abroad: the thrilling Technicolor romance "RHAPSODY" (*Elizabeth Taylor, Vittorio Gassman*) and the powerful Technicolor drama "FLAME AND THE FLESH" (*Lana Turner, Pier Angeli, Carlos Thompson.*)

And everything you've heard about M-G-M's coming "EXECUTIVE SUITE" is true. One of the all-time Greats, each role enacted by a top star! (*William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern.*)

That's just a part of what is destined to be M-G-M's Biggest Year!



NEW HEIGHTS FOR "KNIGHTS

"The finest and by fa the most entertainin and spectacular of an

CINEMASCOPE

film to date." —*Zunse Cue Magazin*

January 23, 1954
Vol. 33 No. 1

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

the code be brought up to date in order to stem a by-passing tendency. Both national exhibitor organizations have evidenced some degree of willingness to sit down and participate in such discussions.

It would appear that this is the most advantageous time for the industry to make a concerted effort to stabilize its program of self-regulation, never losing sight of the fact that the code has performed magnificent service. Even if deliberation produces nothing more than reaffirmation of code principles together with organized exhibitor support, the end result will have far-reaching implications.

If voluntary self-regulation fails, pressure groups will have a field day. Up until now, objections to films have resulted in a boxoffice field day for the picture under fire. Neither situation adds to the industry's permanent well-being.

To those interested in the ramifications of the censorship decisions and to students of law, in which your editor can boast a doctorate, these high court rulings came as no surprise. The handwriting had been on the wall for more than six years, ever since Justice William O. Douglas, writing a majority opinion of the High Court in U.S. vs. Paramount, et al., stated: "We have no doubt that motion pictures, like newspapers and radio, are included in the press whose freedom is guaranteed by the First Amendment." Not being directly in issue in the anti-trust suit, however, that part of the court's opinion was merely indicative of the tribunal's thinking but not to be regarded as the law of the land.

The fight against censorship has been a difficult one. Back in 1915, the motion picture industry was in its infancy. At that time, the Supreme Court held that the exhibition of motion pictures "is a business, pure and simple — and not to be regarded as part of the press." On the basis of that ruling, the censors have been taking their toll for four decades. To twist the court's phrase, censorship became a business, allegedly pure but certainly not simple.

We are always reminded of the classic story of DeMille's "Carmen," which had to be submitted to approximately 100 censorship boards. Twenty-seven of them ordered cuts in certain scenes but no two boards censored the same scene. This would seem to illustrate the complexity of censorship. As far as its business aspects are concerned, we need only refer to a report out of Baltimore this week which reveals that the Maryland State Board of Censors turned in a surplus of $551,303 last year, which, incidentally, was a decrease in revenue from the year previous.

The maturity of the motion picture medium and its influence on means of communication was more fully advanced in Burstyn vs. Wilson. For the first time, motion pictures were accorded the constitutional guarantees of free expression even though the tribunal was most reluctant to make a sweeping decision limiting itself to the facts and decreeing that a state may not ban a film on the basis of a censor's conclusion that it is "sacrilegious." The same reasoning has been applied in the instant cases with respect to films that are supposedly "immoral" or "incite to crime."

There is still a field in which the censors may operate but many props have been knockd out from under their feet. They are on uncertain ground. It would appear that there are still two major questions yet unanswered by the Supreme Court; namely, the court's attitude to a clearly drawn censorship statute specifically barring obscene films and the power of a censor to ban any film prior to release.

In 40 years, the law of the land has undergone drastic revision, maintaining pace with the times. It is necessary that the code do likewise.

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High Court Deals Body Blow To Film Censors

WASHINGTON.—Film censorship was dealt a heavy blow this week when the Supreme Court ruled unanimously against state bans of the films "La Ronde" and "M." New York had banned showings of the French import, while Ohio had prohibited showings of "M." The high court, in handing down its decision, did not make any generalization on censorship but it is felt these specific rulings will severely curtail all future censorship attempts.

The court did not present a written opinion, but it referred to its decision in "The Miracle" case of 1952. At that time the high court had overruled a New York ban on the film which the state had deemed "sacrilegious." The judges decided that the word was too vague and indefinite to permit the banning of a film.



JUSTICE DOUGLAS

The court pointed out at the time of the "Miracle" decision that it was not ruling on whether a state could ban a film "under a clearly drawn statute designed and applied to prevent the showing of obscene films." It has upheld such laws when concerned with other media of communication.

In the same way, the Court appeared to be basing its present decision on the fact that it considered the words "immoral" or "inciting to crime" also too vague. These were the words used by the state censorship boards when giving their reasons for condemning the pictures.

Strictures Cited

At the time of the "Miracle" case, the court declared that motion pictures were "within the free speech and free guaranty of the First and Fourteenth Amendments." These laws forbid Congress to pass legislation that abridges freedom of speech and press and forbid the states to abridge the privileges of U.S. citizens.

Mrs. Florence Perlow Shientag, counsel for Commercial Pictures, which distributes "La Ronde," and John C. Harlor, on behalf of "M," based their case on these amendments. The attorneys attempted to get the Supreme Court to outlaw completely all prior censorship of films, but the judges did not go this far.

Two members of the court, however, did manifest their sympathies with this attitude. Justice William O. Douglas wrote that "the argument of Ohio and New York that the Government may establish censorship over moving pictures is one that I cannot accept." He continued that "in this nation every writer, actor, producer, no matter what medium of expression he may use, should be freed from the censor."

Justice Douglas referred again to the Constitutional amendments dealing with the abridgement of freedom of speech and the press. He cited the Constitution, saying that the states shall make "no law" to limit such freedom. In his article, he was seconded by Justice Hugo L. Black.

Reason put forth by lawyers for the court's reluctance to pass an absolute ruling forbidding any film censorship was based on the court's known dislike for absolutes. The justices might have feared that some valid laws against obviously obscene films would thus be lost.

The lawyers representing the distributors stated that they felt that the prsent rulings did mean the end of all state censorship

(*Continued on page 26*)

Vatican Attacks Film Industry

Rome.—The Vatican, through its daily paper "L'Osservatore Romano," hit out against the Hollywood and Rome film industries, which it described as "this cynical and brutal white slave trade." It asked for state intervention, claiming that "the industrialists, the producers and the directors" are responsible.

The marital difficulties of famous stars and the complaints that several of them are not covered enough by their costumes came in for special attention. Paper added that "lascivious and harmful" films are preferred to "healthy and good ones." It stated that "films do cost too much," adding that "there is immorality even in this."

Court Ruling Brings Jubilation To Censor-conscious Industry

With the Supreme Court's decision overruling state bans of the films "M" and "La Ronde" coming this week, and other films engaged in censorship squabbles in several localities, the industry has been censorship-conscious all week. Response to the court ruling was mostly one of jubilation, although several industryites expressed disappointment that the court hadn't gone all the way and abolished film censorship completely.

Eric Johnston, MPAA president, stated that he was delighted that the Supreme Court has "knocked down motion picture censorship in two more cases." He added that the decisions "have narrowed the area where the government censor can operate constitutionally."

Johnston added that it is his hope "that the day may not be far off when the Court will go further and eliminate all political censorship of motion pictures." The official wants the screen to "enjoy the same freedom of expression as the press under our Constitution." He was interviewed twice this week on radio and television, as to his views on film censorship.

Samuel Goldwyn hailed the ruling in Hollywood as a "step forward in the freedom of the screen." He stated that the decision shows the need to revise the industry's own production code in order to arrive at "sound and decent film regulation in keeping with the times."

Charles P. Skouras, president of National Theatres, commented that the decision is "sound and in keeping with our traditions of democracy and free expression." He warned that the industry must be more than ever aware of its responsibility to offer the public "only fine, clean and wholesome entertainment." He added that it is the duty of every exhibitor "to respect principles of the MPAA code."

Dr. Clyde Hissong, chief Ohio censor, responded to the ruling with "if you can't bar a picture because it is immoral or incites crime what can you bar it for?" He stated that it will be "exceedingly difficult to ban a film in Ohio in the future." The ruling "didn't knock out our censorship law but has limited it," he added. Ohio has recently banned "The Moon Is Blue."

"The implications of this decision are tremendous and emphasize the necessity for continuation and strengthening of the code with exhibitor participation," stated Harry Brandt, president of the Independent Theatre Owners Association.

A New York "Herald Tribune" editorial hailed the decision, stating that "the best kind of censorship is none at all." Paper declared that "it is not for the censors to say what is fit." The editorial declared that "the court has taken some long steps toward assuring that the movies shall be just as free of censorship as any other recognized medium of ideas."

Abram F. Myers, National Allied general counsel and board chairman, stated that he is "glad that the court went as far as it did." He questioned whether adherence to the production code by the industry doesn't complicate its fight against legal censorship and called for a new classification, "for adults only," by the PCA.

The Allied official assailed the code rejection of "The Moon Is Blue" as tending to deprive adults of "an evening's solid enjoyment which could do them no harm." He added that he is puzzled about the distinction between dances by Rita Hayworth and Jane Russell, "unless it is that Breen is drawing a bathycoltian line."

The reference to Miss Russell concerned the difficulties encountered by her latest starring film, RKO's "The French Line," which opened in St. Louis without a code seal. The film company had agreed to withdraw the film and was negotiating with PCA officials on making changes that would conform with code standards.

Negotiations were broken off last week when Joseph L. Breen, production code administrator, declared that the changes made by RKO were insufficient. The company refused to make any additional changes in the film. The MPAA has fined RKO $25,000 for distributing the film without a seal, but it is not known whether the film company will pay the fine.

The National Legion of Decency this week placed RKO's "The French Line" in the "C" or condemned classification following the company's failure to withdraw the Jane Russell starrer from exhibition for revision purposes. The Legion states that it had written assurance from RKO on Jan. 8 that the film would be withdrawn on Jan. 18.

Noting that the film is being released "in

(*Continued on next page*)

Jubilant Reaction To Bluenose Rule

(Continued from preceding page)

defiance of the industry's own system of self-regulation," the Legion declares that the film contains "grossly obscence, suggestive and indecent action, costuming and dialogue." It adds that "it is gravely offensive to Christian and traditional standards of morality and decency and is capable of grave evil influence upon those who patronize espeeially youth."

From Maryland come word that the Supreme Court decision will probably not affect materially the state's present censorship laws. Sydney R. Traub, chairman of the state's censor board, stated that he sees "nothing so far which in any way indicates we cannot ban or delete a picture on grounds that it is immoral."

At the same time the state of Maryland received $551,303 from its Board of Motion Picture Censors during 1953, according to the annual report released by Traub. Fees, which were $6,813 less than the previous year, were paid for the reviewing of 2,172 films during the year. Traub stated that deletions were ordered in 50 films while one feature and one clinical series were entirely rejected.

In Memphis the local censor board has banned Columbia's "The Wild One" in the city of Memphis and all of Shelby County. Norman Colquhoun, Columbia branch manager, said that the company would try to show the film across the Mississippi River in West Memphis, Ark., where "Miss Sadie Thompson," also banned by the Memphis board, is said to be doing record business.

As for New York, state which lost its case in the "La Ronde" decision, its censorship statutes will probably be re-examined, according to Dr. Hugh M. Flick, director of the film division of the state's board of education. The regents are likely to "redefine" the statute and "make specific what is deemed immoral," he stated.

The court decisions were a major topic of discussion at the meeting of the six state censor boards called by Dr. Flick for late this week. Attending the first such meeting called in three years were representatives from Ohio, Pennsylvania, Kansas, Maryland, Virginia and New York.

It was suggested by Robert A. Wile, executive secretary of the Independent Theatre Owners of Ohio, that someone distribute a completely acceptable film in Ohio without a seal. This would force the court to decide on whether a state has the right to impose censorship at all. However, Wile admitted that such action was unlikely as no distributor would be willing to run the risk.

Magna Postpones Action

The Magna Theatre Corp. board of directors decided this week to postpone action on the offer of 20th Century-Fox to take over distribution and production rights to films made in the 65 mm. Todd-AO process. It is reported that one major reason for postponement is that Magna has acquired an additional $1,000,000 to go ahead with its production of "Oklahoma!"

Michael Todd, theatre producer concerned with the new process, stated that his group wanted more time so that Joseph Schenck, Magna head, and other company officials could study the proposed deal. Todd explained that perhaps at some later date Magna would be interested in the offer.

"Mixer" Test Agreement Ends Stereosound Feud

The hectic controversy over the use of a sound "mixer" with stereophonic sound prints of "The Robe" was temporarily discontinued this week following a series of heated developments between the film company and Walter Reade Theatres.

Resolution, which came about during a late evening conference held at press time between Spyros P. Skouras, 20th-Fox prexy, and Walter Reade, head of the circuit which bears his name and president of Theatre Owners of America, provides for:

1. Regional tests of the film company's "The Robe" utilizing both full stereophonie sound and sound amplified through one loud speaker by means of a "mixer."

2. Test situations to be determined by a committee of equipment manufacturers, 20th-Fox representatives, officials of other production companies filming in CinemaScope, and TOA representatives.

3. Reade's withdrawal of "The Robe" from his Morristown, N. J., theatre (where sound was amplified through a "mixer") and consent not to play any other 20th-Fox CinemaScope product in theatres not equipped with full stereophonie sound.

4. Consent by 20th-Fox for Reade to show "The Robe" in his Perth Amboy and Kingston theatres with "mixer" amplified sound.

Tests In 30 Days

It was pointed out by Reade that the regional sound tests will begin in 30 days. Two theatres will be picked by the committee in each of the following areas: east, midwest, far west, south.

In each area, one house will run the picture with full stereophonic sound and the other with "mixer" amplified sound. Houses would be competitively situated.

Reade said in a statement prepared after his talk with Skouras that he regretted his Morristown action, sharing his belief with Skouras that CinemaScope has proven a tremendous business stimulant wherever shown.

He said also that both Skouras and himself are of the opinion that CinemaScope films must be shown in the largest number of houses possible.

Al Lichtman, 20th-Fox distribution chief, stated earlier that his company had taken court action against Reade in order to "safeguard" the new medium. The action was later vacated. The official stated that Reade had advised the company that his houses were fully equipped with complete CinemaScope equipment. Another major complaint of the film company was that Reade's advertising claimed to the public that he was showing the film with stereophonic sound.

The company's CinemaScope contracts are to be revised so that they will specifically state the stereophonie sound requirement. Reade's contract did not mention stereophonic sound by name, but the company felt that it was understood. Lichtman disclosed that Reade had even requested easier amortization terms for his equipment.

Warner Bros. last weekend noted that "The Command" will be available in four track magnetic stereophonic sound and in single photographic track sound.

The Warner announcement came from Ben Kalmenson, company's distribution chief. He stated that he was making the announcement at this time in order to provide an answer to many exhibitor inquiries.

Wilbur Snaper, National Allied president, commented that although the Warner policy "doesn't go all the way in providing regular prints for the theatres without a speeial lens and screen, it does much in a positive direction that will aid exhibition and their own company." He declared that he was sure the decision "came about after balancing potential revenue for their company."

While speculating on the CinemaScope poliey of the film companies, Snaper stated that "it is unlikely that they will make the stereophonic, non-stereophonie and *also* the regular prints." He therefore suggested that exhibitors "prepare themselves with the lens and wide screens."

The Allied head noted that M-G-M "has yet to define its policy."

The Walter Reade house was making use of a mechanism described as a "mixer" by Snaper. The instrument is said to take the regular CinemaScope print and channel the sound through one horn. The Allied chief compared the operation to four spigots being opened into one funnel from which comes a single stream.

Cost of the equipment runs about 35 percent of full stereophonic sound material, according to Snaper's estimate. He pointed out that the method does not give the effect of stereophonic sound as only one horn is used, stating that the sound is the equivalent of one-track sound, which Allied has been requesting from 20th Century-Fox for a long time.

See Tax Hearing Start By March

WASHINGTON.—The problem of repealing or reducing the Federal 20 percent admission tax on film theatre tickets will not be considered before late February or early March, according to the latest estimate from the House Ways and Means Committee. Chairman Daniel A. Reed (R., N.Y.) did state that the committee will act on the corporate and excise rate reductions before the scheduled April 1 deadline.

It is conceivable that admission and other excise levies could be taken up at the same time. Meanwhile, the committee is working on an omnibus bill revising the Internal Revenue Code, and it is thought that this work will consume approximately six weeks.

Another exhibitor group has announced its determination to enter the campaign with notice coming from the Southern California Theatre Owners Association that it will concentrate its efforts on eliminating taxes on admissions of 85 cents or under. The group, headed by Harry C. Arthur, states that it feels it unwise "to attempt to convince the Congress . . . and the President that all admission taxes should be removed."

It is reported that the COMPO tax repeal committee will continue to work for complete elmiination of the tax rather than some such figure as an 85 cent exemption. The COMPO committee has been authorized, however, to accept the best compromise possible if it

(Continued on page 26)

NOW! Four gre from Tw



Your hottest new boxoffice personality!

Leonard Goldstein presents

JACK PALANCE

in

MAN IN THE ATTIC

co-starring

CONSTANCE SMITH · BYRON PALMER

Produced by ROBERT L. JACKS · Directed by HUGO FREGONESE · Screen play by ROBERT PRESNELL, JR. and BARRE LYNDON

A Panoramic Production · Released by 20th Century-Fox

The screen's three most exciting young stars!

Panoramic Productions presents

MITZI GAYNOR · KEEFE BRASSELLE · JEFFREY HUNTER

in

THREE YOUNG TEXANS

TECHNICOLOR

Produced by LEONARD GOLDSTEIN
Directed by HENRY LEVIN
Screen play by GERALD DRAYSON ADAMS
Released by 20th Century-Fox



xploitation naturals
ieth Century-Fox!



Big Stars! Big Outdoor Action!

VAN JOHNSON · JOANNE DRU

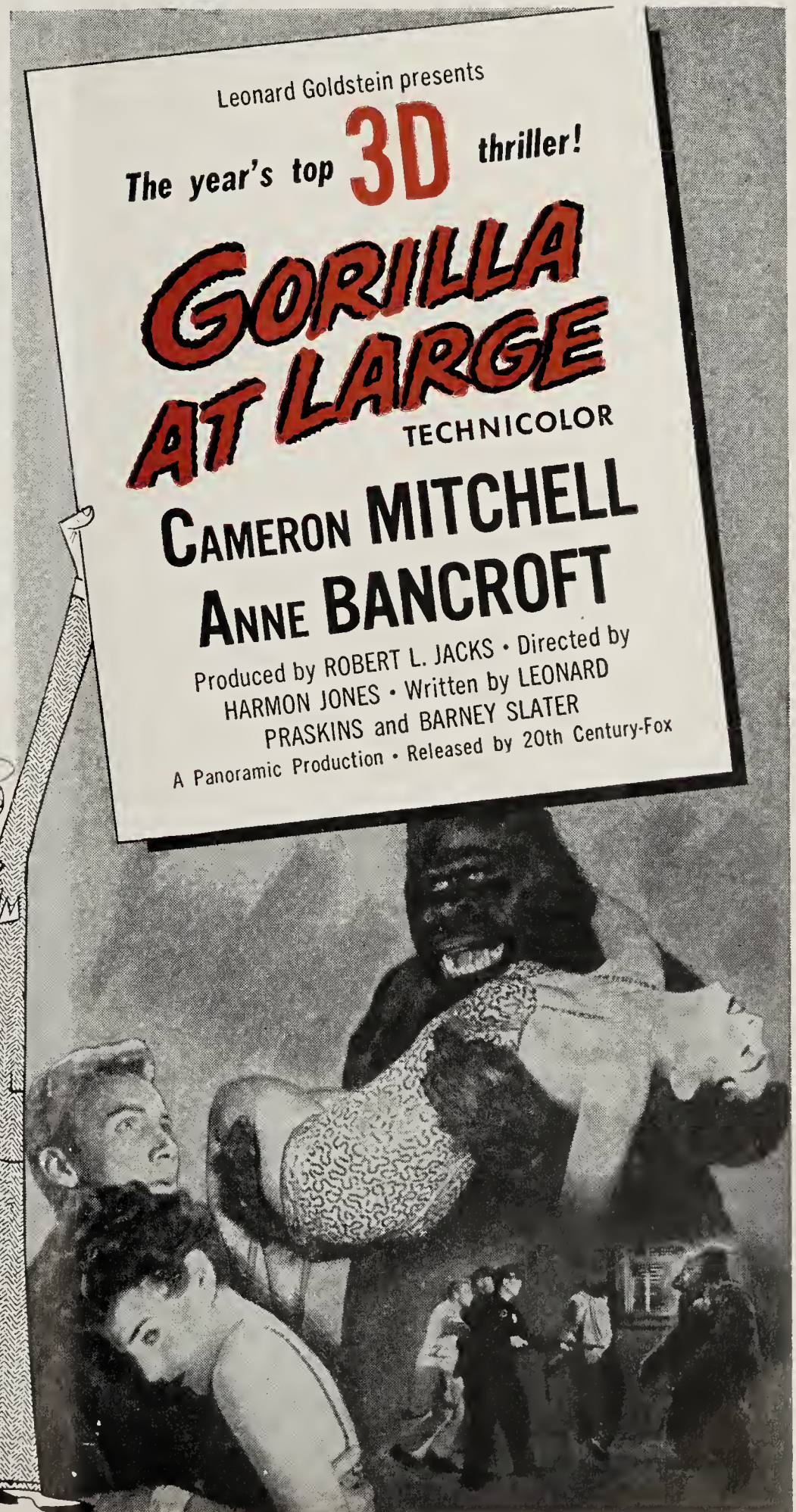
in

THE SIEGE AT RED RIVER

TECHNICOLOR

with RICHARD BOONE

Produced by LEONARD GOLDSTEIN
Directed by RUDOLPH MATÉ
Screen play by SYDNEY BOEHM
amic Production • Released by 20th Century-Fox



MPAA Discriminates Against Ads Of UA: Youngstein To Johnston

Exhib Complains About Telemeter

An exhibitor complaint written on behalf of Ben Bronstein, operator of the Sunair Drive-In near Palm Springs, Calif., has been lodged against the Telemeter Palm Springs experiment in a letter sent to the Department of Justice. Bronstein claims he can not bid for Paramount pictures unless he agrees to play them day-and-date or following Telemeter showings.

Crux of the charge, written last week by Bronstein's attorney, Herbert S. Nusbaum, is that Paramount, which has a 50 percent interest in Telemeter, is once more "in the position of making the pictures, distributing the pictures and is also acting as the exhibitor in the guise of the Telemeter Corp."

Nusbaum argued that the government has been fighting to prevent this situation for more than 10 years. He stated that it is "the very thing for which divorcement of theatres from distribution and production was ordered."

Although Bronstein cannot make regular profits on films that have already been shown via subscription television, he is "being hard pressed to keep from exhibiting" such products because of the product shortage, Nusbaum stated. Even when requesting second-run films, he is required to play either day-and date or after Telemeter, the attorney announced.

Nusbaum wrote that "if Telemeter is to become a part of the method of exhibiting motion pictures . . . it should bid for the right to exhibit them in the open market." He demanded that the company "be considered as any other exhibitor" and requested additionally that Earl Strebe and Paramount be required to divest themselves of Telemeter stock. Strebe, a Palm Springs exhibitor, is operating the experiment with Telemeter.

The attorney also stated that the subscription video system may "well spread across the nation," and he feels the underlying principles "are so basic and vital" that the Justice Department should immediately conduct an investigation. He asked that it "take steps to obtain the injunctive relief that is called for by this situation." A copy of the letter was sent to all distributors and the FCC.

While disclosing that Benagoss Productions is taking "an official position of defying the Advertising Code Administration" on several of its ads for the United Artists release, "Act of Love," Myer P. Beck, film's publicity representative, also released a letter sent by Max E. Youngstein, UA vice-president, to Eric Johnston, MPAA president, charging discrimination against the releasing company.

The UA executive wrote that he had complained before to Gordon White, ad code administrator, that a "different yardstick" is applied to UA advertising than to that of other companies. United Artists is the one big releasing company that is not a member of Johnston's group. Youngstein stated that the adverse decision on the "Act of Love" ads re-affirms his belief.

Objection found by the advertising code administrator to several of the film's ads is not to the words themselves but to the relationship they bear to the title. Using this point, Youngstein cited ad campaigns for films being released, by other companies which White had approved. Ads had appeared in pressbooks, magazines and trade papers.

Studies Film Campaigns

A major part of the letter was given over to a detailed analysis of the campaign created for Columbia's "Miss Sadie Thompson." Other pictures to which Youngstein referred include "From Here to Eternity," "The Glass Web," "Forbidden," "Pickup on South Street," "Mogambo," "Gentlemen Prefer Blondes," "Paris Model," "How to Marry a Millionaire," "One Girl's Confession," "Problem Girls" and "The Big Heat."

The official wrote that he has always tried to co-operate with the advertising code administrator while at the same time fulfilling his obligations to his producers. He explained that he has "a very definite responsibility to every producer who releases pictures through UA to develop a campaign which will bring in the maximum gross at the box office."

Youngstein added that he cannot continue "to disregard these recent applications of the code to pictures from competing companies." He declared that pressure from many independent producers is daily increasing and he has little ammunition with which to defend his position of continuing co-operation."

COMPO To Launch Ad Campaign, Increase Staffs

The COMPO governing committee voted last week to engage a Washington press contact, another man for the group's New York office and to begin as soon as possible an advertising campaign in "Editor and Publisher." These actions resulted from the committee's decision to expand the organization's press relations set-up in an effort to get a better press for the industry's tax repeal campaign, according to a COMPO report.

The steering group deferred another recommendation of the press relations committee that a press contact be hired in Hollywood because it decided to devote its efforts exclusively to the tax drive. Attending the meeting were Samuel Pinanski, who presided; Wilbur Snaper; William C. Gehring, who substituted for Al Lichtman; Robert W. Coyne, and Charles E. McCarthy, COMPO information director.

The press relations committee was expanded this week by the appointment of Jerry Pickman, advertising-publicity vice-president for Paramount, and Kenneth Clark, MPAA vice-president, to the gronp. Appointments follow the resignation of Maurice Bergman, of Universal, who was serving as committee chairman, according to Coyne.

Disney Nets $510,426

Walt Disney Productions earned a consolidated net of $510,426, or 79 cents per share, for the fiscal year ended Oct. 3, compared with a respective $451,809, or 69 cents per share, for the preceding year.

EXHI-BITS

Print Shortage Accented

The print shortage "has become more acute" instead of better, complained Wilbur Snaper, National Allied president, in a group bulletin. Snaper stated that the combination of print and product shortage "is bringing a critical situation to the exhibitor." The exhibitor leader said he "hoped distribution will recognize the seriousness of this situation and correct it immediately."

Amusement Tax Halved

McKeesport, Pa.—This city's amusement tax was halved from 10 to five percent this week. The City Council voted three-to-two to cut the levy "to give theatre operators some badly needed relief," according to Mayor Andrew J. Jakomas. The tax has reportedly brought in an average of $40,000 annually from the town's four theatres, of which two are Stanley Warner houses and two independent.

National Theatres Profits

Profit of $2,515,000, or 91 cents per share, was earned by National Theatres, Inc., in its first year of operation as an independent corporation. Net compares with the previous figure of $1,877,000, or 68 cents per share. Earnings were estimated at 34 percent higher than for the previous comparable period by Charles P. Skouras, prexy, who labelled the net as the first increase over a previous year's figure since 1946.

3-D Version Excels

The Wyandotte Theatre, Detroit, Mich., possessing two auditoriums but only one box office, presents a house uniquely suited for tests of the relative merits of different projection techniques, according to a North Central Allied bulletin. House recently tested "The Stranger Wore A Gun" by playing the 3-D version in one auditorium and the 2-D in the other. Seven out of every 10 patrons paid an extra dime to see the 3-D print, the theatre reported.

Skouras Accepts Post

Spyros S. Skouras, executive vice-president of the Skouras Theatres Corp., has accepted the chairmanship of the national exhibitors committee for the film industry's 1954 Brotherhood Week campaign, it was announced last week by Emanuel Frisch, industry national drive chairman. Campaign, running from Feb. 21-28, will be sparked by a Brotherhood Dinner at the Waldorf-Astoria Hotel, N.Y.C., Febuary 4.

Younger Men Recommended

Maurice Seidlitz, division manager for Loew's N. Y. Theatres, has requested a lesser assignment in order to clear the way for the promotions of several younger men, according to a company report. Joseph R. Vogel Loew's vice-president in charge of theatre operations, hailed the gesture as one reflecting a "spirt of conscientious loyalty." Seidlitz has been with the company for 26 years.

DISTRI-BITS

Crown Heads Romulus

Effective Feb. 1, Alfred W. Crown, who resigned this week as head of the RKO Pictures foreign department, assumes the presidency of Moulin Productions, Inc., independent filmaking corporation and financing group headed up by David Stillman and Elliott Hyman.

Crown Heads Moulin

Decca Records, Inc., is offering 145,842 shares of its authorized but unissued capital stock in exchange for outstanding common stock of Universal Pictures Co., Inc., in the ratio of two shares of Decca for each of Universal. Exchange offer was mailed to Universal stockholders last week.

Exchange period will expire Feb. 8, and no tenders accepted after Jan. 27 unless some of the Decca stock is still available, the company announces. News of the exchange notice resulted in unsubstantiated reports that a merger of the two companies will be proposed at the Universal stockholders meeting in March.

"Money" Also In 2-D

Paramount's "Money From Home," Dean Martin-Jerry Lewis starrer scheduled to start its 3-D release in key cities on Feb. 3, will also be made available for 2-D showings on March 4, it was announced this week by A. W. Schwalberg, president of Paramount Film Distributing Corp. The Hall Wallis production is the first Technicolor film for the comedy team.

"Sadie" In Both Versions

Columbia's "Miss Sadie Thompson," Technicolor Rita Hayworth starrer, is now being released in both 2-D and 3-D versions, according to A. Montague, vice-president and general sales manager. Decision to release the film "flat" as well as in 3-D resulted from two factors: exhibitor requests and controlled tests which showed the film did almost as well in 2-D as in 3-D in experimental runs in Richmond, Va., and Sacramento, Calif., Montague explained.

Smith Leaves Metro

Pete Smith, creator of many comedy short subjects, will resign his M-G-M post in April, according to a company report. Originally studio publicity director, Smith originated his short subject program in 1931. Before he leaves his post, he will have completed ten subjects for release in the 1954 season and six more for 1955. He stated that his plans for "some subsequent months involve only rest, relaxation and recreation."

M-G-M Flacks Alerted

Entire promotion staff at M-G-M has been alerted by Howard Dietz, ad-pub-exploi vice-president for a series of special items to publicize the company's 35th Anniversary Jubilee, Theatres and branch offices throughout the country are being drawn into the campaign, which runs during the first four months of 1954. Special efforts will be made to get newspaper, radio, television and other media publicity, the company stated.

Technicolor, Polaroid Cement Plans For Vectograph One-Strip 3-D Films

Three dimensional color motion pictures on a single strip of film requiring only one projector with no attachments whatever may soon be expected from the combination of the Technicolor dye transfer printing process and the new Vectograph base film of the Polaroid Corporation, according to Dr. Herbert T. Kalmus, Technicolor president and general manager, and Dr. Edwin H. Land, Polaroid president. They announced that agreements were entered into this week between their two companies which they expect will make this possible.

In these agreements, Technicolor is licensed under Polaroid patents to make full color stereoscopic motion picture prints on Vectograph material. Technicolor will employ these Polaroid inventions in an attempt to make these new stereoscopic color motion picture prints available to the theatres as soon as possible, the officials stated.

If this new application of the Polaroid invention by Technicolor proves successful, executives of both companies believe that the Vectograph should provide a fresh impetus to the production of 3-D pictures by making them more comfortable to view and by making it easy for all exhibitors to show them.

Up to now, 3-D pictures have not only been photographed on two strips of film but have been projected from two strips of film. With Vectograph release prints, all exhibitors will be able to show 3-D pictures without making any change in their 2-D booth equipment, according to the report.

Two Cameras Used

In taking the pictures, two cameras will be used as at present, but the picture will reach the exhibitor as a single film. Patrons will be required to wear polaroizing glasses, it was learned. Aside from the continued use of aluminized screens, the exhibitor will not need such special equipment requirements as interlocks, polarizing projection filter, and oversize magazines.

Since both of the images required for 3-D are superimposed over each other on the same film base, the exhibitor is said to be assured of perfect synchronization. Unlike other single film proposals in color, the Vectograph film allegedy uses the entire film area, instead of only one half of each frame, for each of the two images required for 3-D.

Pictures are expected to be correspondingly brighter and sharper in definition, opening up the possibility of wide screen 3-D, according to the announcement.

When the new film is made commercially available by Technicolor, it is expected to extend the distribution of 3-D pictures to more neighborhood theatres. The agreements between Technicolor and Polaroid call for the manufacture of release prints by Technicolor and the manufacture and sale of raw stock by Polaroid, the report disclosed.

Loew's Nets $4,380,603 For '53; Quarterly Profit Advanced To $1,133,893

Loew's Inc., has reported that the first 12 weeks ended Nov. 26, of its current fiscal year showed a net profit, subject to year-end audit, of $1,133,893, after all charges and taxes. This figure, equivalent to 22 cents per share on 5,142,615 shares of common stock, compares with a net of $332,206, or six cents per share announced for the corresponding period of the previous year.

Gross sales and operating revenues for the 12-week period were reported as $41,009,887, compared with $38,075,000 for the same period of one year ago. Figures were disclosed in a financial statement mailed to stockholders with the annual report for the fiscal year ended Aug. 31, 1953.

The annual report reveals a net profit for the year of $4,380,603 after all charges and taxes. This sum, equivalent to 85 cents per share of common stock, is slightly less than the $4,692,806, or 91 cents per share, announced for the previous year. Operating revenues for the year were $177,558,874, as compared with $178,525,615 for the year before.

At the close of the fiscal year, the company showed cash of $23,763,992, as compared with $18,716,324 a year earlier. Inventories totalled $79,728,467, as against $86,492,467 the year before, the company announced.

Included in the report was a statement that the company has scheduled for release during the current fiscal year approximately 30 M-G-M pictures, 24 of which will be in color. Most of these productions have been completed, it added. Report also disclosed that branch sales offices and theatre operations in foreign countries are being further expanded.

Poli-New England Theatres, Inc., a circuit comprising 15 houses, has become wholly owned by Loew's as a result of the recent purchase of the remaining 25 percent minority stock interest, the report stated.

Balaban Chairs State Crusade For Freedom

Barney Balaban, president of Paramount Pictures Corp., has been named New York state chairman for the Crusade for Freedom. Balaban, a founder and vice-chairman of the American Heritage Foundation, will direct the campaign for moral and financial support of Radio Free Europe's truthcasts to Kremlin-enslaved people behind the Iron Curtain. The highlight of the campaign will be Freedom Week which will open on Lincoln's birthday, February 12, and close on Washington's birthday, February 22.



BALABAN

AMPA Book Lunch Set

First luncheon meeting of the new year for the Associated Motion Picture Advertisers will take place on Jan. 27 at the Hotel Picadilly, N.Y.C., the group announced this week. Meeting's theme, "great books make great movies," will concentrate on the cooperation between the film industry and book publishing business, according to Lige Brien, AMPA president.

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Fabian Buys Into Video Station; S-W Quarterly Net At $523,100

An operating profit of $1,105,200, after deducting depreciation amounting to $701,-100 but before deducting provisions for Federal income tax, contingencies and losses on sales, has been announced for the 13-week period ending Nov. 28, 1953, by S. H. Fabian, president of the Stanley Warner Corp. Fabian also disclosed that the company has purchased a 50 percent interest in television station WTRI, Schenectady, now under construction.

The operating profit is reduced to a net of $523,100 after deducting $500,000 for Federal taxes, $75,000 for contingencies, and $7,100 for a net loss on sales of fixed assets. Fabian reported that while no comparable figures are available for the same period last year, before the new company was formed, theatres in both periods "continue to show an upward trend."

While discussing the purchase of the TV station, the circuit head revealed that his company is planning to make application for as many TV licenses as FCC regulations will permit. Earlier, speaking in Philadelphia, Fabian spoke optimistically about theatre TV, stating that subsequent runs will benefit by the TV operations of first runs.

In his Philadelphia speech, Fabian pointed out that long first-runs are causing neighborhood houses to suffer from "product starvation." He added that whether first or subsequent run, if the picture earns a profit, the film company demands nearly all of it. He complained that producer-distributors lack "enough enlightened self-interest to help exhibitors stay in business."

At present the industry is suffering from a "seller's market with the new merchandise in short supply," the circuit head stated. He listed as other evils excessive bidding, clearance fights, flood of re-issues, and playing the biggest films against the smallest percentage margins.

He urged that exhibitors "can't sit this out" but "must fight it out." Fabian argued for one unified exhibitor organization and suggested that theatre owners make their own pictures to end the product shortage. In line with this he declared that exhibitors must also initiate action in theatre TV. Fabian praised arbitration and predicted that the theatre of tomorrow will be the "all-purpose, all-media theatre."

"Miller" Preem Ends Big Drive By Parent Firm

MIAMI.—With the opening of Universal-International's "The Glenn Miller Story" at the Miami, Carib and Miracle Theatres here this week, the company has climaxed what it describes as "the most comprehensive advance promotional campaign" in its history. Both film's star, James Stewart, and top Universal executives, headed by Milton R. Rackmil, president, were on hand for the opening of the picture.

Highlighting the civic events on behalf of the occassion was the renaming of the plaza in front of the Carib Theatre as "Glenn Miller Plaza" and the simultaneous planting of a time capsule beneath the pavement in the plaza. Capsule contained a Glenn Miller collection and a series of newspaper columns saluting the premiere, according to the film company.

A series of premiere parades, with special floats, bands and guests of honor, was held at the three theatres. Miami's newspapers, television and radio stations joined in with the hotels and restaurants to pay tribute to the bandleader and his film biography, Universal reports.

Renewed Trade Practices Probe Doubtful; Senators Mum On Justice Analysis

WASHINGTON. — Members of the Senate Small Business Committee declined last week to comment on whether or not the Justice Department's analysis of film trade practices would bring about a renewed committee investigation into the subject. Qualified sources, however, expressed doubt that Sen. Andrew F. Schoeppel (R., Kans.), committee chairman, would reactivate a probe of any intensity.

Schoeppel did make public for the first time a letter he had received from the Justice Department's anti-trust chief Judge Stanley Barnes in which the latter expressed concern about the increase in the number of pre-release films during the past two years. However, the tone of the letter seems to indicate that JD will keep a watchful eye on the situation rather than act on it immediately.

Views Held Constant

While releasing the letter, Schoeppel stated that the committee has not changed in its belief that most of the industry problems could be solved through arbitration. The Barnes letter showed signs of confusion as to what JD could do about pre-releases, stating that pre-releases do not necessarily mean "the granting of improper clearances."

The warning was sounded, however, that such a practice could lead to danger of price-fixing and improper clearance. Barnes' letter also revealed that the Justice Department is not thinking of asking the courts to amend the consent judgments. It stated that "approximately 17" exhibitor complaints had been received since July, 1953, in many of which the judgments do not figure.

Abram F. Myers, National Allied general counsel and board chairman, commented that Barnes' letter "does nothing to dissipate the fog that is slowly enveloping Washington." He stated that he "cannot get disturbed about the letter, because apparently it doesn't say anything or mean anything."

New Appointments

MAURICE BERGMAN, executive in charge of public relations for Universal-International in New York, will add to his duties those of home office studio representative. In this capacity, he will serve as the studio's eastern contact in the field of talent and literary properties, replacing Jessica Landau, resigned. Bergman will continue with his public relations work for the company.

LEO JAFFE and PAUL N. LAZARUS, JR., were elected vice-presidents at Columbia Pictures by the board of directors, who also re-elected all other company officers. Jaffe, who joined Columbia in 1930, became assistant treasurer in 1945. He is also a vice-president of the company's foreign subsidiary.

Lazarus heads the advertising and publicity department at Columbia and has a background both in film and advertising work. LARRY GRABURN was appointed his west coast assistant. Graburn was formerly director of advertising, publicity and exploitation for the Odeon circuit, Canada.

WILLIAM TWIG, formerly assistant branch manager of Warner Bros.' Boston office, was promoted to the post of manager of the company's Pittsburgh exchange. He replaces Jerry Wechsler, resigned. HERBERT T. BLASS was advanced from salesman in the Minneapolis office to manager of the Des Moines branch, replacing Leon Mendelson, resigned.

In the company's foreign unit, Warner International, GEZA POLATY was transferred from Cuba, where he served as branch manager, to head the Indonesia branch. Polaty, who will headquarter in Djakarta, succeeds Sam Jones, resigned.

WILLIAM J. MCSHEA was advanced to branch operations manager at RKO Radio, succeeding the late Aage Schubart. McShea, who entered the motion picture business in 1927, has been assistant branch operations manager since 1937.

MYER P. BECK, head of his own public relations firm in New York, was signed to represent the newly formed Stanley Kramer Pictures Corp. as eastern publicity and advertising director. Beck, who has worked on Kramer publicity since 1947, will function similarly on "Not As a Stranger," Kramer's first film for United Artists release.

TURNER B. SHELTON was named deputy chief of the motion picture service of the U. S. Information Agency, where he will assist Andrew W. Smith, Jr., unit's head. Previous to his present appointment, Shelton was a consultant and production adviser to the agency's film operations.

The New York publicity firm of HELEN MORGAN and EILEEN BRENNON has been retained by Allied Artists to handle special newspaper and magazine publicity for the Walter Wanger production of "Riot in Cell Block 11," which opens at the Mayfair Theatre, N.Y.C., on Feb. 18. An extensive television and radio campaign for the date will be handled by TERRY TURNER of General Teleradio, Inc.

CRANDALL BROWN, a member of the M-G-M studio scenario department for several years, was transferred to the home office story department as executive assistant to Olin H. Clark, eastern story editor. Brown succeeds Stanley Chambers, who held the post for three years.

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ure to be one of Guinness' iggest money-makers!" —*M. P. Herald*

Bright, frisky, pungent fare!" —*Film Daily*

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Staff Reviews

"The Command"

(Warner Bros.) CinemaScope Technicolor 94 Min.

Cast: Guy Madison, Joan Weldon, James Whitmore, Harvey Lembeck, Ray Teal, Carl Benton Reid.

Credits: Produced by David Weisbart; Directed by David Butler; Screen play by Russell Hughes; Adaptation by Samuel Fuller; From a "Saturday Evening Post" serial by James Warner Bellah.

The first Warner Bros. offering in CinemaScope, a Cavalry vs. Indians melodrama, hits home as big, bustling action fare that spans the wide open spaces to provide surefire entertainment for lovers of outdoor epics. In the right markets, ''The Command'' should realize high grosses. Opening with a rousing Redskin attack on the Cavalry, the picture pushes on to a series of sequences which details the stalking of a wagon train by hostile aborigines and climaxes in a stupendous battle. Finale runs approximately 10 minutes and is one of the wildest and bloodiest battles to reach the screen in months. Response from the audience at the Paramount Theatre, N.Y.C., was favorable.

Aside from the battle sequences, ''The Command'' possesses several amiable comedy moments featuring Harvey Lembeck; a number of rather tame romantic interludes between Guy Madison, the star, and Joan Weldon, plus a lot of talk. Plot demonstrates how Madison, a medical corps officer unskilled in warfare, takes command of an infantry and a cavalry unit to save a wagon train from destruction. Along the way, some trouble develops when an outbreak of disease occurs.

In ''The Command,'' enough incidents are provided to justify the use of the wide, sprawling screen of CinemaScope. Especially when long lines of soldiers sweep down on an encampment of Indians, and vice-versa, is a sense of visual grandeur apparent. Photographed in Technicolor on the Great Plains of the Southwest, the picture boasts much appealing scenery, which CinemaScope shows off to advantage.

"It Should Happen To You"

(Columbia) 87 Min.

Cast: Judy Holliday, Peter Lawford, Jack Lemmon, Michael O'Shea, Vaughn Taylor, Connie Gilchrist, Walter Klavun, Whit Bissell, Arthur Gilmore, Rex Evans, Heywood Hale Broun and Guest Panel: Constance Bennett, Ilka Chase, Wendy Barrie, Melville Cooper.

Credits: Produced by Fred Kohlmar; Directed by George Cukor; Story and screen play by Garson Kanin.

A tremendously favorable box office reception will be accorded this latest Judy Holliday comedy. When ''It Should Happen to You'' was sneaked at the Loew's 72nd St. Theatre, N.Y.C., the audience literally tore down the house with laughter. The same thing will happen in every theatre throughout the land where this picture is played. For Judy, playing once again her dumb-blond role, connects in each situation, in each gag, with perfect timing. The unique brand of character humor she displays so well is matched in this film by the high and hilarious capers of the script. Garson Kanin, responsible for the story and screen play, has delivered the best screen comedy to date of his distinguished career.

The story of ''It Should Happen to You'' contains a blend of farce, satire and character comedy. It shows what happens to an ordinary, if slightly stupid, girl when she succeeds in making her name known to the nation for no other reason but to satisfy her own ego. In the course of the proceedings, a spoofing is accorded the advertising business, the television ''celebrity forum'' program and the pin-up girl racket. The high comedy of the picture is made all the more riotous by the intelligent use of New York City locations.

Casting is another factor which adds to the success of the film. A newcomer named Jack Lemmon, as Judy's leading man, enacts the role of a ''regular guy'' with strong conviction. Peter Lawford handles a tongue-in-cheek characterization of a conceited young soap tycoon for a maximum of comedy. His big scene, a frustrated attempt at seducing the naive heroine, generated gangs of laughter at the preview. Also delivering a strong performance is Michael O'Shea as an ad-TV promoter. Deft mugging and rapid talking on his behalf effect a keen contrast with the slow-take reactions of the Holliday role. And in a satire on the ''celebrity forum,'' it is the guest appearances of Constance Bennett, Ilka Chase, Wendy Barrie and Melville Cooper which help skyrocket the comedy to even giddier heights.

But what makes this picture genuinely great in the rich vein of the Hollywood ''screwball comedy'' tradition is the warmth and human feeling generated for the main character, in particular, and good people, in general. Actually, ''It Should Happen to You'' is a take-off, in the modern manner, on a combination of fairy tales, with the Big Bad Wolf pursuing a daffy Cinderella through the crazy world of Chicken Little, where the sky is always ''falling down'' on somebody's tail.

"Go, Man, Go!"

(United Artists) 82 Min.

Cast: The Harlem Globetrotters, Dan Clark, Pat Breslin, Sidney Poitier, Edmond Ryan, Bram Nossen, Ruby Dee.

Credits: A Sirod Productions Inc., film; Produced by Anton M. Leader; Directed by James Wong Howe; Original screen play by Arnold Becker.

This dramatized account of the rise of the internationally renowned Harlem Globetrotters, basketball champions, has a ready-made market in the millions of sport fans of the nation and also a vast potential audience among those to whom basketball means nothing. For ''Go, Man, Go!'' is a punchy success story, well-made, eventful, dramatic and exciting throughout. It demonstrates how a team of ace Negro athletes and its enterprising manager win fame despite almost overpowering obstacles.

''Go, Man, Go!'' is packed with basketball court action—the specialty in this film is the clowning antics of the Globetrotters. Yet game scenes are employed only to enhance the drama and advance the narrative. The personal story in the film pinpoints the struggle of Abe Saperstein, manager, to build an all-star professional team and win recognition for the Globetrotters in the major leagues of the sport. Saperstein is portrayed by Dane Clark in a vigorous acting style with Pat Breslin supplying the romantic interest and Sidney Poitier and Edmond Ryan handling top supporting roles.

Beginning many years ago out of Chicago, the Globetrotters barnstormed the country, playing small gymnasiums for little money. Through the years, the team improved and finally became a threat to the basketball majors. Saperstein's enterprise and bluff caught a big league tournament spot for the team, which made good and won the world's championship.

"Crime Wave"

(Warner Bros.) 74 Min.

Cast: Sterling Hayden, Gene Nelson, Phyllis Kirk, Ted de Corsia, Charles Buchinsky, Jay Novello, James Bell, Dubb Taylor, Gayle Kellogg, Mack Chandler, Timothy Carey, Richard Benjamin.

Credits: Produced by Bryan Foy; Directed by Andre de Toth; Screen play by Crane Wilbur; Adapted by Bernard Gordon and Richard Wormser from a Saturday Evening Post story by John and Ward Hawkins.

This hard-boiled expose of the life of the Los Angeles vice world presents a suspense-filled picture that should do well with its own type of audience. The film tells the story of an ex-convict who tries to go straight but gets involved with a band of escaped prisoners. Gene Nelson, in his first straight dramatic role, turns in a good performance in the part, and the two other stars, Sterling Hayden and Phyllis Kirk, add to the quality of the film. Expert direction has helped to extract much of the punch inherent in the script by staging some exciting chases that should keep audience interest at a high pitch. The Los Angeles police department co-operated in the making of the film, and the added touches of realism supply the proper flavor and some possible exploitation angles.

Gene Nelson, a reformed ex-convict, lives in Los Angeles with his wife, Phyllis Kirk. Everything goes fine with them till three of Nelson's former prison friends escape from the penitentiary, leaving a trail of theft and blood behind them. The escapees force Nelson to help them against his will. Sterling Hayden, detective sergeant in charge of the case, suspects that they will seek aid from Nelson and tries to trap them. However, the convicts escape from Nelson's apartment, and they get him to join them in a bank robbery by holding Phyllis as hostage. The police, however, are prepared for the hold-up, and they kill or capture most of the gang. Nelson escapes to save Phyllis from the thug who is guarding her. Hayden follows him, but Nelson gets there first and rescues his wife. When Hayden realizes Nelson's good intentions, he lets him go free.

"The Golden Coach"

(IFE) Technicolor 105 Min.

Cast: Anna Magnani, Duncan Lamont, George Higgins, Paul Campbell, Riccardo Rioli.

Credits: A Delphinus Hoche Production; Produced by Francesco Alliata; Directed by Jean Renoir; Story and screen play by Renzo Avanzo, Jack Kirkland, Giulio Macchi and Renoir.

A picturesque romantic comedy, set in early 18th Century Latin America and dealing with the amorous exploits of a visiting Italian actress, is presented with much theatrical lore and technical proficiency in ''The Golden Coach.'' Art house popularity should be guaranteed for this film. It boasts a solid performance by Italy's great Anna Magnani, direction by the gifted Jean Renoir, enchanting recreations of the ancient, whimsical burlesque-plays of the Italian theatre, an authentic period musical score and appropriate costumes and sets conveyed beautifully via Technicolor. But for a maximum of general audience success, special handling will be a must. ''The Golden Coach'' has spotty entertainment values due to a cluttered plot peopled by stereotyped characters whose dialogue only rarely equals the inspired nature of the physical production.

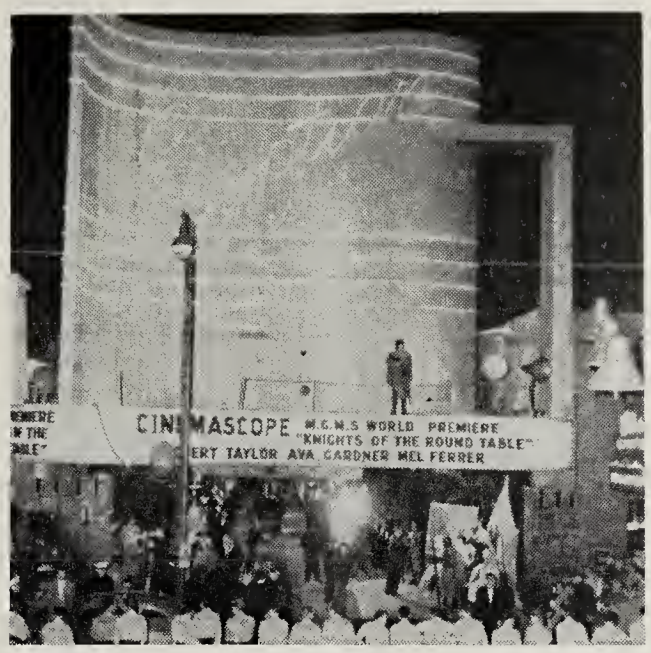
Although produced in Italy, the language spoken in ''The Golden Coach'' is mostly English. Dubbing is used once or twice, and very convincingly. Picture's framework is that of a play-within-a-play and the action is prefaced by a spoken commentary by Director Renoir. The narrative then begins to detail the predicament of Miss Magnani, romantically pursued by a Spanish nobleman, a Latin American bullfighter, and the viceroy of the colony. As such, events flit from the stage to the castle and back again until the actress resolves her predicament by means of a gracious and symbolic gesture.

(*Continued on page* 16)

"Knights" Across The Nation



Men dressed as medieval bowmen study a sign board designed as a rolling facsimile of the novel on which M-G-M based "Knights of the Round Table," as they join parade down Kansas City's main streets heralding run of the CinemaScope film at the Loew's Midland.



Hollywood Boulevard glittered with stars and hoopla for the premiere of M-G-M's "Knights of the Round Table" at the Egyptian Theatre, Los Angeles. Spotlights, theatre personnel dressed in period costumes, greeted the stars and on-lookers who assembled for the event.



Theatre and track officials present a trophy to winner of the "King Arthur Purse" race held at the Fairgrounds Track, New Orleans, to bally run of the Robert Taylor-Ava Gardner starrer, M-G-M's "Knights of the Round Table," in CinemaScope, at the Loew's State Theatre.



For the premiere of the CinemaScope film "Knights of the Round Table" at the Egyptian Theatre, L.A., the theatre assembled a duplicate of the court of Queen Guinevere, played in the film by Ava Gardner. Models dressed in medieval-looking costumes were flanked by men dressed as warriors of the time of King Arthur.



Mel Ferrer, who co-stars with Robert Taylor and Ava Gardner in M-G-M's "Knights of the Round Table," welcomes this legion of "knights" outside the Radio City Music Hall, N.Y.C., on film's opening night. Earlier, the men dressed in King Arthur fashion, had paraded up Broadway on horseback, ballying the film's run.



M-G-M took advantage of the East-West Shriners football game at Kezar Stadium, San Francisco, by having a "Knights of the Round Table" unit in the mounted section patrol which held a parade on the field prior to game's kick-off. Dressed in full regalia, the event coincided with the film's engagement at the Loew's Warfield. Radio, television and news reporters gave full coverage to the stunt.



Early publicity came when more than two dozen knights in costumes paraded down Broadway as M-G-M entered a "Knights of the Round Table" division in New York's Macy parade, witnessed by 2,000,000 people. The event, one of Gotham's great Thanksgiving Day attractions, received additional viewers via the television and newsreel cameras. Men in armor heralded the release of the film.

Staff Reviews

(*Continued fom page* 14)

"Jivaro"

(Paramount) Technicolor 91 Min.

Cast: Fernando Lamas, Rhonda Fleming, Brian Keith, Lon Chaney, Richard Denning, Rita Moreno, Marvin Miller, Morgan Farley.

Credits: Produced by William H. Pine and William C. Thomas; Directed by Edward Ludwig; Written for the screen by Winston Miller; From a story by David Duncan.

In its category as a jungle thriller, ''Jivaro'' rings the bell. A Pine-Thomas production, it combines elements of adventure, romance and suspense in proportions certain to satisfy the action fan. Topped by the name draws of Fernando Lamas and Rhonda Fleming, plus Technicolor, the film should fare well in its market. Footage packs enough of an action punch to keep things on the move from start to finish in its locale of the headhunting Jivaro Indian country. And for an exploitation springboard, there are plenty of savage natives, headhunters and jungle sensations with which to adorn billboards. In addition, the presence of Miss Fleming is made the most of by the cameras.

Plot has Rhonda arriving in a jungle outpost in search of her fiance who, unknown to her, has become a drunken failure. Lamas, a friendly trader, prevents trouble from befalling Rhonda, who soon learns that her fiance has become lost in the jungle. Lamas takes her on a rescue safari, encounters hostile natives, finds Rhonda's fiance dead. On the way back to civilization Rhonda and Lamas develop a love for each.

"She Couldn't Say No"

(RKO) 89 Min.

Cast: Robert Mitchum, Jean Simmons, Arthur Hunnicutt, Edgar Buchanan, Wallace Ford, Raymond Walburn, Jimmy Hunt, Ralph Dumke.

Credits: Produced by Robert Sparks; Directed by Lloyd Bacon; Screen play by D. D. Beauchamp, William Bowers and Richard Flournoy.

A lightweight situation comedy about a young millionairess who tries to do good in a small town but creates disorder instead is unspooled in appropriate fashion in ''She Couldn't Say No.'' Fortified by the star names of Robert Mitchum and Jean Simmons, the picture should find a spot on the program as supporting fare. Particularly in rural areas will the plot be appreciated. For events, taking place in a small Arkansas town, reveal how a community of self-styled ''hicks'' shows up a sophisticated city gal to comic advantage. Helping to supply the humor, which is mainly of the cracker barrel variety, are Arthur Hunnicutt, Edgar Buchanan, Wallace Ford, Raymond Walburn and Ralph Dumke.

Arriving in the town incognito, Jean Simmons, a millionairess, secretly decides to distribute money to all inhabitants who 20 years back had aided in saving her life. But her acts of kindness prove harmful and only through the intercession of Robert Mitchum, town doctor, is all made well again. Jean and Mitchum arrive at a fadeout clinch.

"Riders To The Stars"

(United Artists) Color 81 Min.

Cast: William Lundigan, Herbert Marshall, Richard Carlson, Martha Hyer, Dawn Addams.

Credits: Produced by Ivan Tors; Directed by Richard Carlson; Screen play by Curt Siodmak.

This weak science fiction entry, which utilizes a fantastic plot about space rockets that invade the ionosphere to capture meteors, should get by with the undiscriminating sensation-seeker as a dualler. In some situations, the featured names of William Lundigan, Herbert Marshall and Richard Carlson may serve as draws. Otherwise, ''Riders to the Stars'' will have to depend on its calculated exploitation potential to make the grade.

Photographed with Color Corp. of America film, the story shows how a group of scientists is trained to man space rockets for a journey into the heavens. The goal is to secure meteors for laboratory study. Some excitement is elicited from the use of newsreel clips of jet propelled rocket take-offs, but for the most part the proceedings fail to strike home as drama.

"The Boy From Oklahoma"

(Warner Bros.) WarnerColor 88 Min.

Cast: Will Rogers, Jr., Nancy Olson, Lon Chaney, Anthony Caruso, Wallace Ford, Clem Bevans.

Credits: Produced by David Weisbart; Directed by Michael Curtiz; Screen play by Frank Davis and Winston Miller; From a "Saturday Evening Post" story by Michael Fessier.

Pleasant diversion and above average grosses will be derived by viewer and exhibitor, respectively, from this human interest western, in WarnerColor, about a philosophical cowboy who tames a wild town without a gun. Picture, with its overtones of homey humor and light melodramatics, should receive strongest response in rural markets. Here the cracker barrel dialogue and lariat tricks of Will Rogers, Jr. will be be appreciated.

Rogers, Jr. receives capable support from a featured cast that contains such veterans as Lon Chaney, Wallace Ford, Clem Bevans and Slim Pickens. Nancy Olson handles the romance well and Anthony Caruso makes an amiable but ruthless villain. The story casts Rogers, Jr. as a naive sheriff who uses his particular brand of philosophy to disarm trouble makers and eventually uncover the murderer of Miss Olson's father. In the course of events, some scenes of suspense are generated. Chief among these is an incident in which Rogers, Jr. saves his own life by sagely talking ''Billy the Kid'' into putting away his gun.

"Alaska Seas"

(Paramount) 78 Min.

Cast: Robert Ryan, Jan Sterling, Brian Keith, Gene Barry, Richard Shannon, Ralph Dumke.

Credits: Produced by Mel Epstein; Directed by Jerry Hopper; Screen play by Geoffrey Homes and Walter Doniger; Based on a story by Barrett Willoughby.

Thematically this action melodrama is concerned with the oft-repeated struggle between good and evil and the plight of a weak man given over to the nefarious in order to make a deceptive appearance. This, against a background of salmon fishing and piscatorial piracy in Alaskan waters, rates ''Alaska Seas'' as a substantial entry in the adventure category with a fair potential perceptible in subsequent situations.

Development of the script tends to become weighty in sections. The romantic content seems on the confused side what with Jan Sterling unable to make her mind up between Robert Ryan or Brian Keith. The production is rather impressive with neat blending of process screen shots, studio takes and spectacular documentary footage. Big and exploitable moments in the show occur when glaciers disintegrate and come crashing down into the sea. Other factors are brawls, seagoing battles, a fire, shooting matches and stabbings.

Ryan, released from jail after serving time for seal poaching, returns to Jan and tries to take up romantically where he left off. This irks his old pal, Keith. Ryan takes to his old ways, runs afoul of a fishing co-operative, and in a last effort sacrifices his life to save Keith from being blown up.

"Three Young Texans"

(20th-Fox) Technicolor 78 Min.

Cast: Mitzi Gaynor, Keefe Brasselle, Jeffrey Hunter, Harvey Stephens, Dan Riss, Michael Ansara.

Credits: A Panoramic Production; Produced by Leonard Goldstein; Directed by Henry Levin; Screen play by Gerald Drayson Adams; From a story by William MacLeod Raine.

''Three Young Texans,'' Technicolor western set in the old Southwest, marks the second film to carry the banner of Leonard Goldstein's Panoramic Productions. Topcasting three personable youngsters, Mitzi Gaynor, Keefe Brasselle (of Eddie Cantor fame) and Jeffrey Hunter, the feature is obviously the work of skilled hands and should serve nicely in action spots. Plot hinges on a railroad hold-up which Hunter commits to save his father from a band of Mexican thugs. Conflict arises when Brasselle, Hunter's partner, refuses to return the money to the authorities. This sets up a triple hunt, with Brassele wanted by Hunter, the Mexicans and the U.S. law officers.

At times the film gets overly complicated for an oater, but a multitude of action scenes makes up for the talky sections. Hunter performs the major share of the heroics, as he climbs speeding railway trains, battles with the wayward Brasselle and tackles the entire Mexican gang single-handed. He also wins in the romance department, getting Mitzi for his own when Brasselle is killed by the bandits. It's a good production credit, and it has all been done with the proper spirit.

"Jubilee Trail"

(Republic) Trucolor 103 Min.

Cast: Vera Ralston, Joan Leslie, Forrest Tucker, John Russell, Ra Middleton, Pat O'Brien, Buddy Bae, Jim Davis, Barton MacLane, Richard Webb, James Millican.

Credits: Associate producer, Joseph Inman Kane; Directed by Kane; Screen play by Bruce Manning; Based on the novel by Gwen Bristow.

Republic has come up with a substantial grosser in this western epic about a trader's wife and her experiences in the California of 100 years ago. Picture has a strong women's angle in the top-casting of Joan Leslie as the wife and Vera Ralston as her best friend. Fortified by the fact that the novel on which the picture is based sold close to 1,000,000 copies, ''Jubilee Trail'' may draw even a wider audience than other outdoor dramas of its type.

Romance of the trader's wife, Joan Leslie, with John Russell, her husband, then with Forrest Tucker, a frontiersman who befriends her after Russell is murdered, is fraught with warm sentiment. Around these main story lines revolve a full set of intriguing characters, played by Pat O'Brien, Ray Middleton, Barton MacLane and Buddy Baer. Offsetting the dramatic sequences are several songs which receive animated productions and vibrant delivery by Miss Ralston, who in ''Jubilee Trail'' gives the best performance of her career. Comic touches by MacLane, Baer and O'Brien help round out the story.

Photographed against numerous indoor and outdoor settings in vivid Trucolor, ''Jubilee Trail'' moves in scope from old New Orleans to southern California, where most of the action takes place. Indian battles, rough-and-tumble brawls and gunfights punctuate the turns of the plot. Events begin when Russell takes Joan west to meet Middleton, his brother, who owns a vast ranch. Middleton is furious over Russell's marriage to Joan since he wanted his brother to wed a Mexican lass, daughter

(*Continued on page* 37)

PARAMOUNT'S EXCITING NEW ADVENTURE HIT...SET IN AN EXCITING NEW ADVENTURE LOCALE



BOOK IT NOW...THE BIG STORY OF THE PLUNDERING BRAWLERS OF THE NORTH FRONTIER WHERE NO MAN OR WOMAN IS SAFE FROM THEIR TERROR!.....

Republic's 1954 Release Slate Boasts 22 Top-Budget Pictures

Republic Pictures has revealed plans to release 29 features during 1954, of which eight have already been completed and the remaining 21 are being prepared for production. The list includes 22 top-budget pictures, three comedies starring Judy Canova and four Rex Allen westerns, while four serials are slated to round out the year's program.

An appropriation of $4,700,00 has been allocated to advertising, publicity and exploitation of the total release slate, according to Herbert J. Yates, company president. He also revealed that the first eight films to come from the studio in the new year cost more than $15,000,000 to produce.

These expenditures were made because "our faith in this industry has been substantially proved during the past year by the outstanding public acceptance of truly fine motion pictures," the executive explained. This acceptance motivated Republic to search the publishing field for best-selling novels for its new program, he added.

A majority of the films will be lensed in Trucolor, Yates stated. His company has secured top box office stars and production personnel to work on them, he declared.

Launching the 1954 schedule is "Jubilee Trail," filmed in Trucolor and starring Vera Ralston, Joan Leslie and Forrest Tucker. Film received its world premiere at the Saenger Theatre, New Orleans, where it was backed by an extensive promotion campaign which included star appearances, book promotion and special exploitation, according to a Republic report.

Joan Crawford makes her first appearance in a film with a western background in "Johnny Guitar," Trucolor production which also features Sterling Hayden and Scott Brady. It was produced and directed by Nicholas Ray.

Other productions awaiting release include "Make Haste to Live," suspense drama starring Dorothy McGuire and Stephen McNally; "Hell's Half Acre," mystery directed by John H. Auer, starring Wendell Corey and Evelyn Keyes, and "The Outcast," a Trucolor outdoor drama with John Derek and Joan Evans.

Also completed and soon to be released is "Laughing Anne," Technicolor filmization of a Joseph Conrad story which marks Herbert Wilcox' initial production and direction credit for Republic. It stars Wendell Corey and Margaret Lockwood.

"The Shanghai Story," marking the return of director Frank Lloyd, is a drama of intrigue starring Ruth Roman and Edmond O'Brien. Finished product list closes with "Trouble in the Glen," filmed in Scotland with Margaret Lockwood and Orson Welles in Trucolor. Script is by Frank Nugent from a story by Maurice Walsh, both of whom figured in the same capacity for "The Quiet Man."

Augmenting the completed line-up, Republic's 1954 production program will be the most imposing in the company's history, Yates reported. It is highlighted by a production to be directed by John Ford. Also being prepared is "The Big Whisper," a chase story of modern-day Berlin to be produced there by Virginia Van Upp.

For "Brother Van," human interest saga of a travelling preacher in pioneer days, the company announces it will gather a top cast for a Trucolor production. It also discloses plans for an "ambitious" production for "The Life of Richard Wagner," film biog of the famous composer.

It reveals that it is slating for "The Passion Play," to be filmed in Trucolor, "the important production its theme warrants." Some westerns on the list include "The Vanishing American," from a Zane Grey story; "Santa Fe Passage," from a best-selling novel, and "Man From Texas," to be filmed in Trucolor from a "Saturday Evening Post" story.

Mickey Rooney will star in "The Mighty Melvin," a comedy, and others on the list include "The Great 'H' Bomb Robbery," suggested by a story by Bob Considine; "Jesse James Was My Neighbor," action Trucolor film; "Timber Jack" to be filmed in Trucolor on Vancouver Island, and "Tobor," a science-fiction story to be produced by Richard Goldstone.

The schedule is rounded out by the three features starring Judy Canova, four outdoor-action pictures tailored to the services of Rex Allen and four serials.

"Jubilee Trail" Debut Caps Week's Hoopla

NEW ORLEANS.—Herbert J. Yates, president of Republic Pictures, received an outsized silver "Sugar Bowl" and the keys to the city from the mayor of New Orleans at the world premiere of the company's "Jubilee Trail" at the Saenger Theatre last week. Others of a big Republic delegation received certificates of honorary citizenship of the city.

Attending the opening of the film were all its stars, including Vera Ralston, Joan Leslie and Forrest Tucker as well as Republic officials, C. Bruce Newbery, general sales manager; William Saal, assistant to Yates; and Walter Titus, vice-presdent. Film's director, Joseph Kane, and writers, including novelist Gwen Bristow, were also on hand.

Pre-opening festivities encompased an entire week, according to a company report. Members of the party were interviewed on radio and television shows and hosted at several lunches and cocktail parties. For one afternoon the group took over the March of Dimes booth in a downtown location.

Miss Bristow held an autographing one day in the book department of Maison Blanche, a New Orleans department store.

In New Orleans For 'Jubilee Trail' Premiere









Crowds braved evening rains to attend world premiere at New Orleans' Saenger Theatre (upper left) of Republic's "Jubilee Trail" and see visiting stars (upper right) who were greeted by Paramount Gulf Theatres execs upon local arrival. On plane's steps (bottom to top) are: Gaston Dureau, Para Gulf prexy; Herbert J. Yates, Republic prexy; Herman Plitt, Para Gulf vice-prexy; Vera Ralston, Joan Leslie, John Russell, Buddy Baer, Mrs. Joe Kane, Joe Kane, film's director; daughter Louise Kane; Pat and Mrs. O'Brien, Ray Middleton and Forrest Tucker. A parade to the Saenger (lower left) preceded ceremonies, which were climaxed by arrival (lower right) of Yates, Miss Ralston and Dureau.



ANOTHER GREAT ONE

from **COLUMBIA!**

MARLON BRANDO

as **The WILD ONE**

It's STANLEY KRAMER'S most explosive drama!

with Mary Murphy · Robert Keith

Screen Play by JOHN PAXTON · Directed by LASLO BENEDEK

A STANLEY KRAMER Production

REGIONEWS

ALBANY

Identical bills calling for a referendum on legalizing bingo were introduced by Senator Seymour Halpern and Assemblyman Fred W. Preller, Queens Republicans, at the 1954 legislative session. . . . A bill introduced by Assemblyman Daniel M. Kelly (D-Manhattan) would require New York State theatres showing 3-D films to post a sign at least one foot high, stating that glasses are necessary to view the picture. Kelly also reintroduced the measure calling for theatres selling reserved seat tickets to display a diagram showing where seats are located.

The State, one of three Fabian first-runs in Schenectady, has a new wide screen. Its Grand in Albany will be similarly equipped and the Cohoes in Cohoes may get CinemaScope. . . . Dave Rosenbaum, owner of the Capitol, Elizabethtown, left for Florida where he owns a winter home. It's reported he may lease the Capitol and live in Florida. . . . Steve Davis, formerly with public relations of National Screen and also Metro publicity, assumed new duties as director of publicity for WLRI-TV, which Van Curler Broadcasting Corp. plans to put into operation sometime in Feb.

ATLANTA

Associate City Commissioner R. E. Lindbergh said he would introduce an ordinance to abolish the city's Motion Picture Board of Review. . . . A hearing has been set in Nashville, Tenn. on a petition by Crescent Amuse. Co. for permission to acquire a drive-in outside the city. The Crescent consent decree requires court approval for new theatre acquisitions. . . . The much-disputed Negro Drive-In at Sanford, Fla. was opened by Midstate Theas., with a capacity of 275 cars and benches near the front ramp for 57 persons. . . . Shafer Theas. leased the Florida Theatre, Daytona Beach, to Roy Bang and sold the San Marco Drive-In, St. Petersburg, to David L. Huff.



This scene from "Look for the Silver Lining," the 1954 March of Dimes short, shows Howard Keel, M-G-M star, singing to one of the small victims in the polio ward of a California hospital. Film will be shown throughout the nation during the last week in January.

A nuisance action against the Turnpike Drive-In at Opa Locka, Fla., was thrown out of court and the matter merely called to the attention of the manager. N. N. Bernstein heads the operating company. . . . Judy Nolen now with ABC Booking Service. . . . Park Theatre, St. Petersburg, Fla., increased its seating capacity by adding a balcony with 120 seats, making it a 500-seat house. . . . Varsity Drive-In at Tuscaloosa, Ala. now open only Fri. to Sun. . . . Sam and Morris Gaspin purchased a site in the Tremont Park section of Savannah, Ga. for a $21,000, 600-car ozoner.

A. W. Hammond, mgr. of the Wilson Drive-In, Florence, Ala., suffered injuries when attacked twice by a patron who attempted to enter via an exit and leave via the entrance. . . . H. A. "Red" Tedder was named mgr. of the Victoria Theatre, New Smyrna, Fla. He was succeeded as projectionist by George Frank. . . . Valerie Theatre, Inverness, Fla., installed a panoramic screen. . . . Stereophonic sound equipment installed in the Capital, Clearwater, Fla., by Wil-Kin Theatre Supply. . . . A fire which gutted the State Theatre, Bradenton, Fla., managed by Phil Masters, caused more than $35,000 damage to furnishings and equipment, including a recently installed $1,500 screen.

Edward Eckert, owner of the Palm Theatre, Dunedin, Fla., is offering a monthly award of a book of theatre tickets to the top ranking boy or girl in the pram fleet, a sport sponsored by the Chamber of Commerce at the bayfront Sunday afternoons. Eckert said the Palms has installed the first floating CinemaScope screen in Florida. . . . William Korash is building a new 700-seat theatre in Opa Locka, Fla., to cost about $100,000. It will be in "T" shape and building will house stores and offices also.

Crescent's two-year-old Tennessee Theatre in Nashville inaugurated a legit policy with opening of "South Pacific." According to R. E. Balch, circuit prexy, other live presentations will follow. The Tennessee's CinemaScope screen will be "flown" above the stage, while the stereophonic sound equipment will be removed. . . . Beacham Theatre, Orlando, Fla., closed temporarily for modernization, to include a new front and lobby, Kroehler Push-Back chairs and a wide screen. . . . Riviera Theatre, Knoxville, Tenn. is remaining open during extensive remodeling.

The Municipal Trailer Park board in Punta Gorda, Fla. stuck by its guns at the special meeting called by the City Commission and will offer free movies in the Community Hall to trailerites stationed in their park. . . . ABC Theatrical Ents. moved into new quarters at 164 Walton St. . . . The Ritz, Hollywood, Fla., reopened with Paul Swater as mgr., following repairs by new owners, B. S. Moss Corp. of N. Y. . . . W. A. "Bud" Bowers, owner of the Warrior Theatre, Warrior, Ala., is the first pres. of the recently organized Veterans Voting Club in Jefferson County. . . . George Foreman of Long Beach, Fla., has inked the first distribution franchise to handle Hallmark pictures in the Atlanta-Jacksonville zones.



Agnes Andreasen, mgr. of the Admiral and Chief theatres in Omaha, and a Junior Chamber of Commerce committee greet Dane Clark, starred in United Artists' "Go, Man, Go!," on his arrival for a round of press, radio and TV interviews to back the two-theatre Nebraska premiere of the action drama.

BOSTON

William M. Kumins, Warner salesman, has been upped to sales mgr., replacing William Twig, transferred to the Pittsburgh exchange as branch mgr. . . . A farewell get-together, in honor of Marion and Joe Cifre, past chief barker, was held in the Variety Club rooms with a host of friends on hand. After 49 years in the theatre equipment field, Cifre sold his business to three former employees and is planning to live in the new home he is building at Coral Gables, Fla. Joe received the Great Heart Award in 1948. . . . John I. Taylor, promotion mgr. of the Boston Globe, has set up a screening of "Hamlet," playing a return engagement at the Kenmore Theatre, for 450 high school editors in Greater Boston and is offering cash prizes for the best reviews in the school papers.

David Hodgdon's Wakefield Theatre, Wakefield, Mass., was selected for the world premiere of Warner's skiing short, "Born to Ski" because the film was produced, directed and photographed by two Wakefield lads, John Roberts and Clayton Ballou. . . . E. M. Loew and I. Jerome Ricker purchased at auction the downtown business property at 39-41 West St., owned by Philip and Courtney Bird. It will not be used for theatrical purposes. . . . A recent visitor from N.Y. was Harold Wiesenthal of Arlan Pictures, who huddled with Joe Levine of Embassy Pictures on his forthcoming foreign product. . . . Richard Smith, v.p. of Smith Mgmt. Co., is receiving congratulations on the birth of his first child, named Amy Joy.

In an effort to block construction of an open-air theatre on the Veterans of Foreign Wars Parkway in W. Roxbury, the City Council has suggested that the city take over site for use as a playground. A permit to build the drive-in was issued to Michael Red-

BOSTON (cont'd.)

stone on the final day of Mayor Curley's administration and several fruitless attempts have been made to cancel the permit. This fall, however, the Redstone interests started actual construction on the grounds.

BUFFALO

Variety Tent No. 7 presented a check for $7,200 to the Children's Hospital for its Cerebral Palsy dept. at ceremonies in the Hotel Statler, with Myron Gross of the Club's Heart Committee making the presentation. More than $76,000 has been donated by the Club in the past seven years. A citation from the hospital was given to Marvin Jacobs, chairman of the Heart Committee, as "the man who most completely exemplifies the ideals of the Variety Club." . . . Arthur Krolick, dist. mgr., and Harry Rubin of the projection dept. of the Paramount in Buffalo were invited to the premiere of "How to Marry A Millionaire" in Rochester. . . . Frank Quinlivan of Gammel Theas. is recovering from a recent illness.

Selwyne Ginsler of UA was chosen pres. of the local Colosseum of Motion Picture Salesmen. Others elected were Francis Maxwell of RKO, treas., and Edward Suess of M-G-M, secy. . . . Shea's Buffalo Theatre premieres "Knights of the Round Table" on Jan. 28. Schools, libraries and book stores are co-operating with pub. chief Edward Meade, and school children who attend in groups will be admitted for 50¢ each. Incidentally, Meade was appointed publicity chairman for Brotherhood Week in Feb. . . . Long lines have been forming at the Paramount for matinees of the double crime bill, featuring revivals of "Little Caesar" and "Public Enemy."

George McKenna, mgr. of Basil's Lafayette, is on the planning committee of the Main St. Assn. arranging a dinner program in honor of the incoming Mayor and other new officials. . . . Richard Kemper, zone mgr. of Dipson Theas., was elected vice commodore of the Buffalo Launch Club. . . . The Bellevue in Niagara Falls is being equipped with a Magniglow Astrolite screen in preparation for opening of "Knights of the Round Table," according to mgr. Lou Jaffe. . . . Dipson's Bailey Theatre has a new wide screen. . . . John C. Gieschen closed his 599-seat Horseheads Theatre at Horseheads. . . . Robert Dittrich also announced closing of his 229-seat Lakes at Interlaken. . . . The Hub at Sea Breeze, owned by Schmidt Bros., reopened this month. . . . Wm. Rosenow Theatre Service, 170 Franklin St., will act as sales representative for "Martin Luther" in the Buffalo-Albany exchange territories.

CHARLOTTE

W. M. Patrick, Jr., owner of the Sylvia Theatre, Rock Hill, S.C., was convicted for showing of "Ding Dong." The theatre mgr. was arrested while showing the film. . . . Roy Bradley of Stewart-Everett Ents. is in the hospital. . . . R. B. Adams' ozoner at North Wilksboro, N.C. will be open only Fri. to Sun. until early spring. . . . Mrs. L. E. Edwards closed her Mitford Drive-In, Great Falls, S.C. for balance of the winter. . . . Bill Craver, theatre mgr. and booker, has returned to Charlotte after several years in Gastonia, N.C. . . . Ben Allen, Greensboro, N.C. theatre owner, is ill in Veterans Hospital at Durham, N.C.



Pictured at the recent luncheon of the Amusement Division of the Federation of Jewish Philanthropies are (l to r): Harry Brandt, 1953-54 chairman; Deborah Kerr, winner of a Federation "Mark of Achievement" award; Eddie Fisher receiving his award from Bob Weitman, ABC Broadcasting Co.; Edward R. Murrow, also an award winner; and Milton Weill, Federation president.

CHICAGO

A new service was inaugurated in the Chicago Daily Tribune. Each Friday, it prints a brief snyopsis of films showing in neighborhood theatres and refers readers to its Go-To-Movie Guide to find where they can be seen. . . . James Coston, owner of the Coston circuit in Chicago and interested in 40 other theatres in Ind., Ill. and Wisc., reports CinemaScope and stereophonic sound equipment have been installed in about half the houses he is connected with. Coston and his wife leave for an extended Mediterranean trip on Jan. 29. . . . Manta-Rose now have five houses equipped with CinemaScope—their Elco at Elkhart, Ind.; LaPorte, LaPorte; Indiana Theatre, Indiana Harbor; Goshen at Goshen, and Lido in Maywood, Ill.

Ben Levy, formerly with Eitel's Palace Theatre, is now on the managerial staff of B&K's State Lake Theatre. . . . M-G-M is allowing some subsequent-run theatres here to show "Kiss Me Kate" in 2-D, including S-W's Avalon and Capital on the southside. . . . Starlite Theatre and Drive-In, still open, is featuring triple film bills. . . . Better Films Council say their film reviews are helping business in subsequent-run houses. . . . Willie Shore memorial at Chez Paree garnered $25,000 for Variety Club's charity, LaRabida Sanitorium. . . . Edward Wolk, theatre equipment mfr., bought the Coed theatre building and will convert it to commercial use.

Alliance's Indiana Theatre, Terre Haute, will complete its CinemaScope installation by Jan. 28, and in the Paramount at Anderson, Feb. 10. . . . Filmack Trailer Co. celebrating its 35th anniversary this month. . . . Teitel Film Co. reports distribution deals completed for Annapurna, Murder On Monday, The Horse's Mouth, Miss Robin Hood, Pickwick Papers, Little Fugitive, Rome 11 O'Clock, Two Cents Worth of Hope. . . . Harold Jacobs, formerly with Garden Theatre, Indiana Harbor, was named mgr. of Harry Nepo's Kimbark and Lexington theatres. . . . Jack Garvey, B & K publicist, convalescing at home after surgery. . . . Eddie Cantor expected in Chicago for premiere of "The Eddie Cantor Story" at McVickers Theatre Jan. 29.

Variety Club of Ill. installed its new officers and crew at a dinner in the Congress Hotel, with Irv Kupcinet, Sun-Times columnist, as principal speaker. Mannie Smerling is new chief barker; Nat Nathanson, 1st asst.; Ralph Smitha, 2nd asst.; Harry Balaban, dough guy; Jack Rose, property master; John J. Jones, International canvasman. . . . Si Greiver, independent booker, will handle Gust Constan's theatres in Decatur, Bloomington and Danville, and will also book for Town Theatre, Townhall, Ill.

CINCINNATI

Wesda Theatre, Dayton, which is in its seventh year and operated by Goode & Unger, is closing due to lack of business. Building will be converted to commercial use. . . . A change in ownership has taken place at the Belmont Theatre, Dayton. C&Z Theatre Corp. are operating the house, with C. B. Babilis setting the policy. . . . Sam Haber is the new Ohio sales representative for National Screen, replacing Mel Lee. . . . Lloyd Rogers of the Welch Circuit, Welch, W. Va., is in the hospital for a rest on doctor's orders. . . . Louis Wiethe is installing stereophonic sound in his Valley Theatre and will open with "The Robe" on Jan. 27. Wm. Forg is new mgr. at the Valley.

Plans for the National Allied Drive-In convention at the Netherland Plaza, Feb. 2-4, include many special events for the ladies, banquets at Beverly Hills Country Club and the Sheraton Gibson Hotel, and discussions will center around CinemaScope or wide screen for ozoners, winter operation and booking and buying problems. . . . M-G-M, Scandinavian Airlines and the Hyde Park Theatre, operated by Vance Schwartz, are sponsoring a "Julius Caesar" contest, with prizes of a 7-day trip to Rome, a $50 cash award and 10 albums of scenes from the film. . . . William Onie is installing a wide screen and equipment for 3-D and CinemaScope showings in his Miami-Western Theatre at Oxford.

Sherwood Drive-In, Dayton, owned by Sam Levin, is continuing winter operation without heaters. On Saturday night the theatre offers five attractions and serves free coffee and doughnuts. . . . Bill Keyes of the Victory Theatre, Dayton, is recuperating at home after being hospitalized for a week.

Jay Goldberg of Realart and Lippert, has scheduled "Martin Luther" to open simultaneously here at the Monte Vista, Emery, Mt. Lookout, Little Playhouse and Esquire. Another of its attractions, "The Bigamist," opens at the Capitol Feb. 13. . . . Edward Salzberg, owner of Screen Classics, acquired distribution rights to "Little Fugitive."

DENVER

The decision of the U.S. district court jury, awarding $300,000 to Cinema Amuse. Co., operators of the Broadway in 1952, for alleged violation of the anti-trust laws by Loew's RKO and 20th-Fox, was upheld by a three-judge court in the 10th U.S. circuit court of appeals here. . . . Harris P. Wolfberg, 71, pres. of Wolfberg Theatres, owners

DENVER (cont'd.)

of the Broadway and Paramount and of five ozoners in Denver, died in a Chicago hospital following an illness of several months. . . . Tom Bailey has secured the Denver and Salt Lake City rights to the distribution of "Martin Luther." . . . Chas P. Webber, projectionist at the Paramount screening room, became a father for the first time, with the arrival of Charlene Kay. . . . George McCool, office mgr. and head booker at UA, is celebrating 20 years with that company.

Ed Doty, former mgr. of the Fox, Caldwell, Idaho, was made city mgr. at Las Vegas, N.M. for Fox Inter-Mountain, succeeding Jack Fleming, who was moved to Walsenburg, Colo. as city mgr. Fleming succeeds Wilbur Williams, Jr., who returns to his native state as asst. city mgr. at Cheyenne, Wyo. . . . Norman Probstein, owner of the New State was married to Nancy Miller of Denver. They will live in St. Louis, where Probstein is v.p. of the Congress Hotel. . . . Mrs. Otto Weddenfeld bought the Zala, Madrid, Neb. from the E. J. Touey estate. . . . J. M. F. Dubois, freelance newsreel cameraman, underwent an operation at a local hospital. . . . Robert Demshki, Fox Inter-Mountain city mgr. at Longmont, Colo., and Sharon Feldman, cashier at the Denver, Denver, will be married this summer.

DES MOINES

Notice of a merger between the Marshalltown Theatre Corp. and Singer Waterloo Corp. of Waterloo has been filed. New company will be called Davenport Orpheum, Inc. and officers, all from N. Y., are listed as Sol A. Schwartz, pres.; Wm. W. Howard, v.p.; T. F. O'Connor, v.p. and treas.; Wm. F. Whitman, secy.; H. E. Newcomb, comptroller; Edward W. Avery, Arthur E. Bell and John E. Redmond, asst. treasurers; Louis Joffe and Milton L. Mair, asst. secys. . . . There will be no Friday night shows from now on at the Lamont Theatre in Lamont, according to mgr. Burdette Ross. However, there will be a Sat-Sun feature instead.

The Mayor and City Council have cut taxes on theatre seats in Clinton. The city formerly had a tax of 13¢ per seat, which yielded $291.98 from the Capitol, Rialto and Lyons. Under new schedule, the three theatres pay only $200. Jerome B. Greenbaum, Des Moines dist. mgr. for Central States, which operates the Clinton houses, asked for the relief. . . . Most Iowa theatres have changed the manner of conducting Bank Night drawings following a Supreme Court ruling that the former practice was illegal. Drawings are now being held before or after performances, with participants required only to sign participation cards.

Mrs. Mary Warrick, mgr. of the Rialto in Missouri Valley, announces a Fri-Sat-Sun-Mon program each week instead of the former 7-day operation. . . . Swea Theatre in Swea City has discontinued Sunday matinees. According to mgr. Milo Svendsen, there will be two shows each Sunday evening as usual. . . . Bev Mahon, owner of the Holland Theatre in Pella, was host to the Rotary Club at a showing of "The Gift" recently. . . . Curt and Elsie Bigley have sold their Humeston Theatre in Humeston to Mr. and Mrs. Dave Martin of Leon, who will take possession on Feb. 1. . . . "Glenn Miller Day" was observed in Clarinda, with Jimmy Stewart, who portrays the band leader in "The Glenn Miller Story" and Mrs. Mattie Lou Miller, 82-year-old mother of the musician on hand. World premiere of the film climaxed the day's activities, which included dedication of the Glenn Miller Armory by Gov. Beardsley and a luncheon honoring Stewart.

DETROIT

M. E. Miller is reopening the Capac Theatre at Capac, following extensive remodeling. Clark Theatre Service will handle bookings. . . . Transfer of the Rex at Morence to a new owner, as yet undisclosed, is reported. . . . William Kentz has switched booking of both the Riviera and the Lake at Port Huron to Bill Clark. . . . Dorothy Ackerman registered title to the Ackerman Candy Shop, located in the East Side Theatre, run by Al Ackerman. . . . Opening the "The Bigamist" at the Madison Theatre on Jan. 29 was given a strong advance campaign, with personal appearances by star Joan Fontaine and her producer-husband, Collier Young.

Al Dezel bought a block of ten M-G-M revivals, including top pictures led off by "Lili," for his Coronet Theatre, to play in an unprecedented series of consecutive bookings over a period of eight weeks. . . . Harold Brown is completing the first installation of CinemaScope for a United Detroit house at the Michigan, with the Fisher and Woods to follow. . . . Tony Cici, longtime supervisor of the Schulte circuit, who never knew a day's illness, is convalescing in Providence Hospital after a major operation.

Weldon Parsons, will stay with the Broadway-Capitol until the house gets organized under management of UDT. He plans to remain in Detroit for some time in order to continue medical attention following his recent eye operation. . . . John Crane, owner of the Priscilla, held a holiday matinee for youngsters, with free admission and favors, but reports he could only fill two-thirds of the house. . . . Charles Ealand, son of veteran Ferndale exhibitor Tom Ealand, died suddenly.



James Stewart, star of U-I's "The Glenn Miller Story," and Mrs. Stewart are seen here with Herman Fields, owner of the Clarinda Theatre, Clarinda, Iowa, during the "Glenn Miller Day" celebration which featured the world preview of the film to an invited audience as well as world premiere of the Decca album of the picture's sound track over a Mutual coast-to-coast network.

INDIANAPOLIS

J. B. Sconce reopened his Pixie Theatre on the west side. It had been closed since early summer. . . . Dr. Marvin Sandorf was forced by bad weather to close his Twin Drive-In. . . . The office of Marcus Ents. was moved from the Zaring Theatre bldg. to the Parkway bldg. at 30th & Deleware. . . . Alex Theatre, Alexandria, installed one of the new Astrolite wide screens, Walker frame and wide angle lenses. . . . Zaring Theatre installed an Astrolie wide screen and wide angle lenses. . . . A Simplex XL-400 stereophonic sound system was installed at Loew's Victory, Evansville. . . . Bob Jones, gen. mgr. of Affiliated Theas., who broke his ankle on a Halloween hayride, finally had the cast removed.

Howard Rutherford, mgr. at Loew's Indianapolis, inaugurated his new Cinema-

(*Continued on page* 24)

FILMS TELEVISED JANUARY 9 to 22

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Anna Karenia	Vivien Leigh	Fox 4-28-48
Arizona Thunderbolt	Robert Cummings	
Beware of the Ladies	Judith Allen	Rep. 1-12-37
Black Camel	Warner Oland	Fox 1-15-31
Bride of the Gorilla	Barbara Payton	Realart Pic. 3-1-51
Bulldog Edition	Ray Walker	Rep. 9-18-36
Caravans West	Randolph Scott	
Castle In The Desert	Sidney Toler	Fox 2-4-42
Charle Chan At The Opera	Warner Oland	Fox 11-16-36
Charle Chan in Monte Carlo	Warner Oland	
Citadel of Crime	Frank Albertson	Rep. 8-4-41
Desert Storm	Robert Cummings	
Down In Arkansas		
Fighting Thorobreds	Mary Carisle	Rep. 1-6-39
Forgotten Girls	Louis Platte	Rep. 3-27-40
Frontier Challenge	Randolph Scott	
The Golden Gloves Story	James Dunn	Eagle Lion 4-24-50
Hell Town	John Wayne	
Heroes of the Alamo	Lane Chandler	Col. 8-5-37
It Could Happen To You	Alan Baxter	Rep. 6-18-37
Mine Own Executioner	Burgess Meredith	Fox 6-8-48
Murder On The Campus	Charles Starrett	
My Dear Secretary	Laraine Day	UA 9-8-48
Night Hawk	Robert Armstrong	Rep. 9-26-38
Oriental Evil	Grant Withers	Rep. 3-5-37
Paradise Express	Martha Hyer	
Pilgrim Hill Hurricane		
S.O.S. Tidal Wave	Ralph Byrd	Rep. 6-2-39
The Second Woman	Robert Young	UA 9-8-48
This New Freedom	Alan Mowbray	
Texas Rambler		Spectrum Pic. 5-9-35
Rangers Roundup		Spectrum Pic. 2-9-38
River of Destiny		
Smuggled Cargo	Rochelle Hudson	Rep. 8-23 29
Snowbound	Robert Newton	U- 3-5-49
Uncensored	Phyliss Calvert	Fox 1-2-44
Wallaby Jim	George Houston	Grand Nat. 10-12-37
Water Gypsies	Ann Todd	Stanley Dis. 11-7-32

FOR THE FOURTH STRAIGHT YEAR

BMI LICENSED SONGS

VOTED NO.1 IN *All* CATEGORIES

EARNING BMI ITS FOURTH CONSECUTIVE SPECIAL AWARD FROM CASH BOX FOR "OUTSTANDING PERFORMANCE AND ACHIEVEMENT"



1953 — (TIE) **SONG FROM MOULIN ROUGE** (BMI) . . . Percy Faith-Felicia Sanders (Col.)
TILL I WALTZ AGAIN WITH YOU (Village) . . . Teresa Brewer (Coral)

1952 — CRY (Mellow) . . . Johnny Ray (Col.)

1951 — TENNESSEE WALTZ (Acuff-Rose) . . . Patti Page (Mer.)

1950 — GOODNIGHT IRENE (Spencer) . . . The Weavers (Dec.)



1953 — MEXICAN JOE (American) . . . Jim Reeves (Abbott)

1952 — WILD SIDE OF LIFE (Commodore) . . . Hank Thompson (Cap.)

1951 — ON TOP OF OLD SMOKEY (Folkways) . . . The Weavers (Dec.)

1950 — BONAPARTE'S RETREAT (Acuff-Rose) . . . PeeWee King (Vic.)



1953 — NO HELP WANTED (Acuff-Rose) . . . The Carlisles (Mer.)

1952 — HALF AS MUCH (Acuff-Rose) . . . Hank Williams (MGM)

1951 — COLD, COLD HEART (Acuff-Rose) . . . Hank Williams (MGM)

1950 — CHATTANOOGIE SHOE SHINE BOY (Acuff-Rose) . . . Red Foley (Dec.)



1953 — HOUND DOG (Lion) . . . Willie Mae Thornton (Peacock)

1952 — LAWDY, MISS CLAWDY (Venice) . . . Lloyd Price (Specialty)

1951 — 60 MINUTE MAN (Lois) . . . The Dominoes (Federal)

1950 — I ALMOST LOST MY MIND (Hill & Range) . . . Ivory Joe Hunter (MGM)

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NEW YORK CHICAGO HOLLYWOOD TORONTO MONTREAL

INDIANAPOLIS (cont'd.)

Scope screen with "Knights of the Round Table." . . . Trueman Rembusch announced winners of the contest conducted in five Syndicate Theatres who were to be sent to Hollywood with all expenses paid. . . . Harry Stephenson resigned as booker at Warner's and is succeeded by Caroline Webb. . . . John Stearns, mgr. at Keith's, organized a New Year's Eve stage show featuring local musicians, formerly members of name bands. . . . The Rex, a Tamler neighborhood theatre, has been converted into a church. . . . Earl Kincade of the Quimby Theatres, Ft. Wayne, died of a heart attack. . . K. C. Bernard installed an Astrolite wide screen at the Strand, Paoli. . . . Earl Cunningham, mgr. of the Fountain Square, is on the inactive list, suffering with a siege of shingles.

KANSAS CITY

The operation of the eight houses comprising the Sullivan Independent Theatres chain, Wichita, Kansas, is being transferred to Consolidated Agencies, a buying, booking and theatre management firm of Kansas City, Mo., according to O. F. Sullivan, circuit's general manager. A sale, lease and "option to purchase" agreement has been completed with the Nu-Vu Theatres, Inc., and its subsidiary, Multi-Scope Theatres, he revealed.

Houses involved in the transfer include the Crest, Palace, Crawford, Civic, Tower, West, 54 Drive-In and 81 Drive-In. Sullivan reports that because a great deal of local capital is represented in the transaction, the theatres will continue to operate under the Sullivan banner, at least till after the purchase option is exercised.

LOS ANGELES

Joe Kennedy, 1912 S. Vermont Ave., was appointed sales representative in this territory for "Martin Luther." Physical distribution continues through National Screen. . . . Lou Frederici, who operates the Cinema Theatre, is plotting reopening of the long shuttered Sunset Theatre. . . . Frank Shindler, RKO office mgr., has been upped to sales mgr. of the company's San Francisco office. . . . Tom Muehmore, Canoga Park exhibitor, has assumed operation of the Arroyo Theatre in L.A. . . . Ted Karatz, owner of the Cinema Park Drive-In, was in town conferring with Earl Johnson, whose office buys and books for the ozoner. . . . Bob Berretta, National Theatre Supply, celebrated his 77th birthday, giving him the distinction of being the oldest active employee on Film Row.

The Center Theatre, East L.A., was taken over by Sid Pink, well known exhibitor and film distributor. . . . The closed Rowena Theatre, Chandler, was damaged by fire. . . . Allied Artists office recently received a cleaning and paint job. . . . Jim Hollis, Western Amuse. Co. booker, completely recovered from injuries sustained in a collision at Hollywood at Vine. . . . Jack Jacobs, salesman for National Screen, entered the Midway Hospital for a third operation on his eyes. . . . A birthday cake depicting a scene from "The Little Fugitive" was the piece-de-resistance at a surprise birthday party to Bob Bernhard, booker for Favorite Films, which distributes the picture. . . . Jack Cooper, Warner booker, welcomed the arrival of Caren-Lyn, his second offspring.

MIAMI

Walter Good, maintenance engineer for Claughton, receiving acclaim from competitors for his idea in construction of wide screen. . . . Roxy Theatre in St. Pete and all Claughton houses getting the new treatment. . . . Bill Dock, new chief barker of Variety Tent #33, installed at Tarleton Hotel in view of over 300 guests. . . . Sonny Shepherd, in selling world premiere of "The Glenn Miller Story," has tied up all the nightclubs for Glenn Miller Week, also had Miami Beach city officials name the plaza opposite the Carib, "Glenn Miller Plaza." . . . Mrs. Emma Meyers, who saw the Lincoln cortege, died at the age of 93. She was the mother of Sidney Meyers, co-owner of the Wometco chain.

Ralph Puckhaber, mgr. of the Florida, devised a contest awarding two trips to Jamaica. Three hotels are tied in with the deal and Avianca Air Lines are giving the transportation—all for return of plugs from the screen and the good will buildup. . . . Lee J. Bhel is new owner of the Sunset, South Miami. . . . Fire-treated furnishings are credited with saving the Paramount in downtown Miami from a major conflagration when vandals broke in during the night and set a series of small fires. However, the $2,500 screen will have to be replaced. . . . Jack Miller of the Shores and Sam Rowlands of the Boulevard were the first victims of a new type of vandalism. Culprits broke in after closing and damaged the drink machines, netting little for the effort. . . . Buddy Walshon, asst. mgr. at the Towne, is in St. Francis Hospital. Craig Collins is pinchhitting. . . . Joe Gregory, new asst. mgr. at the Boulevard, replaces Lorey Strickle, now at the Beach.



Dena Productions' Norman Panama (facing camera), co-writer-producer-director with Melvin Frank, tells the trade press in New York that "Knock on Wood," Danny Kaye starrer for Paramount release, will receive record-breaking television promotion, and that Kaye himself will tour the country to publicize the picture. A second Dena film starring Kaye will follow.

Watch These Dates!

Jan. 25: Trenton, N. J.—Allied Theatres of N. J. annual meeting—Stacy-Trent Hotel.

Jan. 27: Richmond—Virginia Motion Picture Theatre Assn. winter meeting—Jefferson Hotel.

Jan. 31-Feb. 2: Washington — Theatre Owners of America mid-winter board meeting—Mayflower Hotel.

Feb. 2-4: Cincinnati — National Drive-In convention—Netherlands Plaza Hotel.

Feb. 2-4: Cincinnati—Independent Theatre Owners of Ohio convention—Netherlands Plaza Hotel.

Feb. 4: New York — Amusement Division, National Conference of Christians and Jews, dinner, Waldorf-Astoria.

Feb. 5-6: Cincinnati—Allied States board meeting—Netherlands-Plaza Hotel.

March 9-10: Oklahoma City—Allied Theatre Owners of Oklahoma annual convention—Biltmore Hotel.

March 22-25: Dallas—Variety Clubs International convention—Adolphus Hotel.

March 28-30: Edgewater Beach, Miss—Allied Theatre Owners of the Gulf States—Edgewater Gulf Hotel.

April 6-8: Milwaukee—Allied Independent Theatre Owners of Wisconsin convention—Hotel Schroeder.

May 2-7: Washington, D. C.—SMPTE 75th convention—Statler Hotel.

May 25-27: Old Point Comfort—Virginia Motion Picture Theatre Assn. annual convention—Chamberlin Hotel.

Oct. 10-11: Milwaukee—Allied States Assn. fall board meeting—Schroeder Hotel.

Oct. 12-14: Milwaukee—Allied States Assn. annual convention — Municipal Auditorium.

MILWAUKEE

Eight nabes, the first here to install CinemaScope, featured "The Robe" on Jan. 22. They are the Oriental and Tower, Garfield, Majestic, Uptown, Paradise, the Avalon and Fox-Bay. . . . Leonard Dorece is reopening his Crown Theatre in Racine. . . . H. Olshan, Columbia branch mgr., booked one of Gene Autry's pictures, "Saginaw Trail" at the Alhambra, tying in Autry's personal appearance here for a benefit performance. . . . Joe Reynolds, mgr. of the Oriental Theatre believes theatre rentals pay off, and during the Christmas vacation, when the theatre was closed in the afternoon, the East Side Businessmen's Assn. and the Harnischfeger Corp. took over. The Square "D" Co. rented the Tower on a Saturday afternoon during the holidays.

Mrs. Charles Berenger is pres. of the Better Films Council of Milwaukee County; Mrs. Wilbur Johnson is chairman of the children's movie commission, and Mrs. Ralph Koenig is preview chairman. . . . Jack Lorentz is back at work after minor surgery. . . . Elroy Luedtke, mgr. of the Delft and Nordic in Marquette, was elected pres. of the Marquette Chamber of Commerce. . . . Larry Seidelman, Republic salesman here, will be taking over as branch mgr. at the company's exchange in Omaha. . . . Art Heling is back as booker at M-G-M after serving his two years in the Army.

MINNEAPOLIS

Sam Berger, Berger Amuse. Co. head, has taken over the semi-legit Lyceum from the Nederlanders of Detroit. House will continue with road shows when available, films occasionally, and a stock company may also be promoted. Lowell Kaplan, buyer-booker for the circuit, will manage. . . . An all-night telecast to raise funds for cerebral palsy via WCCO-TV will emanate from the State Theatre on March 6. Stars from N. Y. and Hollywood will appear, according to Charles Winchell, v.p. of MACO, operators of the house. . . . Isle Theatre, Cumberland, Wisc., has a new panoramic screen and was modernized throughout.

Regents of the University of Minn. heard the complaint of Sol Fisher, operator of the Varsity and Campus nearby, that the University Film Society is giving him unfair competition in running films occasionally in Northrop Memorial Auditorium on the campus. . . . LeRoy Miller, Universal branch mgr., was sworn in as chief barker of Northwest Variety Club at ceremonies in the clubrooms in the Nicollet Hotel. Others taking oath of office were Sim Heller, 1st asst.; Charles Winchell, 2nd asst.; Joe Podoloff, doughguy, and Tom Burke, property master. . . . Cinerama officials are discussing the leasing of the Century with MACO.

Herbert Blass, Warner salesman in southern Minn., was transferred to Des Moines as branch mgr. . . . Mayme Mavritil, operator of the theatre at New Effington, S. D. is closing the house during Feb. while she vacations in California. . . . CinemaScope equipment and stereophonic sound have been installed in the Star, Jamestown, N. D., by Burr Cline, and in Welworth's Dakota at Bismarck, N. D.

NEW HAVEN

Stanley-Warner interests in Conn. have been reduced by one through dropping of lease on the Tremont, Ansonia. . . . Charles Goldner, former mgr. of the Astor, Bridgeport, was named mgr. of the Empress, Norwalk, newly-acquired by the Sampson-Spodeck-Bialek interests. . . . Joseph E. Tinty, owner of the Plainville tract on which Perakos Associates are building an 850-car, $200,000 ozoner, disclosed plans for a shopping center adjacent to the drive-in. . . . John McGrail, New Eng. exploiteer for U-I, has invited key city critics to attend a Boston press luncheon on Jan. 25, honoring James Stewart, star of "The Glenn Miller Story."

Conn. State Police stopped the showing of Embassy Picts.' "Everybody's Girl" at Ed Lord's Indoor-Outdoor Drive-In, Plainfield, and arrested Lord, his mgr. Donald Blaine, and projectionists John Huddy and Raymond C. LaNothe on a charge of exhibiting an immoral and degrading film. . . . The Capitol, East Haven, has a new luncheon set for lady patrons, with distribution on Tues. and Wed. . . . William A. Hatkoff, formerly with Warner's, has joined Nutmeg Theatres as mgr. of the newly reopened Norwalk Theatre, Norwalk. . . . Approval for construction of an ozoner on Litchfield Rd. at Watertown, fought for six months by residents of that section, has been granted to Fred Quatrano, who is associated with John Sirica in the venture. Counsel for objectors announced filing of an appeal with the State Traffic Commission.

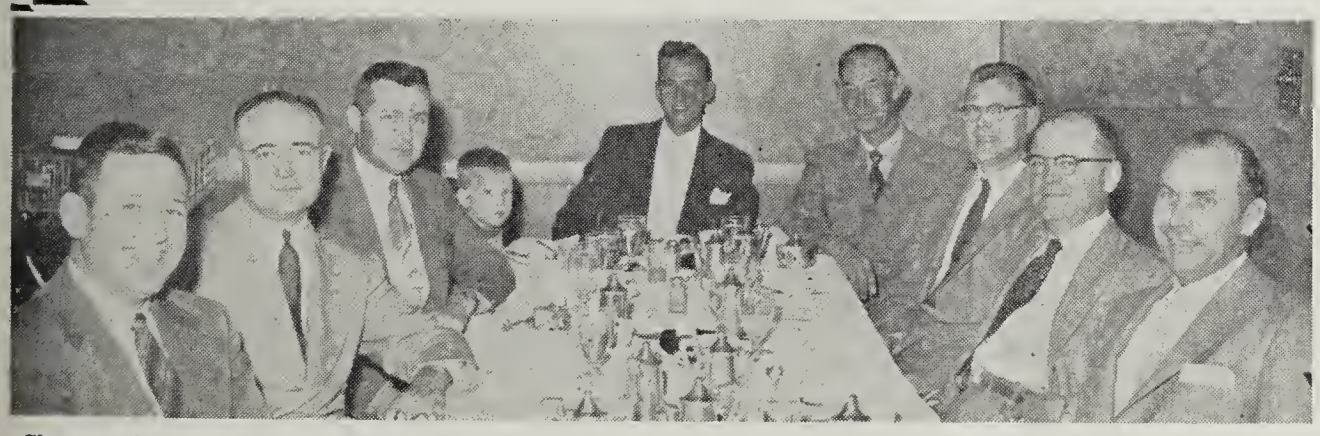


Beaming over the signing of producer-director Mervyn LeRoy to a long-term contract by Warner Bros., Jack L. Warner, production chief, entertains at luncheon in the Studio dining room. L to R: (seated) Ben Kalmenson, gen. sales mgr.; Warner; LeRoy; Steve Trilling, executive producer; (standing) William Orr, asst. to Trilling, and Jack M. Warner.

NEW ORLEANS

At the last board meeting of ATO of the Gulf States, in addition to planning for its annual meeting at the Edgewater Gulf Hotel, Edgewater Park, Miss., March 28-30, a committee of T. G. Solomon, E. R. Sellers, L. E. Downey and L. C. Montgomery was appointed to act as mediators in any bidding session where one or more parties are interested in effecting a split deal settlement. ATO stands ready to try to work out so-called impasses and impossible situations. Pres. Abe Berenson and T. G. Solomon will attend the Allied meeting in Cincinnati, Feb. 2-4.

The Lincoln Theatre, Laurel, Miss., was completely destroyed by fire of unknown origin. . . . Ren Drive-In, McComb, Miss., was temporarily closed and is expected to reopen March 1. . . . Moonlite Theatre, West Long Beach, Miss., closed temporarily. . . . Some permanent closings include the J. B. Theatre at Vernon, Ala., owned by Waterall Theas.; Reo at Golden Meadow, La.; and the Gay at Ferriday, La. . . . F. Madden opened his all colored Bossier Theatre at Bossier, La., which seats 350. . . . Calvin Johnson of Paramount was receipient of a 25-year service pin, certificate and wrist watch.



Shown above are exhibitors with headquarters at Lubbock, Tex., who attend the regular Monday Morning Coffee-Hour get-togethers at the Plainsmen Hotel. L to R: Marvin McLarty, Circle Drive-In; Preston Smith, Smith Theas.; J. B. Rhea, city mgr., Video Theas.; young Frank Baker and Fred Baker, Midway Theatre; Wallace B. Blankenship, Wallace Theas. prexy; Wesley B. Blankenship, v.p.; W. O. Beardon, Beardon Theas.; and J. B. Beeson, Red Raider Drive-In. Picture was taken by Royce E. Blankenship, gen. mgr. of Wallace Theas.

NEW YORK

George Schwartz of Goldwurm Schwartz, operators of the Little Carnegie and World theatres in N.Y., World Playhouse in Chicago, and the Times Film Corp., has resigned from the combine but will retain his interest in the World Playhouse. . . . George Powell was appointed mgr. of Loew's Post Road Theatre, Bronx. Joseph Epstein, formerly mgr. at Loew's Burnside, has been transferred to the Grand, while Frank Doherty, former relief mgr., has been assigned to the Burnside, Bronx. Wm. Nitschke, relief mgr., has been assigned to the 116th St. Theatre.

Berk & Krumgold sold two long-term leases held by Raybond Theatres, headed by David Weinstock, on the Circle Theatre, Parkchester, and the Globe, Bronx, to Endicott Circuit, headed by Kantor, Renner and Namenson, operators of theatres in Brooklyn and Long Island. This purchase represents their first acquisition in the Bronx. . . . Jamestown Amuse. Corp., headed by Gerald Shea, joined International Popcorn Assn.

Sam Einhorn of Rosenblatt-Welt Theas. was installed as pres. of theMotion Picture Bookers Club at a dinner at the Tavern on the Green; also Kitty Flynn as 1st v.p.; Lou Solkoff, 2nd v.p.; Shirley Levy, recording secy.; Harvey Rheinstein, financial secy.; Myron Starr, treas., and Ben Levine, sgt.-at-arms. . . . Edward C. Dowden, asst. to Loew's ad-pub director Ernest Emerling, was made a member of the Society of the Silurians.

PHILADELPHIA

Sidney E. Samuelson, pres. of Allied Motion Picture Theatre Service, is now handling the film buying and supervision of bookings for member theatres, replacing Roy Sullender, who is no longer connected with the company. . . . Jack Harris has inked a distribution franchise to handle Hallmark pictures in this exchange area. . . . A series of motion picutres portraying various Red Cross services is available to theatres in this area without charge upon application to chapter headquarters, 253 N. Broad St.

Si Fabian and Spyros Skouras, S-W and

PHILADELPHIA (cont'd.)

20th-Fox prexies, were principal speakers at the 20th anniversary dinner of the local Variety Club, which also marked the induction of chief barker Norman Silverman and his crew and honored Ralph Preis, retiring chief barker. Max Youngstein, UA v.p. was toastmaster. . . . All equipment is being removed from the Circle Theatre, recently sold by Lionel Friedman & Co. for Stanley-Warner. Building will be converted to other commercial use. . . . The Plaza Theatre in Reading opened with a new low price policy of 10¢ for children and 25¢ for adults.

Steel Pier is planning to open its Casino Theatre shortly on a year round basis. House will be renamed the Ocean Theatre. . . . A suburban theatre here has a novel baby-sitting service for its patrons. When a sitter is hired, the patron receives a pass as part payment for the baby-sitting fee. . . . A proposed amendment to the certificate of incorporation of S-W would allow the theatre chain to diversify its business interests to any commercial venture. . . . Jay Emanuel, publisher and theatre chain owner, was a recent patient in the University of Penn. Hospital.

PORTLAND-SEATTLE

Frank R. Schulz, asst. city mgr. for Forman Bros., Salem, Ore., and connected with Capitol theatre and Drive-In for past six years, became mgr. of Sandy Blvd. Drive-In in Portland, the largest in the state of Ore. . . . Marc Bowman, former theatre mgr. in Portland and recently with Radio and Red Cross, was named public relations director for Empire Films in Spokane, a new firm engaged in producing film commercials for TV. . . . Jack D. Braxton, former mgr. of J. J. Parker's United Artists Theatre, Portland, is now managing the Bagdad, suburban theatre operated by Al Meyers.

Playhouse Theatre, Portland, one of the oldest in Pacific Northwest, is now being razed and will become a parking lot. Last lessee was John Hamrick Theas. . . . Lippert's Holly Theatre, Medford, Ore., has been closed. . . . L. K. Brisbin, Cine Sound Co., was named pres. of National Alliance of Theatre Sound Engineers. . . . Dick Newton, mgr. of the Portland Paramount, announces that stage shows will again be used to supplement screen fare. Louis Armstrong will appear Feb. 5 with his new stage revue. . . . A wide screen will be installed at Hamrick's Roxy in Portland, managed by Warren Goodwin.

Sol Mainzels, mgr. of the Aladdin, Portland, has booked an impressive array of French films, headed by "Bellissima." . . . Five of Portland's seven first-runs are now equipped with CinemaScope and stereophonic sound. The new Fox, formerly the Mayfair, is being entirely rebuilt for all new mediums. Also equipped with wide screen but as yet not authorized to project CinemaScope is the United Artists of the J. J. Parker chain.



Meeting in Dallas to discuss the Feb. 6th opening of Paramount's "Red Garters" in Fort Worth, following the Feb. 1st world premiere in Dallas, were (l to r): Frank Weatherford, Interstate's Fort Worth mgr.; Don Hartman, Paramount's executive producer; Bill Farnsworth, mgr. of the Hollywood Theatre, Fort Worth; and Dan Gould, Interstate's Fort Worth publicity mgr.

ST. LOUIS

A general meeting of the MPTO regional organization has been set for Feb. 9 to consider proposed changes in the constitution and by-laws, prepared by Phil Nanos, MPTO counsel, who, incidentally, recently became a father again. . . . Bloomer Amuse. Co. installed a CinemaScope screen and other equipment in the Ritz Theatre at Belleville, Ill. . . . The State at DuQuoin, Ill. reopened under management of John Fiorino on a 7-night basis. It previously operated on an abbreviated schedule. . . . Curtis F. Dowan announced plans to reopen the Sunset Drive-In at McLeansboro, Ill. around April 1 for weekend operation. . . . Joe Brooks closed his 200-seat Della Theatre, Creal Springs, Ill., for an indefinite period.

Andy Dietz of Cooperative Theas. will meet with owners of independently owned drive-ins of this area at the Sheraton Hotel on Feb. 10 to report on the National Drive-In Convention in Cincinnati, Feb. 2-4, which he plans to attend. . . . Cinerama opens at the Ambassador Theatre on Feb. 10, with Al Rosen of Pittsburgh, Pa. in charge. Roy Muehlmann, former mgr. of the Ambassador, took charge of the Missouri Theatre when it reopened. . . . Norman Probstein of the Congress Hotel and owner of the Crest Theatre building, under lease to F&M, was married in Denver, Colo. reeently. . . . Dave Ross transferred from Universal's Milwaukee exchange to the company's sales staff here, succeeding R. J. DeLier who left to enter another business in Oklahoma.

T. E. Bracken is reportedly planning to close his Hurst Theatre at Hurst, Ill. for an indefinite period and will fill in as magician and vaudeville actor, his old profession. . . . Wayne Smith, owner of the Egyptian Drive-In near Herrin, Ill., is recuperating at home after hospitalization. . . . Lester Kropp, ex-gen. mgr. of Wehrenberg Theas. and recently elected pres. of MPTO of St. L., E. Mo. and So. Ill., plans an early trip to Washington, D.C. . . . Mr. & Mrs. Ray C. Hess, who recently took over management of the Girard, Ill. theatre, are operating the house four nights a week, Wed.-Thurs.-Sat.-Sun. . . . Herman Gorelick, co-owner of Realart, became a grandfather for the second time when Patti Ann Sessel checked in.

Word from Equality, Ill. indicates that the old Strand, known in recent years as the Babs Theatre, which was damaged by fire, will not be rebuilt. The house, which had been closed for several weeks before the fire, was operated by J. C. Davenport. . . . Carl Malone, a former resident and theatre mgr. of Eldorado, Ill., died of a heart attack.

See Tax Cut Hearing Start By Late Winter

(*Continued from page* 5)

should become necessary to forego complete repeal.

A measure similar to the SCTOA one, but asking for the removal of the tax on tickets costing 45 cents or less, has been introduced by Rep. John P. Saylor (R., Pa.). However, it is expected that the House Ways and Means committee will not consider this bill at all until it finishes with the omnibus measure.

Wth the Ways and Means Committee's decision to work first on a general tax measure, the bill introduced by Rep. Noah Mason (R., Ill.) also appears to have "got out of the window," according to Reed. Mason is the one responsible for the tax removal measure that passed both houses of Congress last year.

From the Internal Revenue Service comes word that admission tax collections from July through November, 1953, continue to slide and were about 7.4 percent behind the same period of 1952. Figure of the 1953 period was announced as $135,887,000, while $146,669,000 was announced for the same months of 1952. Totals were affected, however, by a switch from a monthly to a quarterly reporting system.

High Court Deals Body Blow To Film Censors

(*Continued from page* 4)

based on the grounds of immorality or criminal incitement. They added that obscene films are not likely to be offered for approval in the first place, therefore limiting the possible grounds on which a film would be banned henceforth.

The French film, produced in 1950, was banned by the Board of Regents of the University of the State of New York in April, 1951. The New York Court of Appeals upheld this decision, and then Commercial Pictures took the case to the Supreme Court. Mrs. Shientag had been arguing that the New York law did not permit censorship of a "theme."

"La Ronde" was based on the "theme" of illicit love, but the attorney stated that the subject was treated delicately and did not offend reasonable standards of public morality. The attorney for the state contended that it had the right to ban a film with the theme of "promiscuity and seduction."

C. William O'Neill, Ohio's Attorney General, argued that his state has the right to decide what films could be shown to its people. He claimed this a legitimate exercise of a state power that did not violate the Federal Constitution. Four other states besides New York and Ohio have censorship laws on films: Pennsylvania, Maryland, Virginia and Kansas. Approximately 50 cities also have such laws.

DEVOTED TO THE BEST INTERESTS OF

YOUR THEATRE



Motiograph Sound Set-Up

Airer Screen Surface Test

Fiberglas Cans, Reels

Ampex Sound Systems

CinemaScope Handbook

Loew's Sound Device

SEAMLESS
ALL-PURPOSE
SCREEN

(page 32)



CINEMASCOPE HITS GOTHAM SHOWCASES

See page 34

LATEST THEATRICAL SOUND NEWS
FEATURED IN THIS ISSUE

Motiograph Sets Stereosound Models Based On Theatre Size

Five models of stereophonic sound equipment, containing snbstantially the same equipment except that allowances have been made for differences in theatre sizes, are being manufactured by Motiograph, Inc., according to Fred C. Matthews, vice-president. Company has set up packages for theatres seating 800 to 1,300; 1,300 to 1,900; 1,500 to 2,200, and 2,200 to 5,000.

Each model contains identical Motiograph AAA magnetic penthouse reproducers, a four-channel pre-amplifier, a changeover switch and equalization panel, a system selector switch and a four-channel monitor speaker, Matthews stated in a company brochure on "the new look in motion picture presentation." To be found additionally in each package are amplifier racks and other mounting and connecting apparatus.

Three power amplifiers, varying only in power output, are also to be found in each model. In the smaller systems, the amplifiers have a power output of 20 watts at less than two percent harmonic distortion, Matthews claims. The intermediate systems have three 35 watt and the largest systems three 70 watt amplifiers.

All models use three Altec Lansing "Voice of the Theatre" loudspeaker systems, the brochure reveals. Size of the speaker systems depends upon theatre size, which also determines the size and number of auditorium speakers. Latter comes in two standard sizes, according to the equipment official.

The company states that it can match its stereophonic sound systems to work with any presently installed regular theatre sound system. It states additionally that the Motiograph AAA penthouse reproducers can be used with any modern projector mechanism.

Motiograph has entered into an exclusive contract with the Altec Service Corp. for installation of all stereo sound equipment manufactured or distributed by the company and its dealers, according to the booklet. Latter also reveals that much of the electronic equipment used in the Motiograph systems is manufactured by Altec.

The booklet declares that although stereophonic sound is still a new art, the basic equipment has already been established. Therefore, it reasons, the material put into theatres today will not have to be changed tomorrow. It does advise, however, that individual theatres have different problems as far as equipment is concerned and theatre owners are urged to consult their equipment dealers when making a decision as to the type of equipment to put into their houses for CinemaScope presentation.

Light Cans And Reels Designed Of Fiberglas

Fiberglas film cans and reels, weighing about one third of present metal equipment, are in the final testing stage and will soon be placed on the market, according to Harry Greenman, New York's Capitol Theatre manager who is acting as industry representative for U.S. Fiberglass Industrial Plastics, Inc. He stated that the company is now designing equipment to permit the mass production of the new products.

A fiberglas film case shown to the reporter weighed six pounds, as compared with a comparable metal one weighing 18 pounds. Greenman stated that by the time the product hits the market, the case should be down to 5½ pounds and will sell for $6.00 or less. It will come in exactly the same size and type of unit as the present metal ones.

In addition to two and three reel cases, the company plans to market 2,000 and 3,000 foot reels and 16 mm. reels and cases. Another product of interest to the industry is advertising letters for marquees, which are allegedly more durable and easier to handle.

In addition to the huge weight reduction, which would result in lowered shipping costs, another advantage claimed for fiberglas is strength and durability. A weight of more than 300 pounds was placed on the six pound fiberglas case with no visible effect.

Substance is a combination of sand and limestone prepared according to specified laboratory standards. Company claims it is buoyant, heat, cold and fire resistant, and will not stretch, shrink, or absorb moisture. Further claims are that it is weatherproof, shatterproof, waterproof and will not fade or rust. It is said to be easily cleaned and is impervious to most alkalis or acids.

Research on fiberglas products has been conducted by the company for four years, Greenman stated. Work has been under the guidance of Irving Brown, chief engineer. There have been several other attempts at designing a lighter film case with plastic materials, but none is known to have succeeded completely.

Test New Ozoner Screen Surfacing

BOSTON.—A revolutionary new screen surface for drive-in theatres, reportedly permitting ozoners to open for business up to two hours earlier than usual, has been announced by Philip Smith, president of Open-Air Development Corp. of America and Mid-West Drive-In Theatres, Inc., which owns 22 drive-ins throughout the country. A public demonstration of the screen has been set for Feb. 28 at the S-3 Drive-In, Rutherford, N. J.

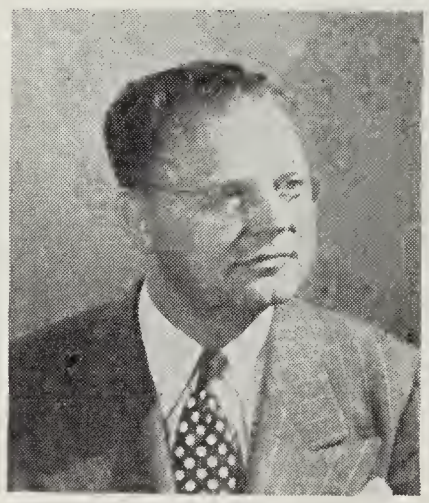
The surface, which as yet hasn't been tradenamed, was developed by Open-Air after a year of research and field testing, the report disclosed. The experimentation was spurred on by the trend towards changing aspect ratios and wide screens, while the "advent of CinemaScope has made a brighter, clearer screen essential," according to Smith.

Most important advantage claimed for the all-purpose screen, which is said to be usable with CinemaScope films, is that it will permit drive-in shows to start as soon as the sun gets behind it, which takes place at twilight. Smith claims additionally an increase of more than 200 percent reflectivity over present drive-in screens for his product.

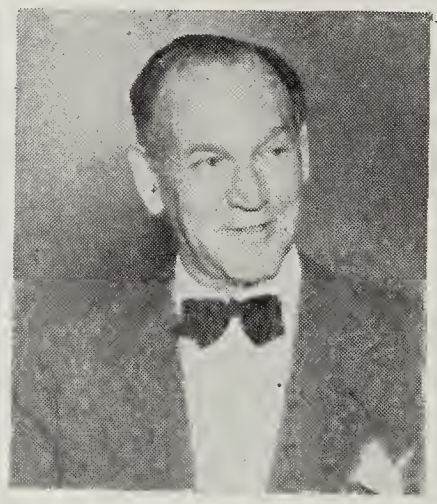
Screen, which is now awaiting a patent in Washington, is made of a metallic material, which is allegedly all-weather, non-corrosive and maintenance free. It is said to provide truer color, better definition and a brighter picture at all times than other ozoner screens. Smith adds that it eliminates entirely the dark print problem confronting open air situations.

First orders on the screen will be taken at the time of the February demonstration, the report discloses. Exhibitors can purchase the screen in any width dimension they require for their theatres, it was announced.

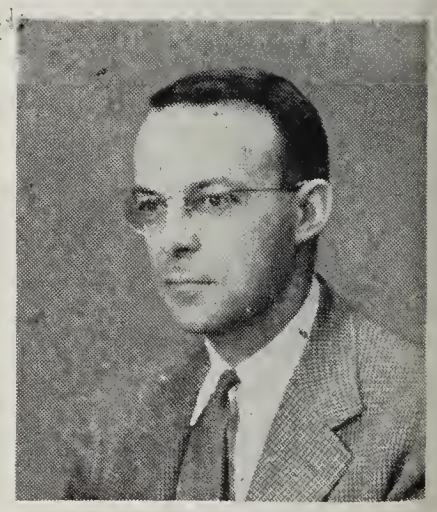
American Seating Execs Promoted



HEMKES



KORNBLUTH



SCHAEFER

Three officials of the American Seating Co., Robert J. Hemkes, Henry F. Schaefer and Martin E. Kornbluth, have been promoted to new posts within the organization, according to a company report. Hemkes, formerly eastern division sales manager, was named field sales manager, filling the post held by J. J. Thompson, who was made general sales manager last July. In his new post Hemkes will be responsible for field sales on all lines except transportation seating.

Schaefer was promoted from assistant western division sales manager to full charge of that area, succeeding H. F. Robinson, resigned. He started with the company as a sales representative and has managed several of its branches. Kornbluth, a member of the firm since 1923, was appointed manager of the eastern sales division. He received the first "Salesman of the Year" award given by the company in 1948.

SEEING IS BELIEVING!



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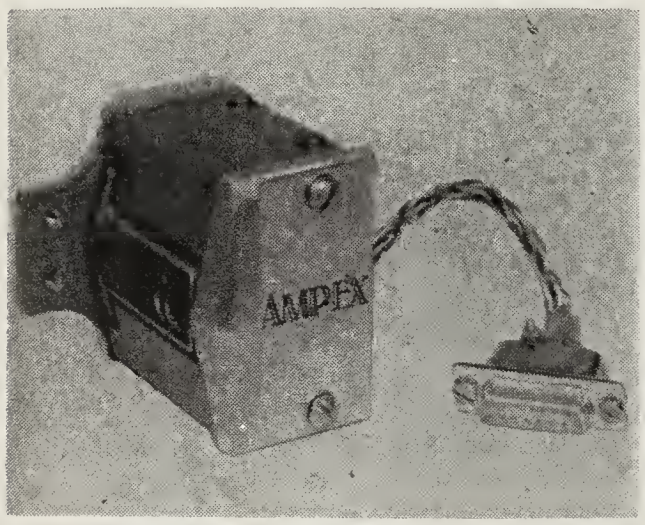
Low-Price Stereophonic Sound System Added To Ampex Line

With the announcement of its new low-priced Master Series, selling for $3,995, the Ampex Corp. now has three lines of stereophonic sound systems available to exhibitors. Theatre owners with houses seating more than 1,500 persons can choose from the Ampex Deluxe Series, which starts at $4,800, and the Super Series, priced from $5,600.

The newest unit "should revolutionize stereophonic sound," according to Spyros S. Skouras, sales manager of Circuit Construction Corp., which distributes the Ampex lines. The Master Series allegedly contains all the essentials found in the more expensive lines with its low price attributed to simplification and greater efficiency derived from the electronic parts.

The company claims that its research engineers developed the unit "in an effort to bring every progressive and advanced thinking theatre owner a stereophonic sound system that gives theatre patrons an assured sense of sound realism." It states additionally that it is the only firm in the theatre sound business to design and construct its own material.

Said to be the outstanding feature of all Ampex units is a safety device guarding



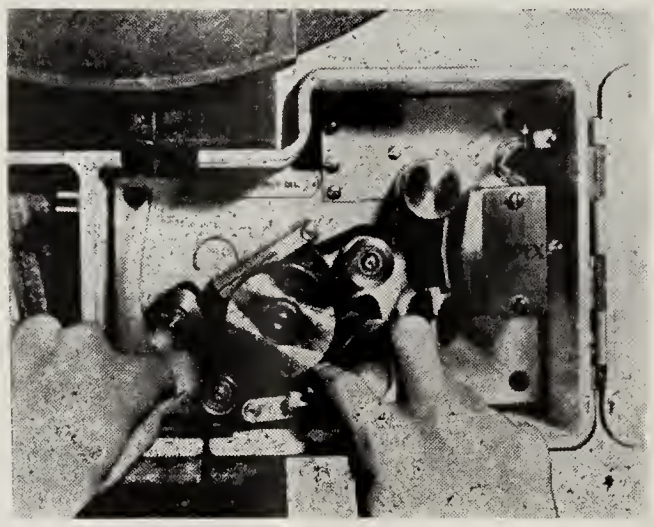
This Ampex magnetic pick-up head, located in the penthouse head, collects the sound from the four magnetic tracks which are on the CinemaScope film.

against sound failure. A report asserts that the three channel Master Series provides "more safety features than . . . in any four channel system." Claim is based on the fact that in case of an emergency the function of one part can be fulfilled by another similar part.

The unit is equipped with three power amplifiers, pre-amplifiers and stage speakers. Should one or even two of the amplifiers cease working, an emergency switching panel will throw the three sound tracks into the remaining amplifier. The same is true of the pre-amplifiers and stage speakers, practically assuring that the show will never be lost because of sound failure, Skouras explained.

Vital to the operation is the Ampex penthouse head, in which a magnetic pick-up head is located. This part collects the sound from the four magnetic tracks on the CinemaScope film. It is in the penthouse head that the operator threads the film.

Although most theatres choose three-channel sound, any exhibitor can purchase a four-channel system by ordering an effects speaker, explained Ross Snyder, Ampex engineer. For the Master Series, the extra speaker can be added at a price ranging from $200 to $300, he stated.



An operator threads the film through this Ampex penthouse head, which comes in all three Ampex systems: the low-priced Master Series, medium-priced Deluxe, and more expensive Super Series.

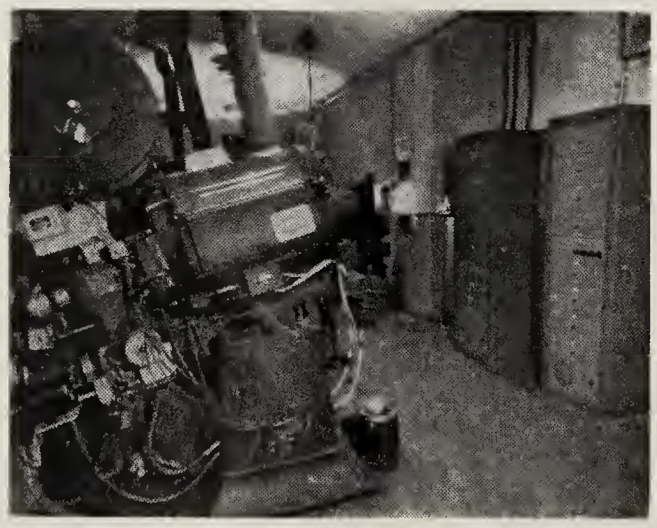
The $3,995 price tag on the unit includes everything in the 90-watt system except installation costs, Skouras stated. It was explained that the 90-watt total consists of three 30-watt amplifiers found in the channels. The official compared the unit to a Ford car, in that it is efficient and inexpensive while nothing essential has been omitted.

Installation should be an easy matter because the system has been designed with the greatest simplicity possible, Skouras stated. Altec will supervise the installations, he disclosed, while RCA will service the equipment.

Both the Deluxe and Super Series have been on the market for some time now, while first deliveries on the Master Series were begun Jan. 15. The company is in mass production on all three lines now, and a seven-day delivery service is normal on all of them, Snyder stated. In the case of an emergency it could rush the delivery, he advised.

A 12-page illustrated booklet describing all the various stereophonic sound equipment "packages" available has been issued by Ampex so that exhibitors can decide exactly what system will best suit their needs. Brochure uses the over-all trade-name for the units, "Ampex Multi-Directional Sound."

The company has announced the appointment of John Jipp, formerly with Motorola, Inc., as manager for instrumentation recorder sales. His work will be part of the application engineering department, headed by Myron J. Stolaroff.



Ampex stereophonic sound equipment as it appears in a theatre booth. Penthouse head, preamplifier and amplifier racks are found in this unit.

CinemaScope Handbook Illustrates Technical Details For Trade

A 36 page CinemaScope handbook, prepared by the research and development division of 20th Century-Fox under the direction of E. I. Sponable, has been sent by the company to exhibitors and equipment dealers throughout the country. Book is divided into six sections dealing with its purpose, what is CinemaScope, projection equipment, screen, sound and operation and handling.

Purpose of the brochure, it states, is to provide "some basic understanding" of the new medium. A foreword asserts that "CinemaScope is ready for the theatre and it is now essential to dispose of any misunderstandings with clear, concise information."

Book defines the invention pioneered by 20th-Fox as a "completely engineered system for the practical presentation of wide screen pictures combined with true stereophonic sound." The new medium is designed "to provide the greatest approach to realism in motion picture story telling which has yet been achieved," it reveals.

Uses Drawings, Charts

Exhibitors are warned that true stereophonic sound requires the use of several microphones with separate and individual recording and reproducing channels and loudspeakers, while "directional or pseudo-stereophonic sound" has been recorded with only a single channel and reproduced in several.

The writers state that "CinemaScope is not a so-called 3-dimension system." They explain that "all of the factors of depth perception except stereoscopic vision are used, but two inter-locking projectors and films are not required."

Another point that the technical experts specifically point out is that the anamorphic medium does not produce a "ribbon of picture" with very little height and great width. Height of most CinemaScope screens is at least the same as that of regular screens, report states, and is dictated by sight lines. Width is determined after height, in accord with the 2.55 to 1 ratio.

The brochure discusses the various components of a complete CinemaScope reproducing system. Sprockets, apertures, sound heads, loudspeakers and amplifiers are among the subheadings to be found in the volume. Many of these are illustrated with technical line drawings showing some typical equipment in detail.

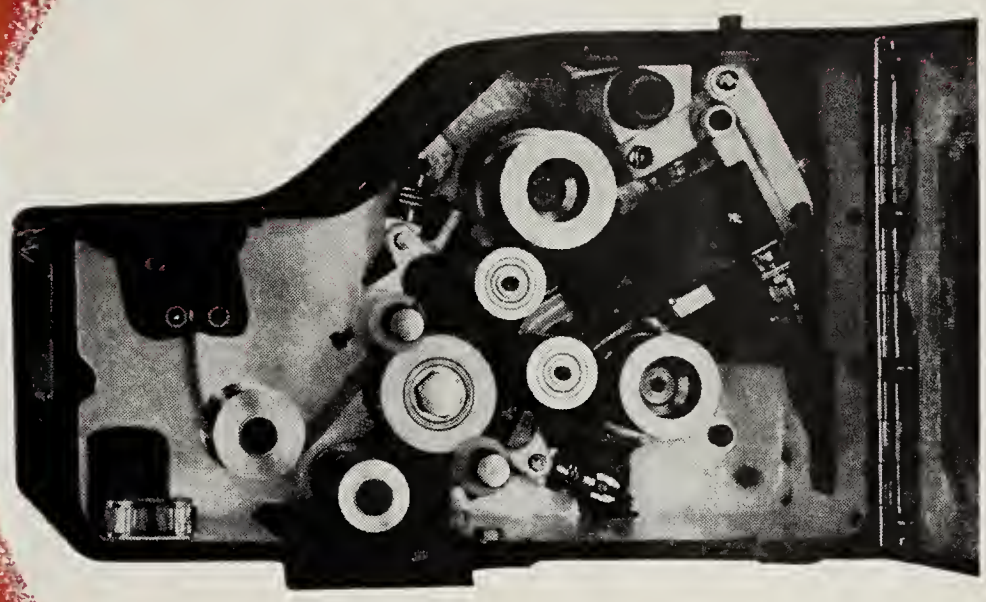
Comprehensive Brochure On Chair Construction

A comprehensive study of just what goes into chair construction has been made available to theatremen by the American Seating Co. in a new 32-page brochure entitled "Research-Testing-Inspection." Brochure traces chair-building from the preliminary research and design stages to the last inspection given the finished product.

Brochure describes and shows also how chairs are tested by machines that simulate years of actual wear under normal theatre conditions. Patron comfort is established by an instrument that imitates the motions of an active theatre-goer enjoying an exciting film.

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- ★ Roomy white interior with plenty of finger room.
- ★ Compact design keeps upper magazine at minimum height.
- ★ Lifetime factory lubricated — never needs oil.
- ★ This all adds up to . . .

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New Loew's Perspecta-Sound Slated For Debut Next Month

Another attempt to solve the high cost and difficulties involved in stereophonic sound has been reported, this one by Loew's, Inc., which is said to be moving ahead with development of its Perspecta-Sound system. Method, which is slated to make its public debut in Great Britain next month, was demonstrated here earlier this month for a group of industry executives, including several leading exhibitors.

It is the belief of reliable trade sources that Perspecta-Sound is the same process announced last spring by C. Robert Fine, president of Fine Sound, Inc. The Fine announcement concerned the development of a four-channel system, but it is known that Loew's will use a three-channel arrangement when it tries out the method in Europe.

Cost Not Known

Perspecta-Sound is said to be an all-purpose sound system which would permit a theatre to use the same optical sound track for either stereophonic or single channel sound. At the time of the spring announcement Fine disclosed that his method would cost under $10,000, which figure included extra equipment, such as amplifiers and speakers for stereophonic sound as well as an integrating unit.

No information is available at present as to the current estimate of the cost of the system. However, with other stereo sound units costing well under $10,000, it is assumed that Perspecta-Sound would also be proportionately less. It is said to be less expensive than current stereophonic units, and exhibitors could make use of standard projection heads.

Theatre owners who choose not to bother with directional sound could run the entire sound track through a single horn with the Perspecta-Sound method. Houses equipped with several horns could run the track through center and side screen horns by placing a piece of equipment in the projection booth.

Last spring Fine stated that his system could be used with both optical and magnetic sound tracks. The magnetic type is the one officially issued with CinemaScope product. Fine stated additionally last May that the sound track of any film could be re-recorded to use the Perspecta-Sound system.

Used Both Ways

Use of an optical rather than a magnetic sound track carries with it one major advantage and one disadvantage. On the plus side is the fact that optical prints last much longer than magnetic ones, which suffer from wear. However, with the optical print the image is said to be cut to approximately a 2.33 to 1 ratio rather than the standard CinemaScope 2.55 to 1.

Disclosure that Loew's was interested in Perspecta-Sound came from an announcement by Arthur M. Loew, president of Loew's International, who stated in Europe several weeks ago that the system would be used abroad for M-G-M's first CinemaScope film, "Knights of the Round Table."

At that time it was not known whether or not the company had any plans for introducing the process in the U.S. While there is still no definite word on the subject, it is believed that conferences taking place on the coast are pertinent to that matter. Meanwhile, "Knights" is being released in the U.S. with conventional CinemaScope stereophonic sound.

Metallic Rectifier Set By Strong Electric Firm

A metallic rectifier to be used with high intensity projection arc lamps has been announced by the Strong Electric Corp. Called the Selenium Rectifier, the equipment is said to convert the three-phase alternating current to direct current when used with arcs of from 70 to 135 amperes.

The rectifying units are made of metal sheets coated on the outside. The company claims that they are completely moisture-proof and can be used in damp climates. Design allegedly allows the electricity to pass freely from the base metal to the coating but prevents its going in the reverse direction.

Company states that the useful life of the rectifier is practically indefinite. It adds that since the equipment contains no moving parts, it requires no attention or maintenance. The rectifiers are built in single lamp units and are available in three sizes: from 70 to 90 amperes, 90 to 110 amperes, and 110 to 135 amperes.

Werling Makes European Junket For Glowmeter

J. Foster Werling, sales engineer for Glowmeter Corp., is presently engaged in a swing through Europe. He will follow up on sales of Magniglow Astrolite screens manufactured by Radiant Manufacturing Corp.

Radiant assembles and sells screens from the Astrolite material manufactured by Glowmeter. Agis I. Mihalakis, president of Glowmeter, says that several hundred screens have been installed abroad in such places as: The Rex Theatre, Antwerp, Belgium; The Attikon, Athens, Greece; The Rex, Le Havre, France; Alhambra, Basel, Switzerland; Stachusfilm Palace, Munich, Germany; Capitol, Rome, Italy. Werling is expected to be abroad about a month.

Adjustable Screen Frame

A CinemaScope screen frame, the "Adjust-A-Curve," has been declared completely adjustable as to curvature and tilt by its manufacturer, First American Products. Company claims that the screen can be installed with only a wrench. Product contains the exclusive feature that the screen frame is entirely separate from the support structures, according to the manufacturer.

Raytone Appoints Cooley

Laurel E. Cooley, Sr., formerly associated with the Da-Lite Screen Co. for 24 years, has become mid-west representative of the Raytone Screen Corp. for the professional and theatre fields. The Cooley appointment is in line with Raytone's plans to step up production in 1954, the company stated.

Trans-Lux Firm Introduces Wide Seamless Screen

The "Luxuria Seamless" screen, said to be manufactured in one piece of material up to 90′ in width, has been announced by the Trans-Lux Corp., which states that it has already installed the product in 35 theatres throughout the nation. Screen is allegedly completely perforated so that any existing sound system may be used with it.

The company claims that the "Luxuria" is adaptable to any type of projection, including CinemaScope, wide screen, 3-D and conventional 2-D. It is available in three types of viewing angles: medium, wide and extra wide. Screen, which is said to be completely washable, has been tailor-made for any theatre process, size and viewing angle, according to a Trans-Lux report.

Announcement discloses that the company has reports from theatres now using the new screen that their amperage has dropped and that they achieve 30 percent more brilliance. This is said to be true of houses seating 500 and those accommodating 3,000 persons. Company assures additionally an even distribution of light extending to the sides of the screen.

"Brings New Life"

The "Luxuria," first installed at the Trans-Lux Newsreel Theatre, N.Y.C., is enjoying a big success at that house, the report claims. The screen is allegedly "bringing new life and width to an operation that in the past was ordinary and stereotyped." Audience report they now feel they are part of the newsreel events, Trans-Lux states.

Other Gotham installations include the Loew's 86th St., Beacon, Embassy and Crest Theatres. These installations were preceded by several years of research and experimentation, which went into the design of the new screen, the company reveals.

To enable exhibitors to benefit from a speedy delivery of the "Luxuria," the firm has erected the Stewart-Trans-Lux Factory in Torrence, Calif. This is a large plant where orders can be completed. Eastern sales rights are being handled by Joe Hornstein, Inc., in N.Y.C., Trans-Lux announces.

Filmack Celebrates Anni

The Filmack Trailer Co. of Chicago is celebrating its 35th anniversary in the special trailer field this year, the company reports. Founded in 1919 as a one-room, one-man operation by Irving Mack, it now employs more than 100 persons in its Chicago plant and also has a New York division. Company produced "Courtesy Is Contagious," first training film for theatre personnel, with the help of TOA last year.

Wide Screen Movie Ads

Movie ads suitable for wide screen projection have been coming from the Alexander Film Co. for more than six months, according to Donald M. Alexander, studio production chief. He added that the 1.75 to 1 aspect ratio used in Alexander advertising playlets has been "highly satisfactory" for display on 1.85 to 1 screens. Company announced total sales for 1953 as $8,836,148, which it says is one of its best years.

Actual Installations Prove

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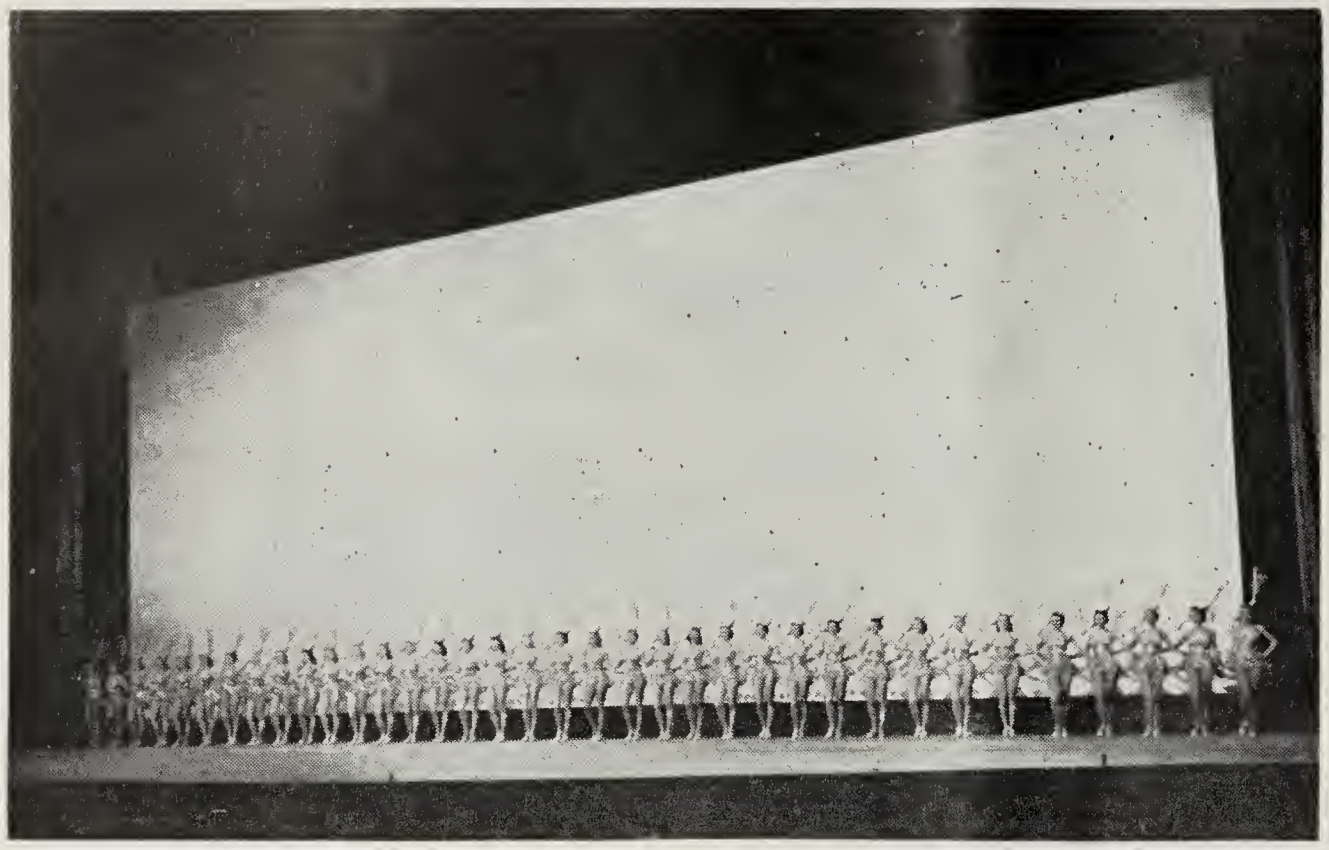
PROJECTORS · STEREOPHONIC SOUND EQUIPMENT

JOE HORNSTEIN, INC.

630 NINTH AVENUE

New York 19, N. Y.

Install Two Giant CinemaScope Screens In Gotham Showcases



World-famous Rockettes stand before the world's largest CinemaScope screen which was installed at the Radio City Music Hall, N.Y.C. Measuring 70' by 32', screen is a Magnaglo-Astrolite product constructed by the Radiant Screen Corp. Built on a pure silver basis, screen is unusual in that it is a flat surface rather than curved.

Two major Gotham houses, the Radio City Music Hall and the Paramount Theatre, have installed CinemaScope screens to accommodate anamorphic product now playing at both situations. Screen at the Music Hall, which the theatre claims is the world's largest, measures 70' wide and 32' high, and, in addition to its size, is unusual in that it is a flat surface rather than a curved CinemaScope screen.

The Hall is using a Magnaglo-Astrolite screen constructed by Radiant Screen Corp. from material manufactured by the Glometer Co. It is constructed of four laminated layers, one each of cloth and silver and two of plastic. Screen features a lenticular surface, embossed for the even distribution of light.

Image given by the screen, which uses a pure silver base with billions of tiny lenses embedded into the surface, is 70' by 28', which is 4' less than the full height of the screen. It was tested by light meter samplings and eye-inspection from all parts of the theatre, according to a report from Radiant.

The huge CinemaScope screen is composed of horizontal strips and has been hung perfectly taut so that the seams will show as little as possible, according to John Jackson, theatre's stage manager. For a showing of M-G-M's "Knights of the Round Table," the only scenes in which the seams did show were ones shot against a light blue background.

The theatre's management decided on a flat surface rather than a curved one.

The Paramount has chosen a curved Raytone screen, measnring 53' wide and 23' high, almost twice the size of the theatre's conventional screen. The CinemaScope screen extends the full width of the proscenium arch, according to Robert K. Shapiro, executive manager. This screen also has seams, which Shapiro says he believes will not disturb the image when the screen is in use.

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RAYTONE SCREEN CORP. 165 CLERMONT AVENUE BROOKLYN 5, N. Y.

Adjustable Frame Of Steel Tubing

The Bowline screen frame, said to be adjustable in height, tilt and curvature, so that it can be used with all types of wide screens, has been introduced to the industry by the H. R. Mitchell Co., Hartselle, Ala. Frame has been so designed that after it is assembled on a theatre stage, it is then set into the proper radius of curvature, according to Hubert Mitchell, company executive.

This differs from most screen frames, which are usually pre-curved, the official explained. Frame cost is said to be lowered greatly by the new method. Mitchell added that any aspect ratio can be obtained with the new frame, which is made of steel tubing. The degree of tilt can be set instantly, and it takes just a few seconds to arrange for the desired radius, he added.

The radius is laid off on the theatre stage and the frame set directly over the position line, he stated. This sets the frame in exactly the right radius, although it can be varied from time to time for any future requirement. Frame is so flexible that it can be instantly converted to fit a flat screen, if that is desired, according to the manufacturer.

Another advantage attributed to the Bowline frame is that it is said to be optically perfect. The patented process allows for no distortion, and the theatre owner himself decides upon the radius he thinks best, Mitchell explained. The adjustable tilt feature also aids in illumination, and the proper spacing of screen hooks guarantees against stress and wrinkling, he added.

Frame weighs approximately one pound to the square foot of screen surface, the report states. For a 20' by 30' screen, a 600 pound frame would be needed for the 600 square feet. The Bowline can be flown, permanently attached to the floor or mounted on casters, Mitchell disclosed. Also, it does not contain any pins or bolts.

Ozoners Convert Screens With Pre-Fab Sections

OMAHA.—The Ballantyne Company has announced development of standard prefabricated wing sections of eight and twelve feet widths to enable owners of Boyer outdoor screen towers to convert for the showing of wide screen pictures. It was pointed out that other screen towers could be converted at somewhat higher cost.

The company also announced that it is equipped to convert present Boyer screen towers to giant curved screens through engineering changes that can be made on the site of present Ballantyne towers.

The cost of the prefabricated 8 and 12 feet sections will be considerably less than most such conversions in the opinion of R. S. Ballantyne, company president. He said that the generally simple design of the Boyer tower will certainly be a factor in making changes. This plus the fact that it is prefabricated is reported to bring the whole job well within the cost range of the average drive-in theatre.

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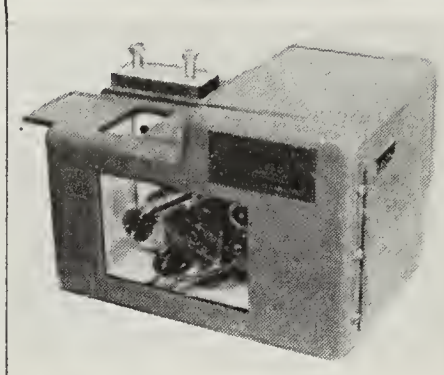
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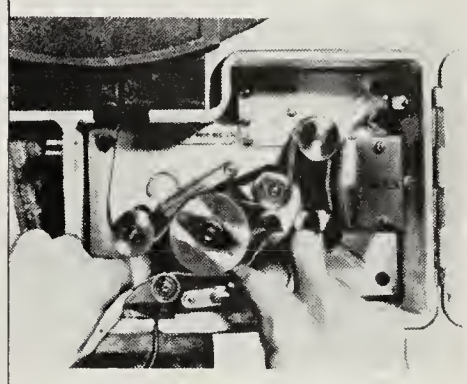
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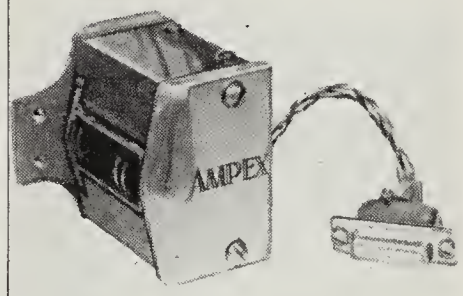
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RICHARD BERNSTEIN, *Editor*

Richard Carlson, who has starred in two Universal-International pictures during the last year, returns to the studio this week as a director. Edward Muhl, U-I vice-president in charge of production, just closed a "package deal" with Carlson, obtaining the rights to "Shadow Valley" and Carlson's services to direct it. "Shadow Valley," a drama of the old west by George Van Marter, originally was bought by Carlson in partnership with Ivan Tors, independent producer. However, they abandoned their plans to produce it independently in favor of the U-I deal to make the picture with Carlson directing. The picture will be produced by William Alland.

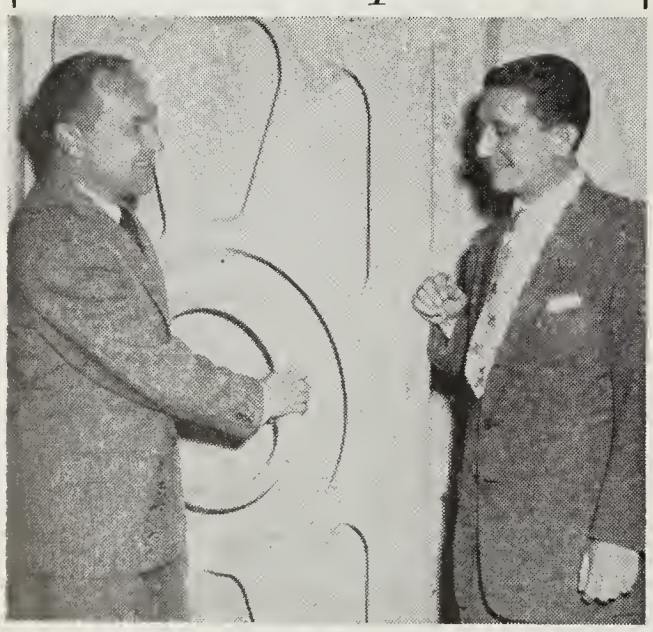
* * *

Gregg Tallas Productions has been formed and will produce "The Stranger" on location in Greece this summer. Based on a long narrative poem by the Greek poet Notis Peryalis and a screen story by Peryalis, Tallas will star Greek actress Anna Bratsou. Tallas will direct and produce. Tallas recently finished "The Barefoot Battalion" in Greece. . . . Nick Ray announced that he has completed the treatment for an original property, "The Gypsy Story," and has earmarked the story for independent production. He has been conferring with Jane Russell and Bob Mitchum about starring in the picture on a partnership basis. Ray will direct and produce the film for major release under a corporate arrangement.

* * *

With Gary Cooper starring in the title role, "Daniel Boone," a picture based on the career of the famous American frontiersman, will be produced by Milton Sperling's United States Pictures for Warner Brothers, Jack L. Warner announced. The adventure drama will be produced in CinemaScope and color. Philip Yordan is now developing the screen play. Much of the picture, which Sperling will produce, is to be filmed on location in the Cumberland mountains of Kentucky in June.

On Para's "Space" Set



David E. Milgram, president of the Milgram Theatre circuit of Pennsylvania (right), gets a demonstration of an apparatus on a Hollywood-built space ship from George Pal, producer of "Conquest of Space" for Paramount. Milgram visited the set on his way to Hawaii for a vacation.

"Music to My Ears," a modern romantic musical, is being developed by M-G-M from an original idea by Producer Arthur Freed as a starring vehicle for Gene Kelly and Cyd Charisse. The story of a night club song-and-dance team, it will have its locales in New York, San Francisco, New Orleans, Los Angeles, Seattle and Chicago. Featured will be an original score, with Kelly creating the choreography inspired by America's favorite dance steps. Miss Charisse is currently co-starring with Kelly in "Brigadoon."

* * *

Irving Allen and A. R. Broccoli, co-producer and owners of Warwick Productions, will film "Cockleshell Heroes," based on the "Reader's Digest" story by George Kent, beginning Mar. 1 in England and France in CinemaScope. Then "Prize of Gold," based on the novel by Max Catto, which will be directed by Mark Robson, in England and in Germany, in CinemaScope. A third property is still to be selected. . . . Universal-International lifted its option on Maureen O'Hara's one picture a year contract. No assignment has yet been given to the actress whose last U-I picture was "War Arrow," in which she co-stars with Jeff Chandler. Another U-I item is the return of Alex Nicol, former U-I contract star, who is returning to the studio for one of the starring roles in the Technicolor "Dawn At Socorro."

* * *

Director Louis Brandt has taken an option on Carl Raswan's "Black Tents of Arabia" as a projected independent film production this summer. . . . First draft of the script for "Jungle Gents," Bowery Boys comedy to star Leo Gorcey and Huntz Hall at Allied Artists, was delivered to Producer Ben Schwalb by writers Edward Bernds and Elwood Ullman. "Jungle Gents" will follow "Meet The Monsters" on the upcoming Bowery Boys production schedule. . . . Laslo Benedek has checked in on the U-I lot to begin prepping "Bengal Rifles" which will star Rock Hudson and Arlene Dahl.

* * *

Carl Dudley, president of Dudley Pictures and Vistarama, Inc., has signed contracts with Warners under which the studio purchases four wide-screen subjects which were shot in Dudley's anamorphic wide-screen process. The four subjects are "Aloha, Nui!," "Pleasure Island," "Sportsmen's Holiday," and "South of the Sun" and will be released shortly. All four subjects have stereophonic sound and will be release printed in WarnerColor.

* * *

The title differences between RKO Radio Pictures and Abtcon Pictures, Inc., headed by Herman Cohen have been settled with Cohen retaining the title, "Target-Earth" for his upcoming picture. RKO's W. Lee Wilder film will be released as "Killers From Space." . . . Glenn Ford will do narration for "City Story," the Paul F. Heard, Inc. feature which is shooting at KTTV Studios. . . . Universal-International signed

(Continued on next page)

Hit Song A Must For Movie — Lee

Lester Lee, who composed the "Sadie Thompson's Song," which is up for an Academy Award, has brought up some points that should be interesting to exhibitors. The composer, who wrote the music for the Broadway hit, "Star and Garter," the Mike Todd production, and the last Ziegfeld Follies which starred Milton Berle, explained the most frequent problem that song composers have is to please everyone with a song.

He also stressed that a motion picture musical should have a hit song even if just for exploitation purposes alone. A song is important to the film, it adds to it and through sheet music, records et al, it offers a vast medium of additional exploitation for the particular picture that it is featured in.

Where are the future song writers for motion pictures going to come from? Lee pointed out that they will go through the apprenticeship of Broadway and the same route of sheet music, records that have served in that capacity for the composer of popular songs. This experience helps make one a craftsman.

What type of song has the best chance of movie songs to become a future standard. Lester Lee explained, "A mood song, that has a haunting melody." "Blue Gardenia," one of Lee's song, was hailed by exhibitors as a plus factor in the selling of the film, "The Blue Gardenia," which starred Anne Baxter.

Lee also advocates that a song fit in with the general theme of a picture. Back to expoiting a song in a film, Lee cited that there are countless exploitation facets such as personal appearances, record giveaways, autographed photos of the vocalist, which all add to the draw of a motion picture.

Publicists Guild, Majors Reach Compact Terms

The Publicists Guild and major motion picture studios have concluded negotiations on a collective bargaining contract extending to Oct. 25, 1957, subject to ratification by the Guild membership. Effective date of the contract is Oct. 26, 1953, and provision is made for a reopening date, Oct. 25, 1955, on the subject of wages or at any earlier date if the cost of living in the Los Angeles area should rise five percent above Oct. 15, 1953.

Principal feature of the new pact is a five percent pay increase, with seniors receiving a flat $210 per week. This new scale is based on average pay. including overtime and location pay, for all seniors in the past year, when publicists in this classification were on a 54-hour schedule with time and a half after 40 hours.

Title Changes

RKO-Radio: "**Four Desperate Men**" is the new title of "Desperate Men." Stars John Payne and Lizabeth Scott; Benedict Bogeaus produces).

Republic: "**Make Haste To Live**" is the final title of "Woman in the Fog." (Stars Dorothy McGuire and Stephen McNally; William Seiter directed).

HOLLYWOOD

(*Continued from preceding page*)

Howard Pine, son of William Pine, to a producer's contract. Pine has been production manager for Pine-Thomas Productions for the last two years.

* * *

Gregory Peck left Dublin for Ceylon where he will meet director Robert Parrish and begin filming "The Purple Plain," a J. Arthur Rank Production to be released in the United States by United Artists. Production gets underway this week in Sigiriya, Ceylon. . . . Edward Ludwig was signed to an associate producer-director contract by Republic. His first assignment will be "Rebel Island," from an unpublished novel by Adele Comandini. Bruce Manning, who did the script of Republic's "Jubilee Trail," has been set to write the screen play. "Rebel Island" is backgrounded in the Bahamas.

* * *

Cleo Moore was signed by Leonard Goldstein to a long term contract with Panoramic Productions. Her first picture under the new pact will be "Hawk of the Desert," a Technicolor romance adventure story, that has a North African locale. . . . Producer William F. Broidy has set "Sweet Violence," a murder mystery, as the next Richard Conte starrer for Allied Artists release. The story is by Peter Brooke, whom Broidy has engaged to write the screen play. Conte's pact with Broidy was launched with "Highway Dragnet," in which he stars with Joan Bennett and Wanda Hendrix.

Renaissance In Musical Productions Sweeping Film Colony: R. E. Dolan

"Hollywood is making real musicals again," said Robert Emmett Dolan in his office at Paramount Studios. "We are going through a highly exciting transition stage. A musical picture is a multiple project, coordinating the arts of dancing, singing, writing, et al. Get the best in each field and hope that they will *do* their best is the formula today."

And Dolan knows all about getting the best. He is the producer of one of Paramount's biggest musicals since "Blue Skies." It is called, "White Christmas." It is the culmination of many years of planning, the title idea having been inspired by the song of the same name Bing Crosby introduced in the studio's "Holiday Inn" in 1942. This Irving Berlin tune, as sung by Crosby, has become the largest selling record in the history of Decca and in other versions has sold equally impressively.

Dolan explained that the title tune and "Mandy" are the only old favorites in the picture's score. Irving Berlin, Dolan stated, has written 12 new tunes for the Bing Crosby - Danny Kaye - Rosemary Clooney-Vera-Ellen starrer.

In regard to the advance reports around Hollywood that Kaye and Crosby compliment each other perfectly in the picture, and that this will probably cue another film with the two together, Dolan said: "they are both showmen and they go together well."

Dolan delved into production and pointed



ROBERT EMMETT DOLAN

out that intimate numbers are the hardest to prepare and to shoot. He also stressed that "dancing makes a musical," and opined that after singing the first chorus, "you should go into your dance."

Dolan said that today the big decision that faces a producer is: "Should I make it?" He also cited the fact that there is more source material for a straight film today than there is for a musical. The best procedure is to use originals or already established hits converted into musicals.

"There is a big difference between a stage musical and a Hollywood musical," the producer said. Choreographers for movies are staging numbers that couldn't be done on Broadway due to their scope."

The producer also stated that on Broadway a producer gives the audience flesh and blood actors and asks them to pretend that the scenery is really what it depicts. Films have to be realistic. Hollywood couldn't get away with a backdrop.

Robert Emmett Dolan started playing the piano for dance bands. From here, he graduated to musical comedy bands and from there to the musical director of many Broadway shows. Following such shows as "Louisiana Purchase," "Of Thee I Sing," "Ziegfeld Follies," "Leave It To Me" and "Good News," Dolan came to Hollywood and Paramount Pictures. He was musical director on 16 Bing Crosby starrers. He has written songs with Walter O'Keefe and Johnny Mercer.

All in all, Dolan worked on 23 Broadway shows. He has this to say: "If it were not for the fact that I worked on Broadway, where we always had musicals as a staple part of entertainment, I probably wouldn't say this, but motion pictures should not make musicals in cycles and then stop for awhile and then resume. Studios should make musicals every year.—*R. B.*

Staff Reviews

(*Continued from page* 16)

of another rich landowner. When the rival rancher kills Russell, Middleton banishes Joan, who takes a job with Vera and soon gives birth to a son. Middleton, vainly trying to win guardianship of the son, meets an untimely end as Joan wins Tucker's hand in marriage.

●

"Taza, Son of Cochise"

(Univ.-Int'l.) 3-D Technicolor 79 Min.

Cast: Rock Hudson, Barbara Rush, Gregg Palmer, Bart Roberts, Morris Ankrum, Eugene Iglesias.

Credits: Produced by Ross Hunter; Directed by Douglas Sirk; Screen play by George Zuckerman; Story and adaptation by Gerald Drayson Adams.

Developing the obvious story line indicated by its title, an intense and vivid series of incidents concerning the efforts of the Apache chieftain's son to keep the peace with the "white eyes" is grimly related in this latest of the "Cochise" series. It is serious dramatic business all the way with plenty bloodshed and action in evidence. Here, too, is a first rate Indian story delineated with intelligence and understanding. It figures to reach a wide action audience and gain their sympathetic reaction. The culprit once more is Geronimo. Rock Hudson, as Taza, is fully engaged in countering the dirty work of the former.

Filmed largely outdoors and with a considerable assist from Technicolor, the story has much Indian lore to offer and to supplement the explanation of the problems at hand. For the most part the script is played off to good effect.

The screen play points up the inherited tactical prowess of Taza and how, when he is crossed up by the local military, he can outwit and even take an entire fort, plus a general. Apache justice for Apache criminals is his demand. He gets it, too. When his tribal unit is moved to a reservation, Taza sets up his own auxiliary police. But Geronimo cuts up again, breaks from the indicated confines and ambushes the cavalry. It is Taza who saves them from annihilation. With his renegade brother killed, the way is cleared for Hudson to marry his Indian maiden, Barbara Rush.

●

"The Greatest Love"

(IFE) 113 Min.

Cast: Ingrid Bergman, Alexander Knox, Ettore Giannini, Giulietta Masina, Teresa Pellati, Sandro Franchina, William Tubbs, Alfred Browne.

Credits: A Ponti-De Laurentis Production; Produced and directed by Roberto Rossellini; Screen play by Rossellini, Sandro de Feo, Mario Pannunzio, Ivo Perilli and Brunello Rondi; Story by Rossellini.

Produced approximately three years ago as "Europe '51," Roberto Rossellini's production of "The Greatest Love," starring Ingrid Bergman, has been fitted out with an all-English sound track and is being released in the U.S. by IFE. Film opened in a saturation multi-circuit booking in New York City on a double bill without a Broadway first run. This may give some clue to its grossing potential, which will be based mostly on the Bergman drawing power and the curiosity of the art house set as to Rossellini's latest release. Picture presents a very serious study of the world's cruel treatment of a non-conformist who wishes to devote her life to doing good deeds.

Interspersed within the episodic plot is a great deal of talk on social, political, psychological and mystical subjects. Miss Bergman plays a woman who leaves her rich husband to help the poor when her only child commits suicide. She carries on an intellectual affair with a socialistic editor and then goes on to a series of incidents with a dying prostitute, unwed mother, young gangster, etc. When her actions prove too embarrassing for her social family, she is put away in a mental institution. Many of the scenes employ the famous Rossellini ultra-realism and are highly effective, but general audiences will undoubtedly find most of it pretty heavy going.

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

1952-53

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	5416	Loves A Poppin	2	June 11	16
Color Favorites (Tech.) (Re-Issues)	5613	Mother Hen's Holiday	1	June 18	7
"	5614	The Dream Kids	1	July 9	7½
"	5615	The Rocky Road To Ruin	1	Aug. 6	8½
Comedy Favorites (Re-Issues)	5436	Hot Water	2	July 16	18½
World of Sports	5809	Dude Ranch Sports	1	July 23	9½
Screen Snapshots	5859	Hollywood's Pair of Jacks	1	June 18	10½
"	5860	Out West in Hollywood	1	July 23	10½
Mr. Magoo (Tech.)	5704	Magoo's Masterpiece	1	July 31	7
Jolly Frolics	5505	Christopher Crumpet	1	June 25	7
Animal Cavalcade	5653	Greyhound Capers	1	July 30	8½
"	5654	The Three Big Bears	1	Aug. 27	8
Thrills of Music	5856	Shorty Sherock & Orch.	1	June 4	8½
Candid Microphone	5555	No. 5	1	June 11	10
Topnotchers	5901	Beyond the Frontier	1	June 11	10
"	5902	This Is Versailles	1	June 25	10½
Stooges 3-D	5440	Spooks	2	June 15	16
"	5441	Pardon My Backfire	2	Aug. 15	16

1953-54

All Star	6411	Oh Say Can You Sue	2	Sept. 10	16
"	6412	A Hunting They Did Go	2	Oct. 29	16½
"	6413	Down the Hatch	2	Nov. 26	17½
"	6414	Doggie In The Bedroom	2	Jan. 7	.....
Stooges	6401	Rip, Sew & Stitch	2	Sept. 3	17
"	6402	Bubble Trouble	2	Oct. 8	16½
"	6403	Goof on the Roof	2	Dec. 3	16½
"	6404	Income Tax Sappy	2	Feb. 4	.....
Color Favorites (Tech.) (Re-Issues)	6601	Carnival Courage	1	Sept. 3	7
"	6602	Fiesta Time	1	Oct. 8	7½
"	6603	Room and Bored	1	Nov. 5	7
"	6604	A Boy, A Gun And Birds	1	Nov. 26	7½
"	6605	Skeleton Frolic	1	Dec. 17	7½
"	6606	Tree For Two	1	Jan. 7	7½
"	6607	Way Down Yonder In The Corn	1	Jan. 28	7
Assorted-2-Reel Favorites	6421	Wife Decoy	2	Sept. 17	17
"	6422	Silly Billy	2	Oct. 22	18
"	6423	Strife Of The Party	2	Dec. 17	16
"	6424	Oh Baby	2	Feb. 11	18½
World of Sports	6801	Assault & Mat-tery	1	Sept. 24	10
"	6802	Hockey Thrills and Spills	1	Oct. 15	9½
"	6803	Snow Speedsters	1	Nov. 12	10½
"	6804	Battling Big Fish	1	Dec. 17	11
"	6805	Gauchos Down Uruguay Way	1	Feb. 18	.....
Screen Snapshots	6851	Hollywood Stuntmen	1	Sept. 17	10½
"	6852	Hollywood Laugh Parade	1	Oct. 22	10
"	6853	Men of the West	1	Nov. 19	10
"	6854	Hollywood's Great Entertainers	1	Dec. 24	.....
"	6855	Memories In Uniform	1	Jan. 2	10½
"	6856	Hollywood Stars To Remember	1	Feb. 25	.....
Thrills of Music	6951	George Towne & Orch.	1	Sept. 24	10
"	6952	Boyd Raeburn & Orchestra	1	Nov. 26	11
"	6953	Claude Thornhill & Orch.	1	Dec. 24	11
"	6954	Machito Orch.	1	Feb. 4	10½
Candid Microphone	6551	No. 1	1	Sept. 10	9½
"	6552	No. 2	1	Dec. 10	9½
"	6553	No. 3	1	Feb. 18	.....
Comedy Favorites	6431	Half Shot At Sunrise	2	Oct. 15	15
"	6432	Meet Mr. Mischief	2	Dec. 17	16
"	6433	Love At First Fright	2	Jan. 14	16
"	6434	Get Along Little Hubby	2	Feb. 25	19
Mr. Magoo	6701	Magoo Slept Here	1	Nov. 19	.....
"	6702	Magoo Goes Skiing	1	Dec. 31	7
U.P.A. Cartoon Specials	6509	A Unicorn in the Garden	1	Sept. 24	7
"	6510	The Tell-Tale Heart	1	Dec. 17	8
U.P.A. Assorted (Tech.)	6501	Bringing Up Mother	1	Jan. 14	7
"	6502	Ballet Oop	1	Feb. 11	7½

METRO-GOLDWYN-MAYER

1952-53

Cartoon (Tech.)	W-445	TV of Tomorrow	1	June 6	7
" "	W-446	Wee Willie Wildcat	1	June 20	7
Pete Smith Spec.	S-459	Dogs 'N Ducks	1	June 27	10
" "	S-460	Ancient Cures	1	July 11	8
Gold Medal Reprint Cartoons (Tech.)	W-466	Flirty Birdy	1	July 4	7
Fitzpatrick Travel Talks	T-417	Delightful Denmark	1	June 27	8
"	T-418	Copenhagen—City of Towers	1	July 18	9
Prophecies of Nostradamus	R-422	Let's Ask Nostradamus	1	June 6	10
"	R-423	Nostradamus & The Queen	1	Aug. 29	10

1953-54

Cartoon (Tech.)	W-531	Just Duckey	1	Sept. 5	7
" "	W-532	Half Pint Palomino	1	Sept. 26	7
" "	W-533	Two Little Indians	1	Oct. 17	7
" "	W-534	Life With Tom	1	Nov. 21	8
" "	W-535	Three Little Pups	1	Dec. 26	7
" "	W-536	Puppy Tale	1	Jan. 23	7
" "	W-537	Posse Cat	1	Jan. 30	7
" "	W-538	Drag Along Doggy	1	Feb. 20	8
Pete Smith Spec.	S-551	It Would Serve 'Em Right	1	Sept. 12	10
" "	S-552	This Is Living	1	Oct. 10	9
" "	S-553	Landlording It	1	Nov. 7	9
" "	S-554	Things We Can Do Without	1	Dec. 5	9
" "	S-555	Film Antics	1	Jan. 2	8
" "	S-556	Ain't It Aggravatin'	1	Feb. 6	8
Gold Medal Reprint (Cartoons (Tech.)	W-561	Swingshift Cinderella	1	Oct. 3	8
"	W-562	Springtime For Thomas	1	Nov. 7	8
"	W-563	The Bear That Couldn't Sleep	1	Dec. 5	9
"	W-564	Northwest Hounded Police	1	Dec. 19	8
"	W-565	The Milky Waif	1	Jan. 9	7
"	W-566	Uncle Tom's Cabana	1	Feb. 6	8
"	W-567	Trap Happy	1	Mar. 6	8
Fitzpatrick Travel Talks	T-511	Seeing Spain	1	Oct. 17	8
"	T-512	In The Valley of The Rhine	1	Nov. 28	9
"	T-513	Looking At Lisbon	1	Dec. 26	9

PARAMOUNT

1952-53

Sportlight	R12-9	Green Mountain Speedsters	1	June 5	10
"	R12-10	Flying Horseshoes	1	June 12	7
"	R12-11	Wee Water Wonders	1	July 10	9
"	R12-12	Collegiate Circus Champs	1	Aug. 14	9
Popeye (Tech.)	E12-6	Toreadorable	1	June 12	9
"	E12-7	Baby Wants a bottle	1	July 24	9
"	E12-8	Firemen's Brawl	1	Aug. 21	9
Herman & Katnip (Tech.)	H12-4	Drinks on the Mouse	1	Aug. 28	7
Pacemaker	K12-5	Call Me Skinny	1	June 26	10
"	K12-6	Hurricane Hunters	1	Aug. 7	10
Casper (Tech.)	B12-5	By the Old Mill Scream	1	July 3	7
"	B12-6	Little Boo Peep	1	Aug. 28	7
Kartune (Tech.)	X12-5	Invention Convention	1	June 9	7
"	X12-6	No Place Like Home	1	July 31	7
Noveltoon (Tech.)	P12-5	Better Bait Than Ever	1	June 5	7
"	P12-6	Surf Bored	1	July 17	7

1953-54

Cartoon (Tech.)	S13-1	The Wee Men	1	Oct. 2	10
"	S13-2	The Enchanted Square	1	Oct. 2	10
"	S13-3	Cheese Burglar	1	Oct. 2	7
"	S13-4	The Stupidstitious Cat	1	Oct. 2	7
"	S13-5	Much Ado About Mutton	1	Oct. 2	8
"	S13-6	Naughty But Mice	1	Oct. 2	7
Headliner	A13-1	Tuna	1	Oct. 2	9
"	A13-2	Timber Athletes	1	Oct. 2	9
"	A13-3	Try And Catch Me	1	Oct. 2	9
"	A13-4	Who's Who in Animal Land	1	Oct. 2	10
"	A13-5	Bundle From Brazil	1	Oct. 2	10
"	A13-6	Broncs and Brands	1	Oct. 2	9
Popeye (Tech.)	E13-1	Popeye, The Ace of Space (3-D)	1	Oct. 2	7
"	E13-2	Shaving Muggs	1	Oct. 30	7
"	E13-3	Floor Flusher	1	Jan. 1	6
Pacemaker	K13-1	The Spirit of Seventy	1	Oct. 2	9
"	K13-2	Society Man	1	Dec. 25	.....
Sportlight	R13-1	Rocky Mountain River Thrills	1	Oct. 2	9
"	R13-2	Mother Was A Champ	1	Nov. 6	9
"	R13-3	Choosing Canines	1	Nov. 13	9
"	R13-4	Rough Ridin' Yougsters	1	Dec. 4	9
"	R13-5	Water Swimphony	1	Dec. 18	.....
Topper	M13-1	Rowdy Raccoons	1	Oct. 2	10
Caspar (Tech.)	B13-1	Do Or Diet	1	Oct. 16	10
"	B13-2	Boos and Saddles	1	Dec. 25	7
Noveltoon (Tech.)	P13-1	Huey's Ducky Daddy	1	Nov. 20	7
Herman & Katnip (Tech.)	H13-1	Northwest Mousie	1	Dec. 18	7

RKO-RADIO

1952-53

Walt Disney Cartoons (Tech.)	34110	Father's Week End	1	June 20	7
"	34111	How to Dance	1	July 11	6
"	34112	The New Neighbor	1	Aug. 1	7

1953-54

RKO-Pathe Specials	43101	Shark Killers	2	Oct. 2	15
"	43102	This Is Little League	2	Oct. 30	15
"	43103	The Magic Streetcar	2	Dec. 18	20
My Pal (Re-Release)	43201	My Pal	2	Aug. 7	22
"	43202	Pal's Adventure	2	Sept. 4	20
Ray Whitley (Re-Release)	43401	A Western Welcome	2	Aug. 21	18
"	43402	Rhythm Wranglers	2	Sept. 18	19
Edgar Kennedy (Re-Release)	43501	Unlucky Dog	2	Aug. 7	15
"	43502	Trouble or Nothing	2	Aug. 21	18
"	43503	Wall Street Blues	2	Sept. 4	17
"	43504	Motor Maniacs	2	Sept. 18	18
"	43505	Do or Diet	2	Oct. 2	18
"	43506	Heading For Trouble	2	Oct. 16	18
Leon Errol (Re-Release)	43701	Gem Jams	2	July 31	18
"	43702	He Forget to Remember	2	Aug. 14	17
"	43703	Birthday Blues	2	Aug. 28	17
"	43704	Let's Go Stepping	2	Sept. 11	17
"	43705	It Shouldn't Happen to a Dog	2	Sept. 25	18
"	43706	Maid Trouble	2	Oct. 9	18
Specials (Technicolor)	43301	Prowlers of the Everglades	3	Aug. 14	32
Specials (Eastman-Color)	43001	Holiday Island	2	Aug. 14	15
Walt Disney (Technicolor)	44101	Football (Now and Then)	1	Oct. 2	7
"	44102	Rugged Bear	1	Oct. 23	6
"	44103	Working for Peanuts	1	Nov. 13	7
"	44104	Tow to Sleep	1	Dec. 4	7
"	44105	Canvas Back Duck	1	Dec. 25	7
"	44106	Spare the Rod	1	Jan. 15	7
"	44107	Donald's Diary	1	Feb. 5	.....
"	44108	The Lone Chipmunks	1	Feb. 26	.....
"	44109	Dragon Around	1	Mar. 19	.....
"	44110	Grin and Bear It	1	Apr. 9	.....
"	44111	The Social Error	1	Apr. 30	.....
"	44112	Chips Ahoy	1	May 21	.....

SHORT SUBJECT RELEASES (CONTINUED)

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Mickey House Re-Release (Tech.)	44801	Mickey's Birthday Party	1	Aug. 21	8
"	44802	The Pointer	1	Aug. 28	7
"	44803	Tiger Trouble	1	Aug. 14	8
"	44804	The Nifty Nineties	1	Sept. 4	7
"	44805	Mr. Mouse Takes a Trip	1	Sept. 11	8
"	44806	The Whalers	1	Sept. 18	8
Sportscopes	44301	Ben Hogan	1	Sept. 4	8
"	44302	Bat Boy	1	Oct. 2	8
"	44303	Best In Show	1	Oct. 30	8
"	44304	Wild Birds Winging	1	Nov. 27	8
"	44305	Summer Schussboomers	1	Dec. 25	8
Screenliners	44201	Running the Red Blockade	1	Sept. 18	8
"	44202	Herring Hunt	1	Oct. 16	8
"	44203	Laughs of Yesterday	1	Nov. 13	8
"	44204	Ocean to Ocean	1	Dec. 11	8
Sports Specials	43901	Football Headliners	2	Dec. 11	16
"	43801	Basketball Headliners	2	Apr. 16	.....
Specials (Eastman Color)	44401	Motor Rhythm (3-D)	1	Sept. 18	8
"	44501	Motor Rhythm (2-D)	1	Sept. 18	8
Adventures in Music	44601	Melody (3D)	1	June 12	10
"	44701	Melody (2-D)	1	June 12	10

REPUBLIC

Serial	5283	Jungle Drums Of Africa	12 Ep.		
"	5284	Return of Captain Marvel (Formerly titled "Adventure of Captain Marvel)	12 Ep.		
"	5381	Canadian Mounties vs. Atomic Invaders	12 Ep.		
"	5382	Return of Captain America (re-release of Capt. America)	15 Ep.	Sept. 30	.....
"	5383	Trader Tom of the China Seas	12 Ep.	Jan. 11	.....
Short Subjects	9222	Singapore	1	June 1	9
" "	9223	Germany	1	Aug. 1	9
" "	9224	Japan	1	Oct. 1	8
" "	9225	Hong Kong	1	Jan. 15	9
Commando Cody Adventures	5271	Nightmare Typhoon	3	May 28	30
"	5272	War of the Space Cadets	3	June 19	30
"	5273	Destroyer of the Sun	3	June 26	30
"	5274	Robot Monster of Mars	3	July 3	30
"	5275	Hydrogen Hurricane	3	July 10	30
"	5276	Solar Sky Riders	3	July 17	30
	5277	S.O.S. Ice Age	3	July 24	30
	5278	Lost In Outer Space	3	July 31	30
"	5279	Captives of the Zero Hour	3	Aug. 7	30

TWENTIETH CENTURY-FOX

1953

Terrytoon (Tech.)	5315	Little Roquefort in Friday the 13th	1	July	7
" "	5316	Mighty Mouse in When Mouse-hood Was in Flower	1	July	7
" "	5317	Terry Bears in Open House	1	August	7
" "	5318	Heckle & Jeckle the Talking Magpies in Bargain Daze	1	August	7
" "	5319	Aesops Fables. Sparky, The Firefly	1	September	7
" "	5320	Little Roquefort In Mouse Menace	1	September	7
" "	5321	Teddy Bears in the Relucant	1	October	7
" "	5322	Dimwit in How to Keep Cool	1	October	7
" "	5323	Dinky In the Timid Scarecrow	1	November	7
" "	5324	Heckle & Jeckle The Talking Magpies in Log Rollers	1	November	7
" "	5325	Mighty Mouse in Spare the Rod	1	December	7
" "	5326	Terry Bears in Growing Pain	1	December	7
Lew Lehr (Re-Release)	9382	Grunters and Groaners	1	July	10
Movietone (New Camera)	6303	Kamikaze	1	August	10
"	6304	Impact of Tragedy	1	October	10
"	6305	Calamity Strikes	1	November	10
"	6306	Focus On Fate	1	December	10
"	3307	Sports Immortal (re-release)	1	July	10
Sport	3303	Morning Light	1	July	9
"	3304	Unusual Sports	1	October	9
"	3305	Laurentian Sports Holiday	1	October	9
"	3306	The Golden Glover	1	December	9

1954

Terrytone (Tech.)	5401	Little Roquefort in Runaway Mouse	1	January	7
" "	5402	Dimwit In How To Relax	1	January	7
" "	5403	The Helicopter (Re-release)	1	January	7
" "	5404	Heckle & Jeckle the Talking Magpies in Blind Date	1	February	7
" "	5405	Nonsense Newsreel	1	February	7
" "	5406	Much Ado About Nothing (Re-release)	1	February	7
" "	5407	Mighty Mouse in the Helpless Hippo	1	March	7
" "	5408	Terry Bears In Pet Problems	1	March	7
" "	5409	The Frog and the Princess (Re-release)	1	March	7
" "	5410	Little Roquefort in Prescription For Percy	1	April	7
" "	5411	Heckle and Jeckle the Talking Magpies in Satisfied Customers	1	April	7
" "	5412	Mighty Mouse in the Wreck of the Hesperus (Re-release)	1	April	7
Sport	3401	Unititled	1	February	.....
"	3402	Unititled	1	April	.....
See It Happen (Movietone)	6401	Unititled	1	February	.....
"	6402	Unititled	1	April	.....

UNIVERSAL

1952-53

Musical Featurette	8306	Harry James and the Music Makers	2	May 7	15
" "	8307	Music On The Double	2	May 28	15
" "	8308	Surprising Suzie	2	July 30	15
" "	8309	Camp Jamboree	2	Oct. 8	15
" "	8310	Fabulous Dorseys	2	Oct. 22	15
" "	8311	Nat King Cole—Russ Morgan's Orch.	2	Oct. 29	15
Variety View	8344	Deadly Drums	1	May 4	8
"	8345	Bolivar Bonanza	1	Sept. 7	8
"	8346	Behind the Wall	1	Sept. 21	8
"	8347	Rip Van Winkle Returns	1	Oct. 5	8
"	8348	Fun For All	1	Oct. 19	8
The Earth and its Peoples	8368	Factories, Mines & Waterways	2	May 18	21
"	8369	British Trade and Industry	2	June 15	21
"	8370	Farmer-Fisherman	2	July 13	21
"	8371	The Lumber States	2	Aug. 10	21
"	8372	Mountain Farmers	2	Sept. 3	20
"	8373	Adobe Village	2	Oct. 5	19
Woody Woodpecker Cartune (Tech.)	8325	The Mouse and the Lion	1	May 11	6
"	8326	Operation Sawdust	1	June 15	6
"	8327	The Flying Turtle	1	June 29	6
"	8328	Wrestling Wrecks	1	July 20	6
"	8329	Maw and Paw	1	Aug. 10	6
"	8330	Belle Boys	1	Sept. 14	6
"	8332	Hoot Noon	1	Oct. 12	7
"	8333	The Hypnotic Hick	1	Aug. 26	6
"	8334	Chilly Willy	1	Oct. 26	6
Color Parade	8381	Fiesta Frolics	1	June 8	9
"	8382	King of the Sky	1	July 13	10
"	8383	Calypso Carnival	1	Aug. 10	9½
"	8384	Three Years to Victory	1	Oct. 19	.....

1953-54

Musical Featurette	9101	Carnival In April	2	Nov. 10	15
" "	9302	David Rose & His Orch.	2	Dec. 24	15
" "	9303	Hawaiian Nights	2	Jan. 22	15
Variety View	9341	Byways To Broadway	1		8
"	9342	Bow River Valley	1		8
"	9343	Brooklyn Goes To Chicago	1	Feb. 22	8
Woody Woodpecker Cartune (Tech.)	9322	Socko In Morocco	1	Jan. 18	7
Color Parade	9381	Go South Amigos	1	Feb. 8	.....

VITAPHONE

1952-53

Technicolor Specials	9007	America For Me	2	May 30	17
"	9008	Where The Trade Wind Plays	2	July 4	20
Featurettes	9105	Plantation Melodies	2	May 16	20
"	9106	Looking At Life	2	July 18	20
Blue Ribbon Cartoons (Tech.)	9309	Ain't That Ducky	1	May 2	7
"	9310	Mighty Hunters	1	June 13	7
"	9311	The Fighting 69½	1	July 11	7
"	9312	Sniffles Takes A Trip	1	Aug. 1	7
"	9313	Wacky Wild Life	1	Aug. 29	7
Joe McDoakes Comedy	9404	So You Want A Television Set	1	May 23	10
"	9405	So You Want To Learn To Dance	1	Mar. 28	10
"	9406	So You Have Your Dog	1	Aug. 1	10
Sports Parade	9507	Yo Ho Wonder Valley	1	May 9	9
"	9508	Desert Killer	1	June 27	9
"	9509	Ride A White Horse	1	July 25	9
"	9510	A Danish Sport Delight	1	Aug. 15	9
Vitaphone Novelties	9606	Head Over Heels	1	June 20	10
"	9607	The Spirit of West Point	1	Aug. 8	10
M.M. Cartoons (Tech.)	9715	Ant Pasted	1	May 9	7
"	9716	Much Ado About Nutting	1	May 23	7
"	9717	There Auto Be A Law	1	June 6	7
"	9718	Tom-Tom Tomcat	1	June 27	7
"	9719	Wild Over You	1	July 11	7
"	9720	Duck Dodgers In the 24½ Century	1	July 25	7
"	9721	Plop Goes The Weasel	1	Aug. 22	7
"	9722	Cat-Tails For Two	1	Aug. 29	7
Bugs Bunny Specials (Tech.)	9728	Southern Fried Rabbit	1	May 2	7
"	9729	Hare Trimmed	1	June 20	7
"	9730	Bully For Bugs	1	Aug. 8	7
Melody Master (Bands) (Re-issues)	9805	Vincent Lopez & Orch.	1	June 6	9
"	9806	Spade Corley Band	1	Aug. 22	9

1953-54

Technicolor Specials	1001	Gone Fishin	2	Sept. 12	17
"	1002	Romance of Louisiana	2	Oct. 10	13
"	1003	North of the Sahara	2	Nov. 7	17
"	1004	Don't Forget To Write	2	Dec. 5	17
Featurettes	1101	Minstrel Days	2	Sept. 26	20
"	1103	Pills for Thrills	2	Nov. 21	20
Blue Ribbon Cartoons (Tech.)	1301	Old Glory	1	Sept. 12	7
"	1302	Walky, Talky Hawky	1	Oct. 17	7
"	1303	Birth of a Nation	1	Nov. 7	7
"	1304	Eager Beaver	1	Nov. 28	7
"	1305	Scent—imental Over You	1	Dec. 26	7
Joe McDoakes Comedy	1401	So You Think You Can't Sleep	1	Oct. 31	10
"	1402	So You Want to be an Heir	1	Dec. 19	10
Sports Parade (Tech.)	1501	Royal Mounties	1	Sept. 19	9
"	1502	Sea Sports of Tahiti	1	Oct. 24	9
"	1504	Arabians in the Rockies	1	Dec. 12	9
Vitaphone Novelties	1601	Hit 'Im Again	1	Sept. 5	10
"	1602	Say It With Spills	1	Oct. 24	10
"	1603	Magic Movie Moments	1	Dec. 26	10
M. M. Cartoons (Tech.)	1701	A Street Cat Named Sylvester	1	Sept. 5	7
"	1702	Zipping long	1	Sept. 19	7
"	1703	Easy Peckin's	1	Oct. 17	7
"	1704	Catty Cornered	1	Oct. 31	7
"	1705	Of Rice & Hen	1	Nov. 14	7
"	1706	Cats A-Weigh	1	Nov. 28	7
"	1707	Punch Trunk	1	Dec. 19	7
Bugs Bunny Specials (Tech.)	1723	Duck! Rabbit, Duck!	1	Oct. 3	7
"	1724	Robot Rabbit	1	Dec. 12	7
Melody Master Bands	1801	Desi Arnaz & Band	1	Oct. 3	9
"	1802	Hal Kemp & Orch.	1	Nov. 14	9



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35TH ANNIVERSARY 1919 UA 19

THE Independent FILM JOURNAL

DEVOTED *to the* BEST INTERESTS *of the* MOTION PICTURE INDUSTRY

In this issue

EWS

INDUSTRY STEREOPHONIC SOUND CONTROVERSY RAGES UNABATED

LICHTMAN CLARIFIES AIRER SOUND ISSUE

COMPO WARNS TAX DRIVE LETHARGY ' CAN DEFEAT US"

AFTERMATH OF COURT ULE FINDS INDUSTRY ELF-CENSORING STRONGER

DISTRIBUTORS SET OR NEW PARLEYS N ARBITRATION

EVIEWS

ages 13, 17, 18

3, No. 2 February 6, 1954

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STEREOPHONIC SOUND

Editor's Note: With all the furore over stereophonic sound, we are taking the liberty of publishing a letter from Harry Brandt to Spyros P. Skouras, president of 20th Century-Fox, in our editorial columns. The letter follows:

"I am greatly distressed by reports in trade circles that you are under constant pressure and harassment to retreat from your position that CinemaScope pictures must be presented properly with stereophonic sound to achieve maximum results.

"I urge you, with all the persuasion at my command, to remain steadfast in your convictions and uphold the high standards that you have established for CinemaScope presentations.

"I am one of many who have made extensive in-

(See Page 5)

"I saw
M-G-M's
'EXECUTIVE
SUITE'
and it is the
GREATEST!"



The kind of
picture that
makes you want
to go out and
put up posters
and banners,
shout from the
roof-tops!

WATCH FOR THE "SEE FOR YOURSELF" TRADE SHOWS!

M-G-M's production "EXECUTIVE SUITE" was screened in New York last week.

Reports that something unusual was coming, were syndicated by Hollywood columnists to the nation long in advance.

The industry will soon see for itself this magnificent filming of the best-seller. It is an attraction in a class of its very own. M-G-M has penetrated powerfully behind the walls of a towering skyscraper where beauty's wiles and man's cunning are in primitive conflict, where office wives play their secret game and the fight for power and love is reckless and daring.

The book that sold hundreds of thousands of copies and is still going strong has been brought to the screen with this carefully selected cast of stars: WILLIAM HOLDEN, JUNE ALLYSON, BARBARA STANWYCK, FREDRIC MARCH, WALTER PIDGEON, SHELLEY WINTERS, PAUL DOUGLAS, LOUIS CALHERN, DEAN JAGGER AND NINA FOCH. *(Also Tim Considine · Screen Play by Ernest Lehman · Based on the novel by Cameron Hawley · Directed by Robert Wise · Produced by John Houseman)*

M-G-M is proud of "EXECUTIVE SUITE." It joins "KNIGHTS OF THE ROUND TABLE" and other Big attractions to glorify our 30th Anniversary Jubilee. It is good news for the entire industry.

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CINEMASCOPE

OPEN TO THEATRES
LARGE AND SMALL

February 6, 1954
Vol. 33 No. 2

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

vestments in this new system, recognizing that our industry will prosper only if we bring the best technical and artistic advancements to our theatre patrons. I now have CinemaScope equipment in some 20 installations ranging from 450 to 3000 seat theatres and am rapidly going forward with additional installations. I have undertaken this considerable expenditure because I am convinced that stereophonic sound is as essential to our future welfare as are the screens on which our films are shown.

"The potential of directional sound has by no means been fully explored but has already given the industry the wings to outdistance the conventional presentation methods of competitive media. Our audiences have been praising our newest innovations in sight and sound but, unfortunately, many trade sources are minimizing their value. Again, we are our own worst enemies when it comes to efforts to further our best interests. It is high time that those of us in the industry who recognize the unquestioned value of stereophonic sound raise our voices above those of its detractors.

"Already, there has been evidence of a shift in sentiment against a compromise with inferiority of presentation. During recent days, one prominent theatre circuit resigned from its national exhibitor association (TOA) and upbraided the organization's leadership for castigating the value of stereophonic sound and its ability to lure audiences to the theatre. Another exhibitor leader, well-versed in engineering and a member of the COMPO triumvirate, is an outspoken champion for stereophonic sound. And still another Allied leader, one of the most vocal proponents for one-track sound, has completely reversed himself based on actual experience and apologized for his earlier criticism of your stand for superiority of presentation.

"Spyros, you must not waiver in your insistence upon quality. Instead of the criticism which has been levelled in your direction, you are entitled to accolades for your vision, both as to CinemaScope and Eidophor. You have brought the industry to the brink of new horizons within the span of a year by your constructive actions; but, Spyros, if you recede from your position, it will be an industry disaster and I will do everything in my power to fight just as vigorously against the proposition of lowering presentation standards.

"Exhibitors have a right to run their theatres as they see fit. I would fight tooth and nail if anyone attempted to usurp my privileges to operate my theatres in my own way by means of arbitrary, unreasonable or unconscionable demands. But, by the same token, I also recognize the reciprocal right of the film companies to have their pictures exhibited as they see fit and in a manner commensurate with their production methods. In fact, there is a mutual obligation between exhibition and distribution to respect, protect and further each other's proprietary interests. Inferior presentation of a superior product causes damage to the whole industry and it is my belief that virtually any theatre with a future can profitably install CinemaScope equipment.

"I am forwarding a copy of this letter to Metro-Goldwyn-Mayer, Warner Brothers and all other producers and distributors to advise them of my feeling in this matter. I am confident that the forward-looking executives of these companies will agree that the industry must continue to put its best foot forward if we are not to slide back into oblivion."

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Industry Stereophonic Sound Controversy Rages Unabated

Differing opinions on stereophonic sound continued to plague the industry this week as exhibition awaited further word regarding the proposed tests of 20th-Fox's CinemaScope "The Robe" in both single track and stereophonic versions.

As domestic viewpoints on stereophonic sound were raised from numerous quarters, voices began to be heard from abroad. Spyros P. Skouras, 20th-Fox president, journeyed to England to counter exhibitor opinion expressed in some quarters against a policy that compels the coupling of CinemaScope with stereophonic sound.

In Washington, Walter Reade, Jr., Theatre Owners of America president and head of the circuit which bears his name, restated his opposition to the same policy.

Reade's remarks, delivered before a TOA board meeting, elicited a series of resolutions from the directors which proclaimed the exhibitor's right to run his theatre in whatever way he wishes.

Al Lichtman, 20th-Fox's distribution director, remarked in turn that he thought the resolution dealing with stereophonic sound to be "completely proper."

The 20th-Fox executive, while acknowledging the right of the exhibitor to decide what type of equipment to install in his theatre, said on behalf of his company that policy will be to "continue to exercise . . . prerogative to produce and market . . . pictures in such a manner that will continue to serve the best interests of the public, the industry and ourselves."

Lightman further stated that "there would have been no need for the creation of the superior system represented by CinemaScope if theatres had been enjoying a general prosperity and if thousands of theatres had not closed due to lack of patronage."

It is the realization of 20th-Fox, he continued, "that most exhibitors concede that stereophonic sound is superior to ordinary monaural sound, but we are told by many exhibitors who operate in small towns and neighborhoods that they do not have the cash to lay out for stereophonic sound, even though prices have been reduced considerably and are being reduced daily."

Expresses Company Sympathy

Lichtman explained that his company sympathizes with exhibitors in this predicament "and whose sole opposition to stereophonic sound is the immediate, financial one."

Consequently, the company has asked manufacturers and suppliers of stereophonic sound equipment to extend long-term credit to such theatremen.

Twentieth-Fox will also "intercede" for those exhibitors unable to receive such credit upon their communication with the film company. The major, Lichtman said, will exercise "a determined effort to help them secure this credit.

Reade's use of a "mixer" drew an extremely strong protest from James Coston, head of the Indiana-Illinois Theatre Corp. and also head of Stanley Theatres of Wisconsin and Coston Enterprises in Chicago.

Coston accused Reade, by his policy, of "killing" the medium which has brought people back to theatres. He coupled this charge with submission of his resignation from TOA, calling upon theatremen of "any organization" to follow his lead if that organization goes on record against stereophonic sound in conjunction with CinemaScope showings.

"Neither I nor my associates will be a member of any organization, no matter if it's Allied or TOA, whose officers try to destroy something that has been so helpful to our business," Coston stated.

Reade added that "Fox's position of compelling stereophonic sound is basically illogical and economically untenable. For thousands of theatre owners the expenditure of the sums necessary for the installation of stereophonic sound is not warranted, and, in my opinion, this must be forcefully brought to the attention of Fox."

"We maintain," the TOA board resolved, "that whether an exhibitor installs stereophonic sound or other equipment must rest in his own discretion and choice." His (the exhibitor's) right to run a theatre howsoever he wishes "must be preserved to him," one resolution noted.

The board consequently appointed a committee "to do whatever is necessary to guard these exhibitor prerogatives zealously, and militantly to fight off all attempts to invade or to encroach upon these rights, to the end that the policies of operation of any exhibitor shall not be dictated by any distributor or by any combination of distributors."

Named to the committee were Alfred Starr, E. D. Martin, and Herman M. Levy, TOA general counsel.

The Reade address, while praising Skouras for "the inventive genius and sacrifice that brought about CinemaScope," carried strong words regarding the stereophonic sound issue.

Guards Exhibitor Rights

Noting that CinemaScope "represents one of the greatest contributions to the motion picture industry," Reade went on to state that "I am convinced, as a result of personal experience, that there are adequate substitutes for stereophonic sound."

An Ohio exhibitor meanwhile found multitrack reproduction for CinemaScope pictures "definitely necessary." Leo T. Jones, Upper Sandusky, reported that for his showing of "The Robe" at his 540-seat Star Theatre "patrons praised the new system and really knew that something new has been added."

Jones remarked that auditorium speakers can make or break a CinemaScope presentation. "I am now convinced," said Jones, "that the only proper way to present CinemaScope is by utilizing all four sound tracks thru auditorium speakers and three back-stage speakers."

The Ohio theatreman said also that he is "ready to admit he was wrong in asking for one channel sound. I could never present 'The Robe' as wonderfully as I did or get such audience acclaim without the stereophonic sound. . . . Please accept my humble apology for wrongly insisting on single track sound even though I only have 540 seats."

Another viewpoint supporting stereophonic sound was expressed by Alex Manta of Indiana-Illinois Theatres. In a letter to Skouras, Manta noted that "after six com-

(*Continued on page* 28)

Stereosound Needed With CinemaScope In Drive-Ins: Fox

The question of when and how CinemaScope films will come to drive-in theatres was renewed this week, with 20th Century-Fox having announced approval of one system for the reproduction of stereophonic sound in open-air theatres. A few days earlier members of the National Drive-In Theatres Association wired the company a demand that CinemaScope films be released to them without the "absurd requirements" of a stereophonic sound system.

The report by Philip Smith, president of the Twi-Nite Screen Corp., that 20th-Fox had promised him CinemaScope films without his having to use stereo sound for his ozoners, was denied by Al Lichtman, distribution head for the film company. He stated that there has been no change in the stereo requirement.

The system approved by 20th-Fox was demonstrated at the proving grounds of the International Projector Corp., Bloomfield, N. J. Spyros P. Skouras, head of the film company, allegedly declared that no drive-in would get CinemaScope product unless it installed a stereophonic sound system, which uses two speakers per car.

System Demonstrated

Lightman disclosed that the film company sent Alex Harrison as its representative to describe the new sound system to the ozoner convention. Bearing the film company's endorsement, it will speed the arrival of CinemaScope to drive-ins, the executive stated.

A similar system is being worked on by RCA, Lichtman added. He stated that he is "sure" that other equipment manufacturers will compete for the market.

Each speaker is said to take care of two of the four CinemaScope soundtracks. Placed on either side of the viewer, they result in binaural sound, it was revealed. The Simplex equipment, used in the demonstration, was tested with all kind of sound to be found in a CinemaScope film. Components for the system are said to be immediately available.

On hand for the test, in addition to Skouras, were Walter E. Green, president of National Theatre Supply, and many company officials, including Lichtman, Harrison and Earl I. Sponable.

Earlier, in Cincinnati, the drive-in convention had directed Abram F. Myers, Allied general counsel, to wire Skouras the demands of the group that he release CinemaScope product without stereo sound to ozoners. The stereo requirement is "prohibitive as to cost and futile in improving sound reception through car speakers," the wire stated.

The policy "constitutes an unfriendly and unfair attitude toward the drive-ins," the wire further stated. It pointed out that drive-ins make up "a large and important part of the motion picture business." This was in accord with the statement of Wilbur Snaper, Allied prexy, that 4,000 ozoners could provide the margin of profit or loss for a film.

The problem was further discussed in a speech to the group by Herbert Barnett, SMPTE president. The technical expert stated that he still believes in the statement he made last year that stereophonic sound "is here to stay." He added that he would qualify

(*Continued on page* 28)

Weak Tax Drive Hit By COMPO

Warning that a continuation of the industry's present lethargy toward the Congressional campaign to repeal the 20 percent tax on admissions "can defeat us" was sounded this week by the co-chairmen of COMPO's national tax repeal campaign committee.

Col. H. A. Cole and Pat McGee, the officials, while giving vent to the warning, asked for greater exertion of effort in the drive on behalf of the all-industry national tax campaign organization.

The co-chairmen called upon all exhibitors to interview at once all legislators who have not made new pledges to vote for repeal. They asked also that theatremen continue their contacts with Congressmen even if they are already in receipt of a pledge to help.

The Cole-McGee warning came on the heels of talks they had the previous week with Treasury Secretary Humphrey and Congressional leaders. Talks revealed that "there are grounds for encouragement for some measure of industry relief," the committee co-chairmen stated, adding that "this conclusion is conditioned upon a number of things happening or not happening as the case may be."

Warns Against Assumption

But the co-chairmen strongly pointed out that "any assumption that relief of any type (from the tax) will be automatically accorded the industry without the same painstaking work that was accomplished last year can defeat us."

They explained that the COMPO "effort can be defeated by default if tax legislation becomes enmeshed in intra-Congressional controversy, such as was witnessed for a period last year.

"Such a controversy, if sufficiently sharp, can defeat ALL tax legislation this year," they emphasized.

Col. Cole and McGee summed up their message by stating that "there are no grounds for over-confidence." They said that "there is absolutely no reason for any assurance that the industry will be automatically granted tax relief consideration unless we all work at top pressure at home and in Washington."

At their meeting with Humphrey, the tax committee co-chairmen were told that Treasury still has the subject of excise tax revisions under review and that no firm commitments could be made by him at this time about reduction or repeal of the tax.

Earlier, House Speaker Martin told reporters that he believed no industry should be weighted with an excise tax rate of over 10 percent.

According to COMPO tax committee members attending the meeting with Humphrey, discussions were conducted on a friendly and harmonious basis despite lack of assurances from the Treasury head.

From President Eisenhower's suggestions for a 1955 fiscal year, recommendations beneficial to the industry were foreseen, especially in the fields of taxation of foreign earnings.

Although the message did not mention the admission tax itself, it was estimated that collections from this source in fiscal 1955, beginning July 1, would be $300,000,000.

Regarding foreign earnings, the President asked that Congress change the tax statutes to provide that business income from foreign subsidiaries or from segregated foreign branches which operate and elect to be taxed as subsidiaries be taxed at a lower rate.

Aftermath Of Court Decisions: Self-Censorship Grows Stronger

Censorship continued to play an important part in the industry's thinking this week as the trade took time out to digest the full significance of the Supreme Court "La Ronde" and "M" rulings. Majority opinion appeared to hold that film censorship lies more than ever in the hands of the industry itself, while various leaders called for or objected to any tampering with the present code.

Official governmental viewpoints were voiced in several instances, chief of which came at the meeting held by the censor boards of six states with censorship laws on their books. These men declared that by not ruling categorically against pre-censorship of films, the court "substantiated" its constitutionality.

In a four point statement, the state censors found their rights upheld, their position unweakened and their determination affirmed to bar objectionable films. Their fourth point was addressed to the public, asking for "the interest and support of all those who concur in our objectives."

As for the state of New York, which lost the "La Ronde" decision, its chief censor came forth with a proposal to classify films in four categories. Dr. Hugh M. Flick announced a plan for the grading of films in one of the following classes: for the whole family, a little less than entirely suitable, for adults only, and to be shown under very restricted conditions.

With Dr. Flick's proposed system all films would be licensed, but the state would give "the citizen a chance to participate in his own censorship process." He called for a partnership between the public and the government, because "without such a partnership, no censorship is worth a nickel," he stated.

In line with the general easing of censorship laws, the state of Maryland heard a proposal this week to amend its statute to bar only films judged "indecent" or "obscene." Plan, coming from Attorney General Edward Rollins, would allow for the appealing of board license denials to the Maryland Court of Appeals. Present law permits the banning of "sacrilegious, obscene, indecent, inhuman or immoral" films.

Proposes Law Change

A bill proposed by State Sen. Fred G. Moritt, Brooklyn Democrat, would transfer hearings of appeals from the Board of Regents' licensing denials to Supreme Court juries from appeal courts, as is now the case. Film could not be shown while awaiting the trial, but if the case were not heard in 30 days, public screenings would be permitted.

While the New York Board of Regents ordered Dr. Flick to issue a license for the public showing of "La Ronde," another official view on local censorship was being issued in Atlanta. City Attorney Jack Savage stated that Atlanta will continue to have movie censorship either administerd by a movie censor or the police department "to protect the people against immoral and lewd pictures."

The city's official censor, Miss Christine Smith, stated that she has already adopted a more liberal interpretation of the censorship code. Miss Smith said she has not banned a film "in the last month," although she has banned "four or five during the last six months." Miss Smith has permitted the showing of "The Moon Is Blue" and "Miss Sadie Thompson," both of which films have run into censorship troubles elsewhere.

In Ohio, the state that lost its case against "M," exhibitors were urged by the Independent Theatre Owners of Ohio "to discourage the attendance of children" at showings of the film. A bulletin advised theatremen not to sell tickets to children and suggested that theatre ads read "Not Recommended for Children."

Religious groups in Columbus and Chicago spoke out against the Supreme Court rulings. Dr. William Young, executive secretary of the higher education board of the American Lutheran Church, announced the church's obligation to "stand firm," while Edward M. Sawson, president of the Columbus Council of Churches, called the decision a "grave problem."

Bishop Hazen Werner of the city's Methodist Church described the decision as a "blow," speaking against tolerance of immorality. These sentiments were echoed by statements coming from Roman Catholic sources in Chicago, where the group's official paper blasted the ruling in a page one editorial.

Despite these comments, "M" opened at the Loew's Broad Theatre, Columbus, where it was said to have been advertised with an "adults only" policy.

One locality that announced its intention

(*Continued on page* 12)

Johnston Reports Distribs Agree On A New Series Of Arbitration Discussions

Gears began to move for the speedy resumption of arbitration conferences as Eric Johnston, MPAA head, reported this week that the film company sales managers have agreed to a new series of talks. The distributor representatives have asked Johnston to issue an invitation to exhibitor organizations to met with them for that purpose, the industry executive announced.

Earlier, one segment of exhibition announced its willingness to participate when plans for the speeding up of the resumption of conferences on arbitration and an increase in the group's membership were announced to the TOA board of directors by Walter Reade, Jr., president. Reade stated at a board meeting this week in Washington, D. C. that the only thing holding up actual resumption of arbitration talks "is the necessity for an agreement of mechanics."

The TOA head stated that distribution has announced its willingness to go ahead with TOA in its position on this matter. Final plans were slated to be decided upon later in the week, but Reade stated he anticipated "no difficulties or obstacles."

The speaker announced that Louis Schine, of Schine Theatres, had informed him that all theatres belonging to that organization were going to join TOA. Reade added that he will dedicate "a substantial portion" of his remaining time in office to try to bring as many new members as possible into the group.

TOA is in the "soundest position" it has ever enjoyed since its inception, the executive told the board. He paid tribute to the efforts of Mitchell Wolfson and Alfred Starr, his predecessors, and Si Fabian, the treasurer.

Trust Suit Limitations Bill Given Primary OK

WASHINGTON. — A uniform Federal five-year statute of limitations on private treble damage anti-trust suits has been reported favorably to the full House Judiciary Committee by one of its subcommittees, but the subcommittee has refused to pass on whether Federal courts should have authority to award less than treble damages in these suits in actions.

The distributors had asked the subcommittee for a Federal statute of limitations of no more than three years, while the exhibitors had favored at least five years. The distributors favored authority for awarding less than treble damages, while the exhibitors had opposed this provision, in a disagreement which must now be settled by the full Committee.

Allied's Stock Buying Plan Put In Gear By Survey As Board Holds Meeting

National Allied has distributed a questionnaire among its members in connection with the proposal that exhibitors should own 10 percent of any film company's stock to guarantee playdates and guard against a product shortage. The Allied board has been meeting late this week to consider the plan stated at the Boston convention by Trueman T. Rembusch.

Letter asks for a detailed listing of film company stock already owned by members and inquires whether members would be willing to purchase additional shares. It asks also whether they would agree to consolidate all their holdings in one company and whether they would execute proxies in favor of a committee of experienced exhibitors. Concluding question asks whether members would guarantee playdates at specified prevailing prices.

The Allied board met in Cincinnati in sessions presided over by Wilbur Snaper, group's president. Earlier in the week Allied's first national drive-in convention was held in the same city to discuss the problems of ozoner operators.

On the agenda of the board meeting were such subjects as stereophonic sound requirements, fire insurance reports, and film prices. The group also heard a statement by Col. Cole on the present status of the tax drive. Other topics included the Keating and Reed bills, theatre attendance, and time was taken for an open forum.

Broidy Inks 12-Picture Pact For Lippert Release

A deal to produce 12 pictures in 12 months for release by Robert L. Lippert has been concluded by William F. Broidy, who is scheduled to start the slate rolling in April. Part of the two-way deal calls for Broidy to sell Lippert product to television, it was reported. The 12 Broidy films expand the Lippert distribution slate to 24 productions for next year.

In the sale of the Lippert product to video, Broidy will be represented by Official Films. Included in the sale are more than 100 features, 170 musical shorts, 39 "Blackston the Magician" shorts and 26 femme wrestling shows. Broidy is also reported negotiating a new pact with Allied Artists.

Theatre Telecasts Of Met Opera Slated For Three Years By TNT

Theatre telecasts of the opening night of the Metropolitan Opera Co. will lead off with the next season under terms of a three year contract signed by the Metropolitan and Theatre Network Television. Plan was revealed via a joint statement by the opera group and Nathan L. Halpern, president of TNT, which undertook the telecast of "Carmen" last year.

A goal of 100 theatres has been set for the 1954 event, with New York City, home of the opera house, being excluded from the series. Halpern explained that theatres booking the event should have a sold-out house virtually guaranteed because the event will be sponsored by the Metropolitan Opera Guild as a benefit for the Met and a local charity in each town.

The Guild has a membership of approximately 60,000 in about 40 cities, it was estimated. This membership will assume responsibility for choosing the local charity and getting behind the campaign to sell the event. Halpern stated that he thought a quick start would mean that all theatres will be booked six months before the event.

Exhibitors could thus be assured of a sell-out months before the telecast is scheduled to take place, he stated. The Met always opens on a week-day night; therefore the telecast will not interfere with usually high week-end business, Halpern stated.

Along with the actual opera, the festivities accompanying the event will be included in the telecast, according to present plans. Some theatres may experiment with color, Halpern stated. While actual contracts have not yet been signed with unions involved, the TNT president said he did not anticipate trouble from that source.

Universal's 1953 Profit Mounted To $2,616,356

Universal Pictures Company, Inc., reports consolidated net earnings for the fiscal year ended October 31, 1953 of $2,616,356 after provision of $3,863,000 for Federal income and excess profits taxes and after provision of $500,000 for contingent liabilities. This net is equivalent to $2.35 per share on the 1,010,411 shares of common stock outstanding.

Figures compare with consolidated net earnings of $2,307,701 for the previous fiscal year. These earnings were equivalent to $2.15 per common share. Film rentals and sales for the fiscal year 1953, according to the company's annual report, mailed last week, were $70,490,254 as compared with $64,128,719 for the previous fiscal year.

The report also notes that during the calendar year 1953 two semi-annual dividends of 50¢ per share each and one extra dividend of 25¢ per share were paid on the common stock.

New BO Tax Proposed

BUFFALO.—A five percent tax on theatre admissions in this city has been proposed by Councilman-at-Large Joseph Cooley, who hopes that the city will gross $850,000 a year from the measure. He stated that the locality, currently in financial trouble, can't help but use "its ample power in the field of nuisance taxes." Cooley declared that "all taxes are nuisances."

'Twi-Nite' Airer Screen Unveiled

BOSTON. — Demonstrations of the "Twi-Nite" drive-in screen, developed by Open-Air Development Corp., were held at the Natick Drive-In Theatre, Natick, Mass., and Montgomery Drive-In, Cincinnati, Ohio. Tests were reported to have started at approximately 4:30 p.m. at which time the theatres were still in daylight.

Images were projected on both the new and regular screens simultaneously. The new screen is supposed to have provided clear definition at the start of the test, when nothing could be seen on the other screen. Superiority of the "Twi-Nite" screen allegedly continued when the theatres were engulfed by darkness.

Phil Berler, of E. M. Loew's Theatres, reacted to the demonstration with the prediction that the new screen would permit ozoners to start shows "up to two hours earlier" thus allowing for "two full shows each evening." Other drive-in operators also expressed favorable comments.

Richard A. Smith, vice-president of the Smith Management Co. which is affiliated with Open-Air, revealed that the company has started to accept orders for the all-purpose screen. The chain owned by Open-Air's president, Philip Smith, Mid-West Drive-In Theatres, will get the first installations, he reported.

The company does not plan to "steamroller" drive-in owners into purchasing the new product but hopes that exhibitors will "see for themselves" the results of early demonstrations, Smith stated. February orders will be delivered in April-May.

Majors Sign Four-Year Extension Of Music Pact

MIAMI BEACH.—A four-year extension of the present contract between the American Federation of Musicians and six film companies with a five percent increase in wages for musicians was agreed upon at negotiations concluded here last week. New pact was announced by James C. Petrillo, head of the musicians union, and Nicholas M. Schenck, president of Loew's Inc. Separate agreements are still to be reached by RKO and Republic.

All other conditions in the existing contract are unchanged. Negotiating for the film companies, in addition to Schenck, were: B. B. Kahane, Columbia; Barney Balaban and Y. Frank Freeman, Paramount; W. C. Michel and Fred S. Meyer, 20th-Fox; John O'Connor and Morris Weiner, U-I; Sam Schneider and Edmond L. dePatie, Warner Bros., and Charles Boren and Alfred P. Chamie, Association of Motion Picture Producers.

Drive-Ins Want Mats

DALLAS.—A request that distributors make available a series of three composite mats for each picture they release was registered by Claude Ezell on behalf of the International Drive-In Theatre Owners Association. Mats would include slugs, one and two column ad mats, and one and two column scene mats.

New Appointments

FRED LUTKIN and WALTER BRANSON figured prominently in personnel moveovers at RKO Pictures. Lutkin was named business manager of the advertising-publicity and exploitation departments, succeeding Lou Gaudreau, who resigned to join the Walt Disney organization in an executive capacity. He has been with RKO since 1930.

Branson, meanwhile, temporarily assumed the duties formerly held by Alfred W. Crown, resigned, as foreign manager. A permanent appointment will be made in the near future, according to J. R. Grainger, company president.

FRANK HOBBS heads a newly-created radio and television unit at Warner Bros. He will concentrate on the purchasing of radio and TV time, working under Gil Golden, advertising manager, and Larry Golob, eastern publicity director. Hobbs will work also in close liaison with the Blaine-Thompson advertising agency, firm with which he was most recently associated.

JOSEPH J. NOLAN joined William Goetz Productions, Inc., as a vice-president, headquartering at Columbia Studio. Nolan is a former RKO Pictures vice-president, joining that firm 34 years ago in New York, eventually moving to the studio.

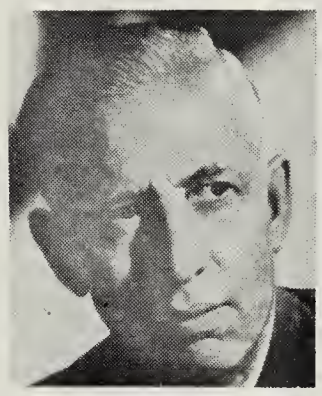
BERNARD ZELENKO became division manager for the group of Loew's Theatres formerly supervised by Maurice Seidlitz, who voluntarily stepped down to accept another assignment with the circuit. Zelenko started 23 years ago with Loew's Theatres and for the past 16 years has managed the Valencia, Jamaica, L. I.

ERNEST SCANLON joined United Productions of America as financial consultant following his recent resignation as Cinerama Productions Corp. treasurer. From 1936-39 he was vice-prexy and treasurer and board member of Selznick Enterprises, more recently RKO Pictures studio manager.

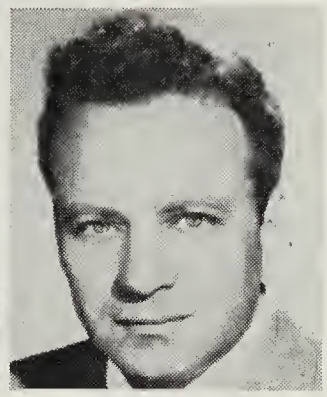
WILLIAM F. RODGERS, JR. was named studio manager of Michael Myerberg Productions, Inc., leaving his post as division manager of Rockefeller Center, Inc., to assume the new duties.

JULES LIVINGSTON, formerly Republic branch manager in St. Louis, was transferred to the same post in the company's Cleveland exchange. The St. Louis post was given to RAYMOND J. MCCAFFERTY, former senior salesman in that branch.

ROBERT F. BLUMOFE, West Coast representative of United Artists for the past year, was elected vice-president in charge of West Coast operations for the company. Possessing a legal background, Blumofe has represented UA in negotiations with independent producers for new films. He has served as an attorney for both Paramount and MCA.



WORMSER



BLUMOFE

MORTIMER WORMSER became a vice-president of Columbia Pictures International Corp. He joined the domestic company in 1925 as comptroller and was made assistant treasurer in 1945, a post in which he is continuing in addition to filling his new assignment. Wormser also is assistant secretary of Columbia Pictures.

A realignment of the sales and service staffs at the Pola-Lite Co. has resulted in the following appointments: Now active on sales is A. E. CATES, national field supervisor; JAMES GRAY, director of foreign sales, and SEYMOUR MOSES, eastern exhibitor contact. Moses recently joined Pola-Lite after a stint with Loew's International.

MIRAN APREHAMIAN was added to the company's service department as director of qaulity control at the plants. ROBBIE ROBBINS was named home office exchange sales contact with the 33 key city branches of National Film Service affiliates who distribute the Pola-Lite 3-D glasses.

WILLIAM HARRIS, former head of National Screen's special trailer department, was appointed head of the theatre trailer department with the Filmack Trailer Co. Harris took ove the duties of JOSEPH MACK, who has been transferred to the company's' TV department.

JOEL HART, a member of 20th Century-Fox's foreign organization for the past eight years, was named United Artists branch manager in Cuba, succeeding the late Jose Del Amo. In a realignment of the UA home office, HARRY GOLDSMITH was made sales supervisor for Great Britain, Continental Europe, the Middle East and South Africa, and REUBEN PERLMAN the same for Latin America, the Far East and Australia.

WILLIAM CALLAHAN, formerly associated with Allied Artists Studio for the past 18 months, as a producer, has joined William F. Broidy as an associate. His assignment will be to assist Broidy in these film and television productions currently on the Broidy schedule, including a telefilm series. Added will be the production of films now being set, to be released through the Lippert company, for exhibition in theatres.

Goetz In Columbia Pact

HOLLYWOOD. — Agreement concluded between Columbia Pictures and William Goetz Productions, Inc., calls for filming by the former Universal-International production vice-prexy of a series of independent productions for release by the major. First of three already scheduled for production on the Columbia lot is "Guys and Dolls," from the hit Broadway musical. Others will be "The Maurice Chevalier Story," starring Danny Kaye, and "Dawn in the Sky," starring James Stewart.

Metro Launches Filming Program

The 1954-55 producing schedule has been launched at M-G-M with eight films, of which five are in CinemaScope, being prepared to go before the cameras in April and May, it was reported this week by the film company. All productions for the entire 1953-54 releasing season are slated to be completed by March 1, according to Dore Schary, studio head, who also revealed that 22 writers are currently assigned to scripts for other forthcoming productions.

The five CinemaScope films include "Jupiter's Darling," starring Esther Williams; "Green Fire," topcasting Stewart Granger; "Many Rivers to Cross," a Robert Taylor starrer; "Deep in My Heart," starring Jose Ferrer, and "I'll See You Again," starring Elizabeth Taylor. The three other productions are "King's Thief," an untitled original by Schary with an all-star cast and "Athena" starring Jane Powell and Janet Leigh.

Films being completed in March offer three CinemaScope musicals, "Brigadoon," "The Student Prince" and "A Bride for Seven Brothers." Others of the present schedule to be finished by then include "Panther Squadron 8," "Her Twelve Men," "Rhapsody," "Flame and the Flesh," "Executive Suite" and "Prisoner of War."

Schary stated that all the new films will be fashioned to "exploit fullest advantage of the newest technical developments." These feature new screen dimensions, advanced stereophonic sound, color printing and photography, as well as other scientific techniques "resulting from M-G-M's months of research and experimentation in every field."

Films already scripted for future production include "In Missouri," "St. Louis Woman," "Moonfleet," "Scarlet Coat," "Love Me or Leave Me" and "Bad Day at Black Rock." Writers are working on "Rogue Cop," "Night in Glengyle," "Green Mansions," "Cole Porter Cavalcade," "Montmarte," "O'Kelley's Eclipse," and "The Glass Slipper."

Also, "Dianne De Poytiers," "Mail Order Bride," "Thunder in the Mountains," "The Big Sin," "Two Girls from Bordeaux," "Hit the Deck," "My Most Intimate Friend," "Ben Hur," "Highland Fling" and "The Prodigal."

Plan 15 Releases

Fifteen pictures, of which 14 will be in color and four of these in CinemaScope, will be released by M-G-M from Feb. 5 to Aug. 27 at the rate of two a month with the exception of April, with three. Releases are: Feb.—"Saadia" and "Long, Long Trailer"; March — "Tennessee Champ" and "Rose Marie" (CS); April—"Gypsy Colt," "Rhapsody" and "Executive Suite" (only black-and-white); May—"Flame and the Flesh" and "Student Prince" (CS); June—"Panther Squadron" and "A Bride for Seven Brothers" (CS); July—"Valley of the Kings" and "Betrayed"; August—"Her 12 Men" and "Brigadoon" (CS).

Reels Set New Record

The industry's five newsreel organizations in 1953 set a new record in global coverage of news events, according to a survey made by the MPAA. A topical analysis of 545 editions disclosed that 3,598 topics were presented to U. S. moviegoers last year, an increase of 300 topics over the previous year, with coverage in 78 countries.

CHALLENGE!

The challenge to the motion picture distributor today

is to supply to exhibitors thruout the world

the highest quality product

in an ever increasing quantity.

A challenge can only be answered by performance

—our answer is the greatest list of quality product

in the history of this company.

A continuing flow of four or five top pictures a month.

UNITED ARTISTS



ACT OF LOVE
natole Litvak Prod. Starring
k Douglas and Dany Robin
Produced by Benagoss Inc.

ADVENTURES OF ROBINSON CRUSOE
in PatheColor
Starring Dan O'Herlihy

ALEXANDER THE CONQUEROR
Color by Technicolor. Produced and Directed by Robert Rossen

NOT AS A STRANGER
From the novel by Morton Thompson
Produced by Stanley Kramer

BEACHHEAD
Prints by Technicolor
Starring Tony Curtis
An Aubrey Schenck Prod.

BEAT THE DEVIL
John Huston's Production, starring Humphrey Bogart, Jennifer Jones, Gina Lollobrigida

BRONCO APACHE
Color by Technicolor, Widescreen
Starring Burt Lancaster.
A Hecht-Lancaster Production

CAMELS WEST
in PatheColor. Starring
Rod Cameron, Joanne Dru
An Edward Small Production

ANNIBAL ISLAND
olor, 3-D. Starring Lex Barker
n Edward Small Production

CAPTAIN JAN
Based on the best seller
Produced and Directed by
Brian Desmond Hurst

CAPTAIN KIDD and the SLAVE GIRL
Color Corp. of America. Starring Anthony Dexter, Eva Gabor. Prod. by Aubrey Wisberg—Jack Pollexfen

CHALLENGE THE WILD
in Eastman Color. Produced and Directed by Frank O. Graham

CHIEF CRAZY HORSE
in Color
n Edward Small Production

CROSSED SWORDS
in PatheColor. Starring Errol Flynn and Gina Lollobrigida

GILBERT AND SULLIVAN
Color by Technicolor. Starring
Robert Morley, Maurice Evans
A Lopert Films Release

GOG
Color by Color Corp. of Amer. 3-D
Starring Herbert Marshall
and Constance Dowling
Produced by Ivan Tors

KHYBER PASS
olor by Technicolor. Starring
ichard Egan, Dawn Addams
An Edward Small Prod.

KING SOLOMON and his THOUSAND WIVES
in Color. An Edward Small Prod.

THE DIAMOND
in 3-D. Starring Dennis O'Keefe
Produced by Steven Pallos

NEW YORK CONFIDENTIAL
A Greene-Rouse Production
Presented by Edward Small

OTHELLO
rring Orson Welles. Produced
nd Directed by Orson Welles

OVERLAND PACIFIC
Color Corp. of Amer., Widescreen
Starring Jack Mahoney, Peggie Castle. An Edward Small Prod.

PERSONAL AFFAIR
Starring Gene Tierney,
Leo Genn, Glynis Johns
A J. Arthur Rank Presentation

RETURN TO TREASURE ISLAND
in PatheColor, Widescreen
Starring Dawn Addams, Tab Hunter
An Edward Small Presentation

RIDERS TO THE STARS
olor Corp. of America. Starring
lliam Lundigan, Richard Carlson,
ert Marshall. An Ivan Tors Prod.

RING AROUND SATURN
Eastman Color, 3-D, Widescreen
With electrically animated puppets.
A Nassour Bros. Prod.

SCREAMING EAGLES
Starring Rod Cameron, Tab Hunter
An Edward Small Production

SITTING BULL
Color by Technicolor. Starring
Dennis Morgan and Boris Karloff
Produced by W. R. Frank

STAR OF INDIA
lor by Technicolor, Widescreen
ring Cornel Wilde, Jean Wallace
Produced by Raymond Stross

THE BAREFOOT CONTESSA
Color by Technicolor
Starring Humphrey Bogart, Ava Gardner, Edmond O'Brien. Written, Dir., Prod. by Jos. L. Mankiewicz

THE CAPTAIN'S PARADISE
Starring Alec Guinness and Yvonne de Carlo. A Lopert Films Release

THE CONQUEST OF EVEREST
Prints by Technicolor
Full-length feature documentary

HE GOLDEN MASK
Color by Technicolor. Starring
n Heflin and Wanda Hendrix
Produced by Aubrey Baring
and Maxwell Setton

THE LONG WAIT
By Mickey Spillane. Starring
Anthony Quinn and Peggie Castle
Produced by Victor Saville

THE MALTA STORY
Starring Alec Guinness
A J. Arthur Rank Presentation

THE MAN BETWEEN
Starring James Mason, Claire Bloom
Produced and Directed by Carol Ree
A Lopert Films Release

THE MILLION POUND NOTE
Color by Technicolor
Starring Gregory Peck
A J. Arthur Rank Presentation

THE PURPLE PLAIN
Color by Technicolor
Starring Gregory Peck
A J. Arthur Rank Presentation

THE SCARLET SPEAR
Color by Technicolor
Starring Martha Hyer
Produced by Charles Reynolds

THE STORY OF WILLIAM TELL
PatheColor, in CinemaScope
Starring Errol Flynn
Produced by J. Barrett Mahon

THE TIME OF THE CUCKOO
Color by Technicolor
A Lopert Films Release

TOP BANANA
Color by Color Corp. of America
Starring Phil Silvers
and the Original New York Cast

TIMBUCKTU
Color by Technicolor
An Edward Small Production

TWIST OF FATE
Starring Ginger Rogers
Produced by Maxwell Setton

VERA CRUZ
lor by Technicolor, Widescreen
ring Gary Cooper, Burt Lancaster
A Hecht-Lancaster Production

YELLOW TOMAHAWK
Color Corp. of America. Starring
Rory Calhoun and Peggie Castle
A Schenck-Koch Production

WICKED WOMAN
Starring Beverly Michaels and
Richard Egan. A Greene-Rouse Prod.
An Edward Small Presentation

WITNESS TO MURDER
Starring Barbara Stanwyck,
George Sanders and Gary Merrill
Produced by Chester Erskine

Aftermath Of High Court Ruling: Self-Censorship Becomes Stronger

(*Continued from page 7*)

of going against the current trend of censorship relaxation is Stockton, Calif., which named a censorship committee to combat the showing of "questionable girlie films." The board will not pre-judge films but has been empowered to take action after the film has opened at a theatre as part of the regular program. A $100 fine, 60 day jail sentence, or both may be imposed.

The controversy about proposals to change the PCA code was waged heavily within the industry, with major objections coming from the MPAA board itself. This group is reportedly adverse to any change at this time. At their meeting last week in Miami, the board members disclosed that they were pleased with the present code, which has been serving the industry for 23 years.

In defense of the present code came producer William H. Pine, who said it is as "vital and as necessary to the business as anything we have." He advised that it would be a big mistake to tamper with it, adding that all producers have to do is "to remember to use good taste."

Further support came from TOA this week as the group issued a statement expressing "continued approval of the principle of a Production Code within the industry." Code is necessary "to insure that the American motion picture screen will at all times fulfill its obligations and responsibilities to the public," according to the TOA announcement.

A discussion of the problem turned up in the U. S. Senate, where Sen. Edwin C. Johnson (D., Colo.) inserted some remarks in the Congressional Record. Johnson stated that he was not quarreling with the Supreme Court decisions, but that the film industry must now regulate itself. He added that the Legion of Decency and other similar organizations must now take the place of official censor boards.

While opinions were aired about the basic principles involved in film censorship, certain pictures continued to be faced with specific problems. RKO's "The French Line," released without a seal, was banned by the state censor boards of New York, Pennsylvania and Kansas this week. One of Jane Russell's dances caused the trouble with the state censors, as it did with the Breen office.

Film has been approved in the cities of Chicago and Portland, Ore., according to an RKO spokesman, while it still awaits judgment in Maryland, Ohio and Virginia as well as the cities of Boston, Detroit and Atlanta. The picture, which was denounced by the magazine "Christian Herald" and the Protestant Motion Picture Council, has been meeting resistance by exhibitors.

Such circuits as RKO Theatres, American Broadcasting-Paramount Theatres, Loew's, and Skouras Theatres Corp. have reportedly informed the film company that they will not play the musical unless it has a Production Code seal. Meanwhile, nothing has been done about the $25,000 fine imposed upon RKO for releasing the film without this seal.

The company announced last week that the film would go into national release in its original form by the middle of the this month. Picture is slated for a Feb. 17 opening at the Broadway Theatre, Denver, and a Feb. 19 opening at the Embassy, Miami, and Roosevelt, Miami Beach.

Another picture currently in conflict with the Breen office is United Artists' "Act of Love." The Kirk Douglas starrer has already received a seal approval, but there is some possibility that the seal may be revoked because of the ad campaign used for the film. The company is using ad copy declared unsuitable by the Advertising Code Administrator.

Warner Reports Net Of $765,000

Warner Bros. Pictures, Inc. (incorporated in 1953) and subsidiary companies have reported for the quarter ended Nov. 28, 1953, a net profit of $765,000, after provision of $825,000 for Federal taxes and $75,000 for contingent liabilities. This net is equivalent to 30 cents per share on 2,474,363 shares of outstanding common stock.

Figures compare with a comparable net of $741,000 for the corresponding operations of the old Warner Bros. Pictures, Inc. That figure included provisions for taxes of $1,055,000 and contingent liabilities of $50,000.

Income from film rentals and sales for the 1953 quarter were reported at $15,825,398. This figure, when added to payments received from royalties, rents, dividends, etc., amounted to a total income for the period of $16,780,325. Costs and expenses for the same period were listed as $1,665,225.

At the first annual meeting of the film company since its reorganization, held this week in Wilmington, Del., a reading of the financial report revealed that the company expects the net profit for the second quarter to exceed last year's comparable figure. The corresponding operations of the old company reported a net of $592,000 for its second quarter.

The board of directors declared a dividend of 30 cents a share payable Feb. 5 to holders of record Jan. 15.

Film Dividends Up In December

WASHINGTON.—Publicly declared film industry dividends in December, 1953, were $4,886,000, well above the payments during the same month in the previous year, $4,437,000. But for the entire year of 1953, film industry corporations publicly declared only $21,405,000 in dividends, compared with $25,946,000 in 1952.

Paramount Pictures paid almost the same in December of both years, $1,170,000 in 1953 and $1,171,000 in 1952. Roxy was the same at $6,000 and Loew's was unchanged at $1,029,000 declared during both Decembers.

Consolidated Amusement dropped to $71,000 in December, 1953, from $124,000 in December, 1952 and United Artists Theatre Circuit fell all the way to $9,000 from $159,000. On the other hand, Universal Pictures raised its December, 1953, dividend to $780,000 from only $540,000 in December, 1952.

Columbia Pictures, which declared $168,000 in December, 1952, deferred its payment to January. Twentieth Century Fox completely changed its dividend pattern, from three times a year to four times, in 1953. It did not pay a dividend in December, 1952, and in the last month of 1953 paid $692,000. National Theatres, which pays once a year, declared $415,000 in December, 1952, but paid in June, 1953.

Johnston Assures Finish Of Foreign Pic Subsidy

The promise that no subsidies will be included in future film deals with foreign countries has been given by Eric Johnston, MPAA president, to Ellis G. Arnall, head of the Society of Independent Motion Picture Producers, the latter revealed last week. Arnall said it was thought that the assurance would not include the new French pact, negotiated last summer.

The SIMPP president warned against the "unwise and ruinous" trend of subsidy that he said might ultimately destroy the foreign market for American product. He argued that there is no reason for the U. S. industry to pay for the right of doing foreign business. Arnall added that he believes subsidies are contrary to the Webb-Pomerene Act.

OK Loew's Extension

WASHINGTON.—Loew's, Inc., will receive an extension of divestiture time covering 12 remaining theatres from Feb. 6 to Aug. 6, according to the Justice Dept. this week. Company had to divest 25 houses under the consent decree.

Rule Only One Operator Needed With Safety Film

BOSTON.—The state law requiring theatres to keep two operators in projection booths even when using safety cellulose acetate film was declared "unreasonable and invalid" by the Massachusetts Supreme Court. Decision was made in a suit brought by more than 200 exhibitors against Otis M. Whitney, the Commissioner of Public Safety.

Spokesmen for Independent Exhibitors Inc. of New England admit that there are certain implications in the decision, written by Judge Harold P. Williams, that the court must eventualy clarify. IATSE claims that the suit did not result in a complete victory for the exhibitors.

Case was originally brought before the Suffolk Superior Court in Sept., 1950, at which time Master Brown ruled that the second man required by the Commissioner's regulation added nothing to safety in a booth. When heard later in Superior Court in April, 1953, Judge Donahue called the presence of two men in the booth "feather-bedding."

Grainger Leaves Circuit

Edmund C. Grainger, circuit executive for many years, has resigned as head of film buying and booking for RKO Theatres, it was learned last week. Grainger joined the chain in July, 1952, as assistant to William W. Howard, vice-president. He is a former president of the Shea circuit and had once been division sales manager for 20th Century-Fox.

Staff Reviews

"Hell And High Water"

(20th-Fox) CinemaScope Technicolor 103 Min.

Cast: Richard Widmark, Bella Darvi, Victor Francen, Cameron Mitchell, Gene Evans, David Wayne, Stephen Bekassy, Richard Loo.

Credits: Produced by Raymond A. Klune; Directed by Samuel Fuller; Screen play by Jesse L. Lasky, Jr., and Samuel Fuller; Based on a story by David Hempstead.

A taut and engrossing topical melodrama about a secret submarine mission to the Arctic wastes in search of an "Iron Curtain" atomic bomb base is brought to the wide CinemaScope screen in this Technicolor production. Possessing some unusual story twists, plenty of violent action scenes, a modicum of suspense, comic relief and a fairly exciting pace, "Hell and High Water" should account for a high tide of grosses in general situations and a flood of ticket sales at the action houses. The exploitation potential of this film, with all its references to A-bomb developments and top-secret maneuvering by the characters in the plot, is virtually unlimited.

Heading a highly capable supporting cast are Richard Widmark, who delivers a hard-hitting performance, and newcomer Bella Darvi, in the role of an atomic scientist. As the sole woman in the proceedings, Miss Darvi plays her part well, coming through effectively in the romantic scenes and with equal conviction during dramatic moments. Latter interludes are highly sensational: reactions of a submarine crew to an underwater pursuit by a menacing sub; sudden submersions at the expense of human lives and limbs; life-and-death skirmishes with the heavies, depicted in this film as Orientals.

Charting a course for an Arctic island where an A-bomb base is supposedly being readied by "Iron Curtain" forces for who-knows-what purposes, submarine skipper Richard Widmark and a crew of ex-Navy men run into countless dangers before their destination is reached. Passengers and sponsors of the journey are Victor Francen and Bella Darvi, atomic scientists desirous of investigating the island. After land is sited and skirmishes with the enemy are conducted, Bella and Widmark go ashore to reconnoiter the bomb dump. There Widmark finds a U. S. bomber which, to the astonishment of all, is being readied for a flight over North Korea and Manchuria. Object is to drop an A-bomb and blame the U. S. for the results. To frustrate this attempt, Widmark and crew shoot down the bomber, which sets off an atomic explosion. Francen is killed as Bella and Widmark clinch.

●

"Red Garters"

(Paramount) Technicolor 91 Min.

Cast: Rosemary Clooney, Jack Carson, Guy Mitchell, Pat Crowley, Joanne Gilbert, Gene Barry, Cass Daley, Frank Faylen, Reginald Owen, Buddy Ebsen, Richard Hale.

Credits: Produced by Pat Duggan; Directed by George Marshall; Written by Michael Fessier; Songs by Jay Livingston and Ray Evans.

The major asset of Paramount's Technicolor musical satire on westerns, "Red Garters," is the unusual production given the picture, which seeks to escape as far as possible from real life on the screen. Producer Pat Duggan has attempted a new approach to commercial filmmaking by doing away with all life-like sets and having his cast perform before giant cycloramic backdrops, using only the most essential props. This part of the experiment must be called an unqualified success, as the film looks like a million dollars at all times. Audiences will undoubtedly be talking about the new technique, resulting in good word of mouth for the musical.

In line with the novelty values of the production, an accent was placed on youth in the roster of talent gathered for the film. Recording stars Rosemary Clooney and Guy Mitchell join with other youngsters Pat Crowley and Joanne Gilbert to sing the numbers and tell the story of Paradise Lost, a town devoted to the "code of the west." Most of the clowning is provided by veterans Jack Carson and Cass Daley. These people are all expert at their jobs and contribute their best to the film.

"Red Garters" doesn't fare so well in all departments, as the exceptionally imaginative physical production is not consistently matched by the script and music. The film, a straight satire, is at its best when it doesn't take itself seriously and depicts completely improbable situations. One of these, a dual between Mitchell and Gene Barry who are supposed to kill each other even though they are the best of friends because of the outmoded western code, registers for solid laughs. Film bogs down when it slips into the type of film it is itself spoofing. One number, "Man and Woman," sung in the film by Miss Clooney and Mitchell, has already become something of a popular hit via a disc made by the femme song star and her new husband, Jose Ferrer. An ample amount of song, dance and comedy, plus a truly exciting production should make up for the more routine aspects of the film, contributing to its box office power.

●

"Ride Clear of Diablo"

(Univ.-Int'l.) Technicolor 80½ Min.

Cast: Audie Murphy, Dan Duryea, Susan Cabot, Abbe Lane, Russell Johnson, Paul Birch, William Pullen, Jack Elam, Lane Bradford, Mike Regan, Denver Pyle.

Credits: Produced by John Rogers; Directed by Jesse Hibbs; Screen play by George Zuckerman; Story by Ellis Marcus.

Here is a first rate appearance by Audie Murphy that has additional merit in its unusually well written and plotted script. On every hand there is evidence of sound craftsmanship in mounting a western drama. Look for top box office takes on this one. The story is smartly guided; it is pungent and strong drama that goes on view with highly effective performing contributions. Also noteworthy is the camera treatment with able use of Technicolor.

The murder of his father and brother brings Murphy home to the cattle town of Santiago. He wants full details on the killings. He makes contact with the sheriff, Paul Birch, meets his niece, Susan Cabot and becomes a deputy since it places a legal light on his ensuing activity. Dan Duryea figures as a free and easy outlaw ruling his roost at Diablo, a nearby town. As Murphy's case builds the guilty trio become uneasy and attempt to gun him down. In the fight that concludes they are killed. His case settled, Murphy makes plans to marry Miss Cabot.

●

"Top Banana"

(United Artists) Color 100 Min.

Cast: Phil Silvers, Rose Marie, Danny Scholl, Judy Lynn, Jack Albertson, Johnny Coy, Joey Faye, Herbie Faye, Walter Dare Wahl.

Credits: Presented by Harry M. Popkin; Produced by Albert Zugsmith and Ben Peskay; Directed by Alfred E. Green; Based upon the Broadway musical comedy; Screen version by Gene Towne; Music and lyrics by Johnny Mercer.

A number of very funny scenes—too many to count—punctuate this photographed stageplay version of the Broadway hit musical comedy of several seasons back, "Top Banana." High grosses should be the result. Utilizing the original sets of the show and the same cast, the film's high voltage charge of humor surmounts the obviously static quality of this type of production. Sparking the merriment is Phil Silvers, who gives vent to numerous on and off-color gags in his inimitable low-comic delivery. Silvers is backed up by many seasoned and highly capable burlesque veterans: Jack Albertson, Joey Faye, Walter Dare Wahl. There are also several musical numbers which are neatly delivered. And, as living backdrops to practically every sequence are hosts of sleek-lined showgirls. What more can an exhibitor ask! And in good color, too.

In "Top Banana" Phil Silvers plays a highly successful television comedian-emcee who runs in and out of both sponsor trouble and romantic misunderstanding. He is surrounded by various types of funny men, gag writers and models, all of whom help to put on his programs. In the course of affairs, Silvers loses the girl of his dreams to a tenor and recalls, with a tinge of sadness, the good old days of his burlesque background which is then relived in a light and animated ballet. At the conclusion, his sadness is banished when his sponsor decides to renew the program contract.

●

"Beachhead"

(United Artists) Technicolor 89 Min.

Cast: Tony Curtis, Frank Lovejoy, Mary Murphy, Edouard Franz, Skip Homeier, John Doucette, Alan Wells.

Credits: An Aubrey Schenck Presentation; Produced by Howard W. Koch; Directed by Stuart Heisler; Screen play by Richard Alan Simmons; From a novel by Richard G. Hubler.

A war incident detailing the hazardous mission of a squad of Marines in the Pacific prior to the invasion of Bougainville, "Beachhead" hits the spot as adventure, action, romance, suspense and the like. It hits out hard and solidly, holding attention and delivering shock. This is a straight man's type number with plenty of gutsy moments. Filmed largely outdoors and benefitting from Technicolor, the Aubrey Schenck effort has able performances from Tony Curtis, Frank Lovejoy and Mary Murphy. Others involved register with good effect.

It is the task of Lovejoy, Curtis and the other squad members to land on the island and locate Edouard Franz, father of Mary. He has information about minefields at the invasion point. Encountering Japanese patrols the squad has a tough time. Finally there is only Curtis and Lovejoy. They find Franz and with the girl in tow they make for the beach. En route a sniper kills Franz. Lovejoy gets the sniper, Curtis gets the girl. The trio reach the beach and are taken off by the Navy, mission accomplished.

●

"Gypsy Colt"

(M-G-M) Technicolor 72 Min.

Cast: Donna Corcoran, Ward Bond, Frances Dee, Larry Keating, Lee Van Cleef, Bobby Hyatt.

Credits: Produced by William Grady, Jr. and Sidney Franklin, Jr.; Directed by Andrew Marton; Screen play by Martin Berkeley; Based on a story by Eric Knight.

In the tradition of those horse stories which have become perennial favorites with the kiddies, "Gypsy Colt" will hold its own. Picture has several engaging youngsters, a series of rural settings which focus on farm life and was photographed in Ansco Color, with print by Technicolor. Demonstrating the mutual devotion between a small girl and her pet pony, "Gypsy Colt" presents a group of poignant incidents containing enough action and black-and-white characterizations to thrill the youngsters. And in each sequence it is the trick performing of the horse which stands out as an extra eye-catcher.

In the dust bowl of the west, Ward Bond and Frances Dee, parents of Donna Corcoran,

(Continued on page 17)

A rollicking rib-tickling romance
of hilarious
and hi

meet...

The PROFESSOR—
who gave lessons
in love!

and...

The CO-ED...
with a song
in her
heart!



HERBERT J. YATES
presents

Ger

JOHN CARROL

with **JIM BACKUS · STAN**

that "D

Screen Play by PETER MILNE and FRANK G

Directed by

A REPU

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...MALA POWERS

...BERG · KRISTINE MILLER

...et" man

... · Story by DORIS GILBERT and PETER MILNE

...PRINGSTEEN

...PICTURE

"Glenn Miller Story" Promotions



First advance bally job for U-I's "The Glenn Miller Story" was worked during Miami's Orange bowl parade by Sonny Shepherd. A float was constructed to boost the triple-theatre world premiere at the Carib, Miami and Miracle Theatres.



One of the three theatres on the Wometco circuit in the Miami area on the premiere night for U-I's "The Glenn Miller Story" saw large crowds swarm the streets in front to observe the ceremonies. Star James Stewart attended.



Another stunt by Shepherd plugging first Miami area runs of U-I's "The Glenn Miller Story" had 10 models, dressed in shorts and carrying promoted portable radios, walking busiest streets in Miami Beach, Miami and Coral Gables.

Merchandising, Disc Jockey Drives Push Film

Universal-International has accorded "The Glenn Miller Story," picture based on the life of the late orchestra leader, a record promotional campaign that includes among its myriad facets tie-ups, contests, special premiere celebrations and record album promotions.

The National Association of Music Merchants has proclaimed the week of Feb. 10-16 as "Glenn Miller Week" in New York City, with a colorful program of activities designed to launch this event, with ceremonies in front of the Capitol Theatre the morning of the film's opening.

The Merchants unit then named a model to reign as Queen of the Week. She will attend premiere ceremonies, having been chosen on the basis of her constant use of Miller recordings during her career as a disc jockey on a Memphis radio station.

In Iowa, birthplace of the late musician, more than 80 disc jockeys of the radio stations in that state banded together in a "Salute to Glenn Miller Committee." Out of this committee has sprung a nation-wide contest.

Object of the competition is to find the "most promising girl and boy vocalists" in the U. S. to be recipients of the "Glenn Miller Talent Award." Open to both amateur and professional singers, contest offers as prizes to the singers and their disc jockey sponsors the following:

A trip to Hollywood; appearance in a U-I musical featurette motion picture; cutting of a side each of Decca Records and interviews with U-I talent representatives.

In the course of the competition, recordings of the entries, which are to be solicited by disc jockeys from their listeners, are to be sent to the central committee of the contest in Waterloo, Iowa.

Judgments will be made by a group which the committee will designate and deadline for entries and closing of the contest is Apr. 1.

Widest possible national participation is being arranged for the competition, which is being boosted hand-in-hand with hearings over the air of the Decca Record album containing the music from the film's sound track.

Score was recorded by the U-I studio orchestra conducted by Joseph Gershenson as part of the Iowa-wide observance of "Glenn Miller Week."

Festivities surrounding the picture were climaxed in Iowa by the world premiere showing at the Clarinda Theatre, together with the premiere of the disc album.

In another facet of the "Glenn Miller Story" campaign, James Stewart, star, and Mrs. Helen Miller, wife of the late musician, toured a number of cities in advance of respective openings of the film.

When the pair arrived in Washington, they presented the Glenn Miller collection of original manuscripts and other data to the Library of Congress at special ceremonies.

Stewart later participated in a round of interviews with the press and radio personalities plus receptions with disc jockeys.

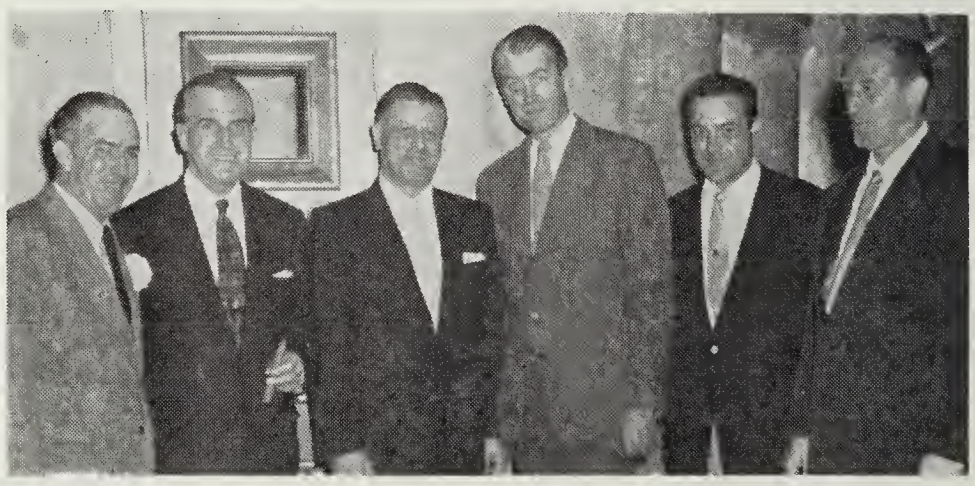
In Miami, the film company and Wometco Theatres developed a comprehensive promotional campaign for the triple-theatre premiere at the Miami, Carib and Miracle Theatres.

Participating in events was Stewart, together with representatives of the Armed Forces. Also, Aaron Rosenberg, producer of the film, Morris Weiner, U-I studios manager, and Gershenson, head of the U-I music department.

Highlights of the Miami event were the renaming of the plaza in front of the Carib as "Glenn Miller Plaza" and the planting of a time capsule beneath the pavement containing a Miller collection and a series of newspaper columns saluting the premiere. A city band concert was dedicated to Miller music and a parade through the streets preceding the premiere was staged.



In New Haven during his tour of more than two dozen cities over the nation in connection with advance promotion on U-I's "The Glenn Miller Story" is Col. Ed Kirby (center), man partially responsible for bringing the life of Glenn Miller to the screen. With Col. Kirby are (l to r): Harry Feinstein, Warner Bros. Theatres gm. in Conn., and Harold Saltz, local Univ. branch mgr.



Univ. executives in Miami for the triple-theatre opening of U-I's "The Glenn Miller Story" are (l to r): Sonny Shepherd, Wometco Theatres ad-pub head; Alfred E. Daff, Univ. exec vice-prexy; Milton R. Rackmil, Univ. prexy; James Stewart, star; Edward Muhl, production vice-prexy, and Aaron Rosenberg, producer of the picture.

Staff Reviews

(Continued from page 13)

must sell her beloved pet pony to raise money for crop seed. But after the horse is sent away, heartbreaks continue for Donna; time after time the beast returns of its own account, then is sent away again. Exploits of the horse on its last pilgrimage through cowboy country and desert make up the climax and happy ending.

●

"Jesse James Versus The Daltons"

(Columbia) 3-D Technicolor 65 Min.

Cast: Brett King, Barbara Lawrence, James Griffith, Bill Phipps, John Cliff, Rory Mallinson, William Tannen, Richard Garland, Nelson Leigh.

Credits: A Sam Katzman Production; Produced by Katzman; Directed by William Castle; Screen play by Robert E. Kent.

"Jesse James Versus The Daltons" is a 3-D, Technicolor western which introduces a new young leading man of promise, Brett King. The film is a fast moving affair but its title doesn't quite fit it as Jesse James is only a conversational factor in the film and there is no clash between him and the Daltons, as Jesse has been dead for 10 years. However, even though there is no appearance of the famed bandit in the film, the point is raised and never settled that perhaps it wasn't really Jesse James that Bob Ford shot that fateful day in history. The film has the best 3-D seen in a long time and whether this will be a factor, now that 3-D is in a decline, is negligible as far as box office. However, in action spots, this film should do well.

The story tells of King, a young man who for years has been thought to be Jesse James' son and who has suffered accordingly, having been buffeted from town to town by wary sheriffs. He sets out on a hunt to find out if Jesse James, who had been killed 10 years previous, is still alive.

●

"Both Sides Of The Law"

(Univ.-Int'l.) 94 Min.

Cast: Peggy Cummins, Terence Morgan, Anne Crawford, Rosamund John, Barbara Murray, Sarah Lawson, Ronald Howard, Eleanor Summerfield.

Credits: Produced by William MacQuitty; Directed by Muriel Box; Based on an original story by Jan Read; Screen play by Muriel and Sydney Box.

A stimulating inspection of the distaff side department of the London police force goes on interesting display in this adroitly handled production from J. Arthur Rank. It has the expert touch in its make-up and general handling that has previously identified the efforts of Muriel and Sydney Box. There is a strong dramatic pattern developed and this rouses interest and sustains attention from the outset. Appeal for all types of audiences will thus be found. Handling is pointed and realistic. London backgrounds fully complement the details of a well-constructed script.

In semi-documentary fashion, the narrative covers a brief period wherein numerous and assorted characters make their brief but pertinent appearances, contribute to the general picture of the department and its routine daily operations. The girls on the force are a competent lot and they encounter plenty hazard in their daily tours of duty.

Plot attention focusses on Peggy Cummins and her problems. Married but unloving, she takes up with a shady crook and in short order is in the thick of his criminal activity. She deserts her child to her mother-in-law. It is Barbara Murray, a policewoman, in the final stages of the story, who manages to save Peggy from getting into big trouble and, at the same time, pulls the tactic that catches the crooks.

●

"Killers From Space"

(RKO) 71 Min.

Cast: Peter Graves, James Seay, Frank Gerstle, Steve Pendleton, John Merrick, Barbara Bestar.

Credits: Produced and directed by W. L. Wilder; Screen play by Bill Raynor; From a story by Myles Wilder.

Exploitable program fare, about an attempt by "bug-eyed" creatures from another world to control Earth, is dished up in luke-warm fashion in this science fiction melodrama. Lacking both star names and sufficient action for a film of its type, picture should fill a spot on a double bill in situations where this sort of product is accepted on face value. The special effects, showing the "bug-eyed" beings at work, were ingeniously contrived but are only rarely successful in generating sensations of horror. Shots of gigantic insects, in league with the other-world creatures, are nightmarish, especially when rendered in the greenish tint used for the central portion of the picture.

Story revolves around the problems of an atomic scientist who falls under the spell of creatures from a planet called the Astron Delta. Desiring Earth for a home, the Deltans hypnotize the scientist to garner valuable information that will help destroy humans. But the scientist breaks their spell and manages to blow up their headquarters at the last minute.

●

"Highway Dragnet"

(Allied Artists) 70½ Min.

Cast: Richard Conte, Joan Bennett, Wanda Hendrix, Reed Hadley, Mary Beth Hughes.

Credits: A William F. Broidy Production; Produced by Jack Jungmeyer, Jr.; Co-produced by A. Robert Nunes and Roger Corman; Directed by Nathan Juran; Screen play by Herb Meadow and Jerome Odlum; Additional dialogue by Tom Hubbard and Fred Eggers; Story by U. S. Anderson and Roger Corman.

Considering the numbers of writers and producers who worked on this film, the result is little above average effort. The box office bait in this one is its title and the marquee pull of its stars, Richard Conte, Joan Bennett and Wanda Hendrix. A chase melodrama, the film is lacking in some ingredient which would make it jell better, perhaps it is the suspense angle with the audience tagging the murderer, Miss Bennett, too early in the proceedings. There are some well done action sequences in the film that help it in spots. There is also an exploitation potential tying in with the murder chase aspects. In the general market, the film should do somewhat better than average.

Richard Conte is the murder suspect in the killing of ex-model Mary Beth Hughes. An ex-Marine, he escapes the police and hitches a ride with fashion photographer Joan Bennett and her model, Wanda Hendrix. In a short time, it becomes obvious that Joan has killed Mary Beth, who had driven her husband to suicide. At the tail end of the police chase, Joan owns up to committing the crime and Conte ends up with Wanda.

●

"World For Ransom"

(Allied Artists) 82 Min.

Cast: Dan Duryea, Gene Lockhart, Patric Knowles, Reginald Denny, Nigel Bruce, Marian Carr, Arthur Shields, Douglas Dumbrille.

Credits: Produced by Robert Aldrich and Bernard Tabakin; Directed by Aldrich; Written by Lindsay Hardy.

"World For Ransom" is a gutty melodrama that has suspense, intrigue and all the sinister characters that a picture of this kind should have. The picture should do okay in the regular market with Dan Duryea, who turns in a fine performance, as the film's box office draw. Picture starts with a hint of intrigue and lives up to this premise throughout its unspooling as a cat-and-mouse game is played over the kidnapping of a nuclear scientist, Arthur Shields, with Duryea, the Singapore police and international racketeer Gene Lockhart and his henchmen all taking part in the proceedings. The story is geared to today's headlines and is also loaded with action.

Dan Duryea, an adventurer in love with his best friend's wife, Marion Carr, becomes involved after Patric Knowles her husband, joins with Gene Lockhart to kidnap scientist Arthur Shields and hold him for ransom. Duryea joins up with Military Intelligence Officer Reginald Denny and they track down the scientist. Knowles in fright kills his associates and then turns on Duryea, who having witnessed Denny's murder, guns his friend down. The scientist is returned and Duryea, spurned by Knowles' wife, goes his solitary way into the night once more. This production has a slickness and a production mounting that adds greatly to its enjoyment.

●

"Dragonfly Squadron"

(Allied Artists) 82 Min.

Cast: John Hodiak, Barbara Britton, Bruce Bennett, Jess Barker, Gerald Mohr, Chuck Connors, Harry Lauter, Pamela Duncan, Adam Williams, John Lupton, Benson Fong, John Hedloe.

Credits: A John Champion Production; Produced by Champion; Directed by Lesley Selander; Screen play by Selander.

This is an average war film, which tells the story of an American Air Force Major who is grounded but sent in 1950 to South Korea to train South Korean fliers as tales of a coming Red invasion reach the American outpost. John Champion, who also produced, haltered his film to a slow pace with a drawn out screen play. He had an above average subject to deal with but his handling of the idea was unimaginative. The picture's action footage is very good and adds a few exciting moments to the proceedings.

The romantic phase of the script is also handled sketchily with John Hodiak finding Barbara Britton, his former sweetheart in Korea. It seems that she and Hodiak were a duo when Barbara thought that her doctor husband, Bruce Bennett had been killed. Now back with her husband, Barbara's presence is quite a romantic complication for Hodiak. At times, the direction helps speed up the film, but only temporarily. A clearer definition of the characters would also have helped make the film more enjoyable. As it stands, "Dragonfly Squadron" has exploitation possibilities, which will help it do average business.

●

"Dragon's Gold"

(United Artists) 70 Min.

Cast: John Archer, Hillary Brooke, Noel Cravath, Dayton Lumis.

Credits: Produced, directed and written by Aubrey Wisberg and Jack Pollexfen.

As a minor melodramatic effort, the number turned up here is an undistinguished delivery that only rates lesser playing time. It appears to have been put together hastily. Cast, mostly unknown, does not appear to contribute any spirit to the proceedings. They are only adequate to the demands of a feeble script. "Dragon's Gold" seems headed for the bottom section on the double bills. Setting of the story — Hong Kong and Macao—may possibly be used in its exploitation. Yarn deals with the search for millions in goldbricks. Once the plot gets into gear

there is headlong action procedure on view, another factor which might be stressed.

As an investigator for a bonding company, John Archer arrives in Hong Kong looking for a missing character who has disappeared along with $7,000,000 in gold entrusted to him by a Chinese warlord. He seeks Mauritz Hugo, husband of Hillary Brooke. In the course of ensuing events there is a murder, Archer and Miss Brooke are kidnapped and almost tortured by the Chinese general. The local police enter the case and after many moments of lower case action the gold is found cemented into a garden wall.

Foreign Films

"La Lupa"

(Jules Levey) ITALIAN 71 Min.

Cast: Kerima, Ettore Manni, May Britt.

Credits: A Ponti-de Laurentiis Production; Directed by Alberto Lattuada; Screen play by Luigi Malerba, Alberto Moravia, Antonio Pietrangeli and Lattuada; From the story by Giovanni Verga.

The prevalence of suggestive lust and lechery close-ups mark this Italian-language melodrama as an out-and-out "sexsation" picture; one that can be exploited to the hilt for those who studiously seek out this type of product. These fans will get more than they paid for. Translated into visual images, the story of a woman who vamps her daughter's husband and is in turned pursued by an aging wolf is sheer sensation. The camera is constantly focussed to catch the desired curves and angles of the two women of the script. One of them, Kerima, plays the title role which in English means "The She Wolf." Production is able and English titles are adequate.

The story is quite simple: Kerima seduces a soldier who soon falls in love with and marries her daughter. The couple make house at Kerima's, where the husband succumbs to his mother-in-law's enticements, later banishing her to a life of sin. Kerima finally perishes in a fire.

●

"Ana-Ta-Han"

(George J. Schaefer) JAPANESE 90 Min.

Cast: Akemi Negishi, Suganuma, Sawamura, Nakayama.

Credits: Produced by Tabimura; Directed and written by Josef Von Sternberg.

"Ana-Ta-Han," directed and written by Josef Von Sternberg, is an all-Japanese production concerning a group of men stranded on an island with only one woman. Based on a true incident, the film contains enough novelty value and exploitation posssibilities centering on sex to assure it of some following in art houses. The camera pursues the characters unrelentingly as these survivors from a bombed Japanese ship discover the one woman left on the island and fight for possession of her. The drama is heightened when the men find the remains of a plane crash, from which two of them salvage guns. This discovery precipitates a series of killings and allows Sternberg to alternate between scenes designed to give insight into characterization and straight action shots. In an ending that is partly realistic, partly dream-like, the men return to Japan, where they are all heroes. In place of sub-titles, Sternberg recites an English narration, which tells what is going to happen, often robbing the film of suspense.

U-I Sets Up Program For Pushing Domestic Bookings Of Rank Output

Pushing to expand U. S. distribution of J. Arthur Rank Organization product, Universal Pictures has signed on two special sales representatives who will exclusively handle the British films with an eye toward new theatre outlets.

Move, as announced by Charles J. Feldman, company vice-president and general sales manager, was disclosed at about the same time that John Davis, Rank managing director in London, expressed dissatisfaction with U. S. returns from British pictures.

Davis said that returns during the first 10 months of last year were only $10,000 above those of the previous year. In contrast, Davis noted that Rank pictures netted all-time records in Australia during 1953.

A Universal survey, basis for Davis' comments, revealed that Rank films collected more than 15,000 bookings last year in the U. S.

In the Universal appointments, both Jerry Wechsler and Chilton Robinett were assigned the entire country for coverage under the direction of Harry Fellerman, executive sales head of the U-I Special Films Division.

Particular attention will be paid those sections of the nation where exhibitors have complained about product shortages, Universal pointed out. There Wechsler and Robinett, assisting the regular Universal sales force, will familiarize theatremen with how Rank releases handled by Universal have been worked into theatre programs.

Wechsler has been in the industry since 1929, spending the past 14 years with Warner Bros. Pictures in various executive sales capacities including branch managerships in Cleveland and Pittsburgh. Robinett entered the industry in 1932 and held various executive sales posts with 20th Century-Fox before his recent partnership in Raymond Theatres circuit, Washington.

SDG Awards Zinnemann, Stevens, Wyler, Wilder

The Screen Director's Guild of America Inc. has presented its 1953 Awards and in the Most Outstanding Directorial Achievement division, Fred Zinnemann was presented an award for Columbia's "From Here To Eternity." In the Outstanding Directorial Achievement category, George Stevens was presented with an award for "Shane," Paramount.

William Wyler was presented an award for "Roman Holiday," Paramount. Billy Wilder was presented with an award for "Stalag 17," Paramount.

Charles Walters was given an award for "Lili," M-G-M. For Outstanding TV Film Direction, Robert Florey was given an award for "The Last Voyage." John Ford was given the D. W. Griffith Award and Bosley Crowther of "The N. Y. Times" was given the Motion Picture Critics Award.

Indie Tony Owen Plans Seven-Film Slate Abroad

Tony Owen, indie producer who recently completed "Duel in the Jungle" in South Africa for Warner Bros. release, will embark on a duo-fold production program: first phase concerns three films this year in Great Britain and Germany; second phase features four programmers in Britain to be made over a three-year period.

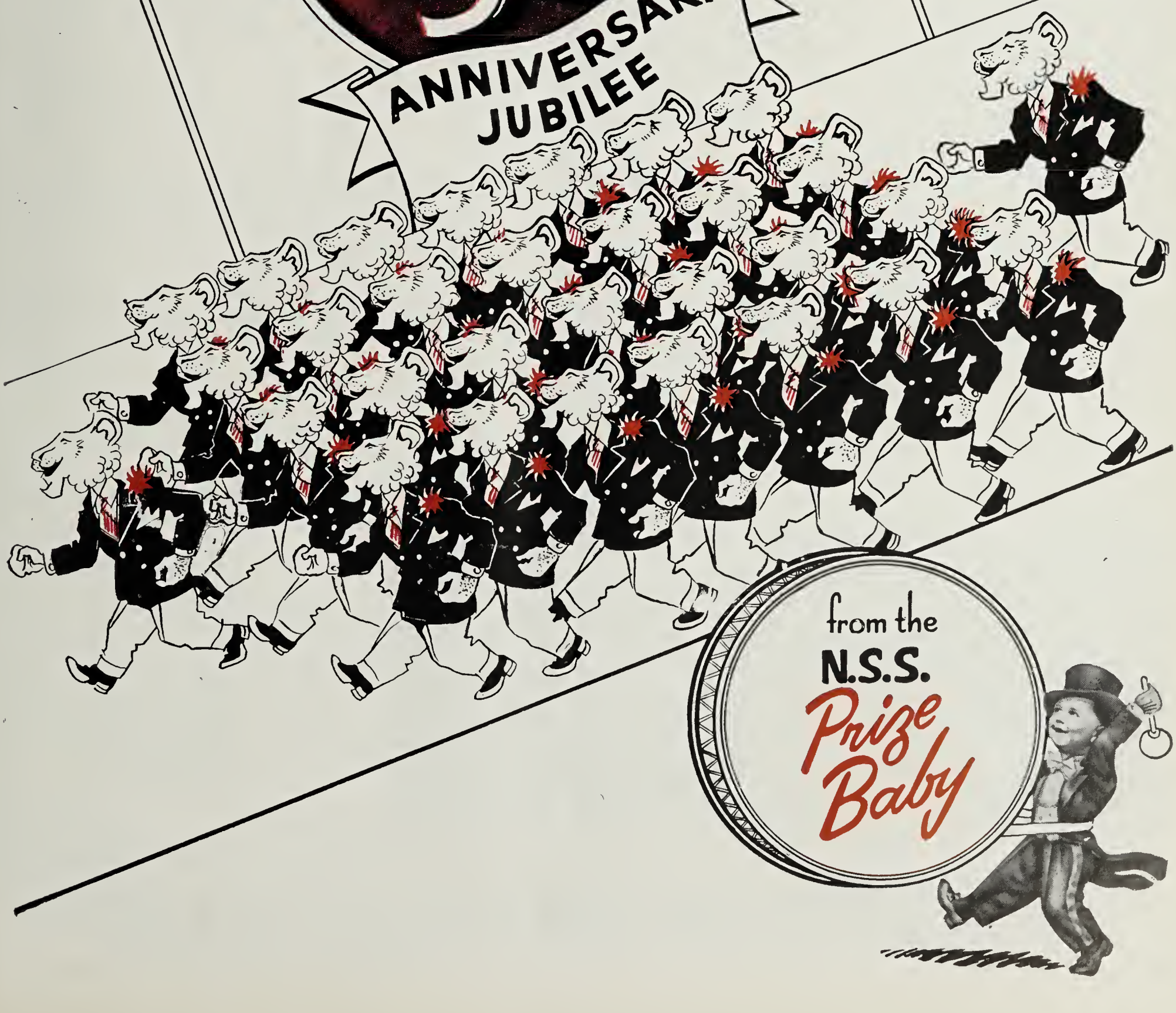
First of the British-German ventures will be "C.I.C.," starring Dana Andrews and Arthur Kennedy in a story about U. S. Army intelligence in post-war Germany. Film will be financed largely by Owen. Nat Cohen of Anglo-American Film will share in the backing of the programmers.



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REGIONEWS

ALBANY

Affiliated Theatres of Boston will buy for John Gardner's Turnpike Drive-In, Westmere, this season. Gardner will do his own booking. . . . John and Peter Marotta, owners of the Carman Drive-In, Guilderland, are reported to be building another between Gloversville and Johnstown. . . . An industry meeting was held at the Grand Theatre to organize observance of this year's "Brotherhood Week," scheduled for Feb. 21-27. Among speakers were Jack Goldberg, Metro branch mgr., who is distributor chairman; Charles A. Smakwitz, Stanley-Warner zone mgr., and Saul J. Ullman, Fabian div. mgr.

Thomas Carroll has been upped from head shipper to office mgr. for Republic Pictures. . . . WTRI-TV, in which Stanley-Warner has acquired a 50% interest, will use its transmitter site on Bald Mountain for temporary studios when the UHF station begins operating—about Feb. 15-30. . . . 28 theatres in the Albany exchange district are equipped with CinemaScope, including six in the Schine Circuit.

ATLANTA

Crescent Amuse. Co. has received permission to build a drive-in on White Bridge Road, near Thayer Veterans Hospital, Nashville. . . . Starlight Drive-In, Athens, Tenn., gave a special show for charity, with films donated by Monogram Southern Exchanges. . . . Despite the Supreme Court decision overruling local censorship in New York and Ohio, city attorney Jack Savage said Atlanta would continue to have movie censorship, whether administered by a censor or placed under the jurisdiction of the police dept. . . . Hall B. Howard, city mgr. for Crescent and for 31 years in exhibition, passed away. . . . The FCC has an application to transfer control of WBML at Macon, Ga. from the Middle Georgia Broadcasting Co. to C. R. Rader and George W. Patton.

Bill Henderson, owner of Theatre Booking Service, Charlotte, N. C., is new owner of the Starlite Drive-In, Ft. Landerdale, Fla. . . . Fire, apparently caused by short circuit in an exhaust fan, damaged Crescent's Princess Theatre, Cleveland, Tenn. Mgr. Calvin Harvey was able to clear the house of the small crowd attending a late show. . . . At the annual "Tech Night" at Wilby-Kincey's Fox Theatre, when trophies for the most valuable back and lineman of Georgia Tech were awarded by city mgr. Noble Arnold, starlet Pat Crowley, in town on behalf of "Forever Female," made the presentations from the stage of the Fox. . . . Ace Theatre, Nashville, Tenn., a unit of Bijou Amuse. Co., closed for want of business. . . . Charlie Lester, southern dist. mgr. for National Screen, back at his office following a spell of illness.

The Gem Theatre, Barnesville, Ga., closed after many years of operation. . . . Uriel Miles is new owner of the Norwood Theatre, Birmingham, Ala. . . . John D. Hassler sold his Dixie Theatre at Byrdstown, Tenn. . . . Ed Smith was transferred from Florida State's Palace Theatre, Tampa, to manage the Florida in St. Petersburg. Don Holcomb replaces Smith as mgr. of the Palace. . . . Robert Elmer Baulch, pres. of Crescent Amuse. Co., died in Nashville, Tenn. of a self-inflicted pistol shot, according to police. . . . Kay Film Exchange has acquired three Randolph Scott films for reissue in this area and a new line of accessories is being printed for them.



At a two-day sales meeting in New York, 20th-Fox distribution director Al Lichtman announced merchandising plans for upcoming CinemaScope and Panoramic standard pictures, and reported that the CinemaScope print bottleneck would be broken by March 15. Shown here (l to r): Alex Harrison, h.o. representative; Edwin W. Aaron, western sales mgr.; Arthur Silverstone, eastern sales mgr.; Charles Einfeld, v.p.; W. C. Gehring, exec. asst. gen. sales mgr.; and Lichtman.



M-G-M's field force in Washington meets with John P. Byrne, captain for the company's 30th Anniversary Jubilee Campaign. L to R (standing): Eddie Kushner, head booker; Cal Bein, salesman; Paul Wall, asst. branch mgr.; Sid Eckman, salesman; Ida Barezofsky, booker; Tom Cosgrove, salesman; Pete Prince, salesman; Henry Ajello, booker; Jack Dean, booker; Joe Kronman, office mgr.; (seated): Byrne; Herb Bennin, branch mgr.; and Rudy Berger, southern sales mgr., who is accompanying Byrne on his tour of exchanges.

BOSTON

Allied Theas. of New England, which is not affiliated with any national exhibitor organization, has reelected the following slate: Martin Mullin, pres.; Sam Pinanski, Charles E. Kurtzman, Ben Domingo, Harry Feinstein and Al Somerby, veeps; Stanley Sumner, treas.; John J. Ford, board chairman; and Frank C. Lydon, exec. secy. Directors include the above and Walter Brown, Theodore Fleisher, Winthrop Knox, Jr., Joseph P. Liss and Philip Smith. . . . Major Theatre Corp., headed by H. D. Fox, has been appointed New England representative for the Motiograph Co. lines.

The 950-seat Hollis Theatre, Framingham, operated since 1938 by E. M. Loew, has been leased to Smith Mgmt., who now have all the theatres in that city. . . . Frank Boschetti, operator of the Star, Lawrence, signed contracts to play Metro product for the first time in 15 years. . . . Hugh D. Rogovin, son of I. H. Rogovin, New England dist. mgr. for Columbia, became engaged to Frances Levine of Brookline. . . . Lawrence Miceli ordered a Manley Aristocrat popcorn machine to be installed in the Metropolitan Drive-In, Palmer, Mass., this spring. E. M. Loew's New Salem Theatre, Salem, is also putting in an Aristocrat model. . . . Mrs. Ira Vincent, owner of the Playhouse, Enosburg Falls, Vt., is resting at home in Swanton, Vt., after hospitalization.

Philip and Richard Smith demonstrated their new "Twi-Night" drive-in screen at their Cincinnati drive-in theatre during the National Drive-In Convention in that city. . . . Leonard H. Goldenson, pres. of ABC-United Paramount, and also head of United Cerebral Palsy Foundation, will be honored at the 21st annual Goodwill Dinner of Temple Ohabei Shalom, Brookline, with Gov. Herter and Mayor Hynes bringing official greetings. . . . Frank C. Lydon, exec. secy of Allied of New Eng. has petitioned for an amendment of the law in House Bill 2007, relating to cinematograph, which would liberalize regulations for the use of cellulose acetate film or any other so-called non-inflammable film.

Rifkin Theas. acquired the 1078-car Med-

(*Continued on page* 22)

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BOSTON (cont'd.)

ford Glen Drive-In, Medford, Mass. and shifted mgr. Paul Kessler from the Suffolk, Holyoke to the new location. Albert Desautels, mgr. of the circuit's Majestic, Holyoke, becomes city mgr., and Jena Joyal moves from Majestic asst. to Suffolk house mgr. . . . Annual election of officers for 1954 will be held at a luncheon meeting of Independent Exhibitors, Inc. on Feb. 9. Nominating committee, headed by W. Leslie Bendslev, consists of Norman Glassman, Edward Lider, Ted Rosenblatt and A. Viola Berlin. . . . Arthur F. Darley, on leave of absence since last Fall, is back as mgr. of Nathan E. Goldstein's Arcade Theatre, Springfield. A Friday night Family plan is in effect at the Arcade, with children under 12 admitted free when accompanied by parents, and Monday to Friday ladies' matinees at 30¢ has also been inaugurated.

BUFFALO

Local school children are being allowed to attend "Knights of the Round Table" at Shea's Buffalo during school hours when accompanied by adults or teachers. A special screening was held for 2,500 nuns of the Catholic Diocese. . . . Jerry Yogert, U-I booker, is back at work after being hospitalized for a heart ailment. . . . The 1014-seat Suburban Theatre at Binghamton, owned by Meco Theas., will now play art pictures only. . . . Dipson's Ridge in Lackawanna, with a 770-seat capacity, has been closed, also Martina's Capitol at Oswego.

Mgr. George McKenna of Basil's Lafayette in downtown Buffalo reports terrific business at the newly installed refreshment stand, which features grilled hamburgers, cheeseburgers, hot dogs and coffee, the first of its kind in this area. . . . "The Robe" is going into subsequent run houses for the first time in this area when it opens simultaneously on Feb. 18 at the Seneca, Bailey, Kensington, Riverside and Rivoli. . . . Schine's 1508-seat Riviera at Rochester, damaged by fire in Jan., is undergoing repairs. . . . John C. Gieshen and son have dismantled their Horseheads Theatre at Horseheads.

Bob Ungerfeld, chief publicity field man for Universal, is in town working on "The Glenn Miller Story," which preems at Basil's Lafayette Feb. 18. . . . Viewers of the Todd-AO film process, including investors and prospective investors, at the local Regent Theatre were enthusiastic over screen wide scenes similar to Cinerama but using the single projector method developed by American Optical Co. . . . Millard Fillmore College of the U. of Buffalo is offering a course on "The American Film" saturday mornings in the Cinema Theatre, with mgr. John Kane cooperating. . . . Ohmann Bros. Theatre of the same name at Lyons announced a new policy of closing Tues. and Wed.



United Artists' prexy Arthur B. Krim (right) and board chairman Robert S. Benjamin (left) chat with Stanley Kramer at a New York newspaper, magazine and trade press reception held for the producer, who recently rejoined UA under a new producing-releasing agreement.

Watch These Dates!

Feb. 5-6: Cincinnati—Allied States board meeting—Netherlands-Plaza Hotel.

March 9-10: Oklahoma City—Allied Theatre Owners of Oklahoma annual convention—Biltmore Hotel.

March 22-25: Dallas—Variety Clubs International convention—Adolphus Hotel.

March 28-30: Edgewater Beach, Miss—Allied Theatre Owners of the Gulf States—Edgewater Gulf Hotel.

April 6-8: Milwaukee—Allied Independent Theatre Owners of Wisconsin convention—Hotel Schroeder.

April 19-21: Detroit — Allied Theatres of Michigan annual convention.

May 2-7: Washington, D. C.—SMPTE 75th convention—Statler Hotel.

May 25-27: Old Point Comfort—Virginia Motion Picture Theatre Assn. annual convention—Chamberlin Hotel.

Oct. 10-11: Milwaukee—Allied States Assn. fall board meeting—Schroeder Hotel.

Oct. 12-14: Milwaukee—Allied States Assn. annual convention — Municipal Auditorium.

CHARLOTTE

Percentage suits totaling $39,000 have been filed in circuit court, Clearwater, Fla., against J. J. Preston Henn, who lives there but operates theatres in Murphy, Andrews and Robbinsville, N. C., by 20th-Fox, Warner's, Columbia, RKO and Loew's. Claim covers period from Jan. 1947 to mid-1952. . . . Astor Pictures promoted Melvin Cook to sales representative, covering the N. Car. territory. Harry Kerr was appointed booker and Walter Pinson will cover South Carolina. . . . A. P. Hinnant, circuit drive-in owner, who has been ill for some time, is getting around with the aid of a crutch.

R. B. Adams' North Wilkesboro, N. C. drive-in has a new marquee and other improvements are also being made. . . . Jack ReVille, M-G-M branch mgr., who has been ill, is now in the Charlotte Hospital for an operation. . . . Pete McManus has been upped from shipper to the booking dept. at Columbia. . . . Standard Theatre supply has installed a wide screen and stereophonic sound in the Allen Theatre, N. Wilkesboro, N. C., owned by Frank Allen.

CHICAGO

"Sadie Thompson" is booked for three weeks at B&K's Chicago Theatre, marking the first extended run there since the Jackson Park decree. . . . Will Lipsner joined the booking staff of Si Greiver's exchange. Griever, who has just returned from a Hawaiian vacation, reports meeting Warren Slee, former Metro publicist, who has opened a publicity office in Honolulu and is building a home in the suburbs. . . . Jack Kirsch, pres. of Allied of Ill., was named chairman of the amusement committee for the Boy Scouts of Am. drive for funds. . . . Bill Harris, former head of National Screen's special trailer dept., has joined Filmack Trailer Co.

Stanley Kohlberg, mgr. of the southside Starlite Drive-In, intends to remain open Fri. to Sun. for balance of the winter and reports that an ice skating rink is being added. . . . The former LeClaire Theatre, Moline, Ill., closed since 1952, was modernized and reopened as the New Illini Theatre. . . . 100 paintings and other furnishings from B&K's recently modernized theatres are being auctioned off at Chicago Art Galleries. . . . Camellia Dinnerware gift nights were added to the Norshore Theatre. . . . "Money From Home" is the first Paramount 3-D film to play the RKO Grand.

Jimmy Stewart due here to boost Glen Miller film, which premieres at the Chicago Theatre Feb. 12. . . . Van A. Nomikos, v.p. of Allied of Ill., says that under present conditions there is room for two exhibitor associations. . . . UA has three films to offer Chicago theatres this month: "Act of Love," "Cross Swords" and "Beat the Devil." . . . Dave Wallerstein, B&K gen. mgr., presented 20th-Fox branch mgr. Tom Gillian with a check for $535,375, covering 16 week-run of "The Robe" at the State Lake, which is the largest amount ever paid by a local theatre for any film. . . . Wayne Smith, pres. of Egyptian Theatre Circuit, back on the job after lengthy hospital stay.

Stanley-Warner leased its southside Cosmo Theatre to Joseph McElroy Holiday Ballroom for 10 years. . . . Rollin Stonebrook, mgr. of Cole Products theatre sales, reports Crescent Theas. have added more Cole Spa vendors, making 35 now in use by them. . . . Will Hollander, B&K ad dir., was elected to the board of publicity directors of the Red Cross. Abe Platt, northside div. mgr., heads the amusement div. drive. . . . Janitors in Chicago theatres got a 9½¢ hourly wage increase, retroactive to Jan. 1. . . . Passed away: Edmund Hull of B&K's Baltimore, Charles Stern of the Nortown and George Gordon of the Century.

League of Decency's booklet, giving titles of films reviewed during the past year, is available. . . . Arthur Schoenstadt, head of Schoenstadt circuit, is convalescing at home after hospitalization. He was recently elected a director of Hyde Park National Bank. . . . CBS is giving up TV quarters in the Garrick and State Lake theatre buildings and combining all studio facilities in the Arena building, which it recently purchased. . . . Sam Roberts, vaudeville agent for film theatres here, is seriously ill in Wesley Memorial Hospital.

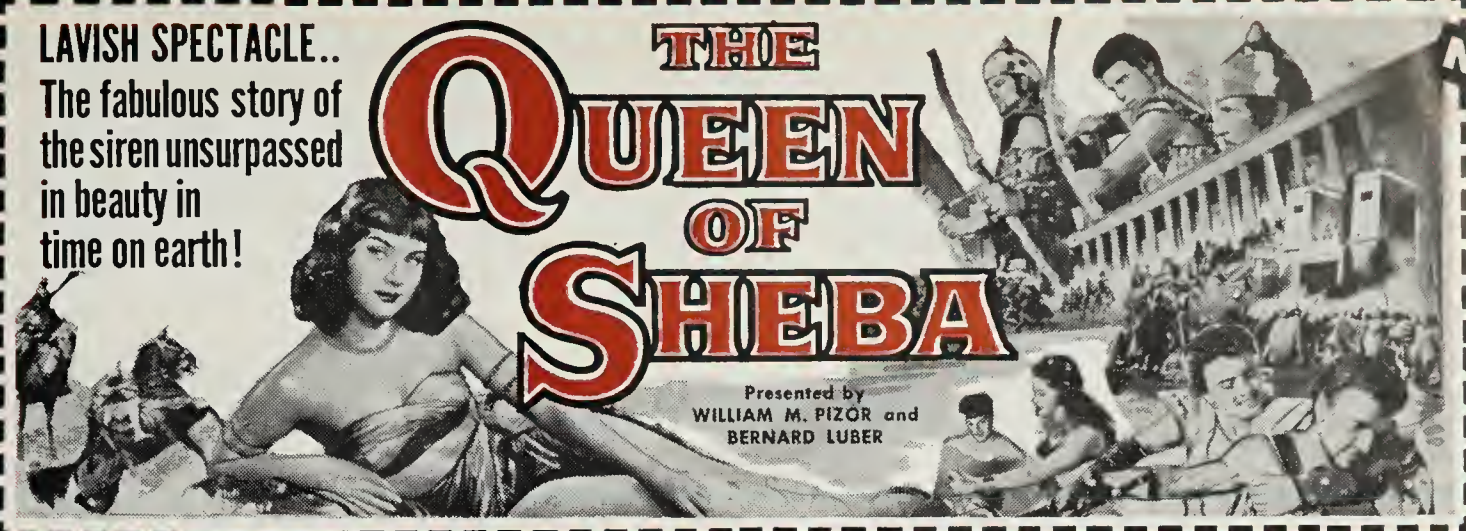
(*Continued on page* 24)

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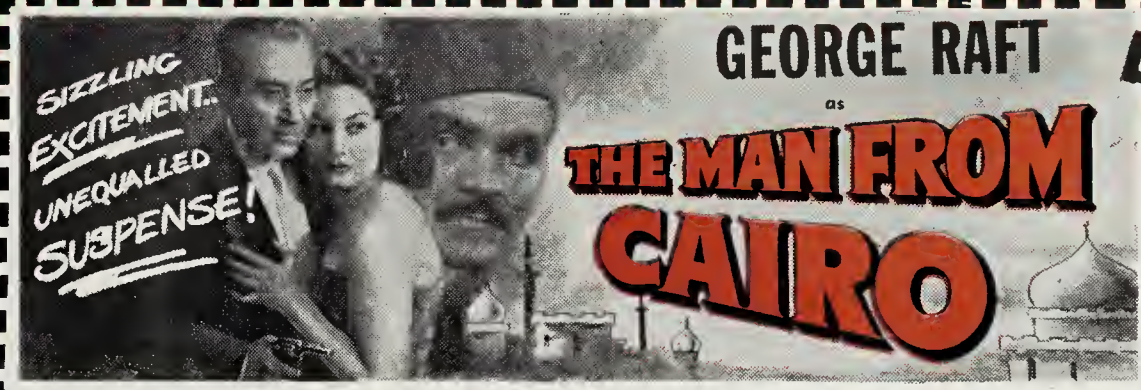
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GEORGE RAFT
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MAN vs. BEAST
Gripping Adventure and Suspense!

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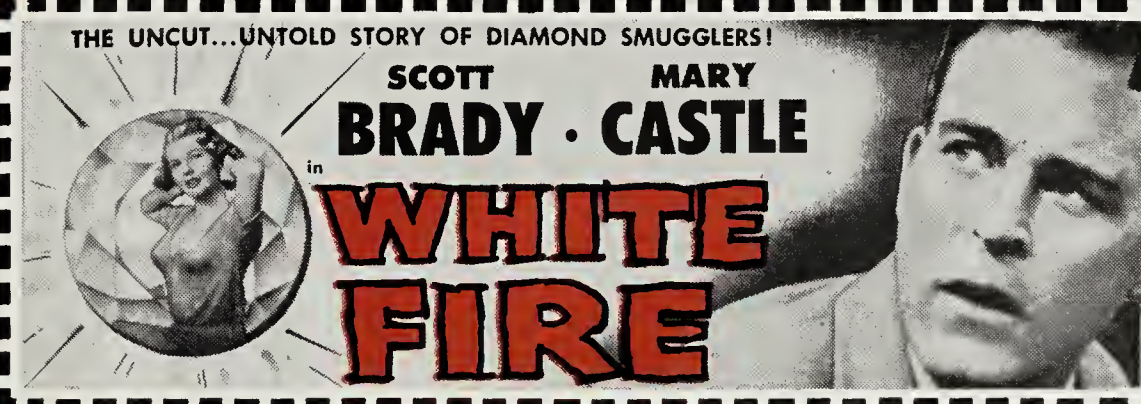
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SCOTT BRADY · MARY CASTLE
in
WHITE FIRE



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NOW

THRILL THRILL THRILL Hollywood

THRILL-MAKERS

Starring
JAMES GLEASON



He means Excitement... Action... Adventure and Business!

The Cowboy

in Eastman COLOR!



FEB.

NOW

Every step he took led him to DANGER and a woman!

Cesar ROMERO
in
Shadow Man



READY WHEN YOU NEED THEM...

Now!

ROADSHOW ATTRACTION FOR ALL OF 1954



THE GREATEST WONDER IN THE WORLD

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CINCINNATI

Mr. and Mrs. Mark S. Cummins, who operate a cicuit of ozoners in this area and one in St. Petersburg, Fla., are again Florida bound. Cummins was recently granted a permit to build a drive-in on the new highway near the Liberty Pike in Ky., which he hopes to open by June. It will have two screens and accommodate about 1200 cars. . . . Nat Wolf, formerly with Warner Theatres in Cleveland, has taken over operation of the Columbia Theatre in Portsmouth, O. . . . Jim Clemmer, associated with his father, Lou Clemmer in the operation of ozoners in Eaton and Miamisburg, O., was maried recently.

Mid-West Theatre Supply is installing CinemaScope equipment and stereophonic sound in the following Mid-States theatres: DaBel, Davue and Dale in Dayton, O., Mary Anderson in Louisville, Ky.; also in Tom Hill's Madison, Covington, Ky., and Louis Wiethe's Valley, Cincincinnati. . . . National Theatre Supply is installing wide screens in Max Matz's Colonial, Bluefield, W. Va.; J. F. Carnahan's Manchester, Manchester, Ky., and the Garden in Portsmouth, O.; also Cinemascope in the Mariemont, Mariemont, O., and Wm. Onie's Miami-Western, Oxford, O. Al Kolkmeyer, Jr., U-I city salesman, welcomed his fifth offspring, a son named Albert II.

Melvin Girbert sold his Community Theatre in Grove City, O. to Carl Haenzel and Russell Hill. . . . The Little Theatre in Columbus has been closed down permanently by Charles Sugarman, who is continuing operation of the World there. . . . Ray Lewis took over operation of the Scioto Breeze Theatre in Lucasville, O., owned by Albert Boudouris. Frank Nolan, who operates a number of ozoners, will handle buying and booking for Lewis. . . . Mrs. Scott Seale of Berea, Ky., recuperating in Florida from a recent major operation, has ordered a wide screen to be installed in her theatre in early spring.

Frank Foltz was planning to close his Crescent Theatre, Minster, O., around the 1st of Feb. . . . E. M. Booth, Metro branch mgr., is distributor chairman for Brotherhood Week. . . . Marie Donelson, Screen Classics booker, underwent surgery at the Jewish Hospital. . . . Jay Goldberg, of Realart and Lippert, was in Athens, O. confering with Frank Nolan, drive-in operator. Goldberg announced early distribution of "We Want a Child" on a road-show basis. . . . Milton Gurian, Allied Artists branch mgr., reports unusually good business with "Jack Slade" in its engagement at Schine's Ben Ali Theatre in Lexington, Ky.

FILMS TELEVISED JAN. 23 to FEB. 5

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Arson Racket Squad	Jack LaRue	Rep. 3-29-38
Behind City Lights	Peter Crookson	Rep. 8-17-45
Bill Cracks Down	Grant Withers	Rep. 3-22-37
Blazing Arrows	Gary Cooper	
Borrowed Wives	Rex Lease	Tiffany Pic. 10-13-39
Charlie Chan At The Circus	Warner Oland	Fox 3-17-36
Charlie Chan On Broadway	Warner Oland	Fox 10-10-37
City In Darkness	Sidney Toler	
Come On, Tarzan	Ken Maynard	World Wide Pic. 1-4-33
Federal Man Hunt	Robert Livingston	Rep. 1-10-39
Flight Nurse	Marian Marsh	Rep. 3-4-39
The Galloping Mayor	Basil Radford	Souvaine Selected 10-18-51
Gay Vagabond	Ernest Truex	Rep. 5-19-41
The Green Promise	Walter Brennan	RKO 3-10-49
Heritage of the Desert	Donald Woods	Par. 6-23-39
Hi Diddle Diddle	Martha Scott	UA 8-2-43
House of Blackmail	William Sylvester	
Law of Vengeance	Randolph Scott	
A Man Betrayed	Eddie Nugent	Rep. 3-14-41
Mark of the Avenger	Sidney Toler	
The Mysterious Rider	Billy The Kid	
Noose For a Lady	Dennis Price	
Pitfall	Dick Powell	UA 8-2-48
Single Sin	Kay Johnson	
South Raiders	Johnny Mack Brown	
Sunny Skies		Tiffany Pic. 5-18-30
Swing Your Partner	Dale Evans	Rep. 4-29-43
That Man Again		
Topper	Cary Grant	MGM 7-12-37
The Wrong Road	Richard Cromwell	Rep. 9-23-37
Youth On Parole	Gordon Oliver	Rep. 10-7-37

DENVER

Warner's moved their exchange to 2026 Stout St. and have contracted with Denver Shipping & Inspection Bureau to do their inspection and shipping. . . . Panhandle Theatre Corp., composed of Kimball, Neb. business men, is building a 250-car drive-in, aiming at a May 1 opening. One of the unusual features will be a booth surrounded by plate glass so patrons can watch the screen and the booth while being served at the refreshment counters. A picnic area, with tables and benches, is also to be provided.

Lou Astor, Columbia sales mgr., was in from his N.Y. headquarters conferring with branch mgr. Robert Hill and with Harold Green, Salt Lake City branch mgr. Hill and Astor went to Albuquerque, N.M. on a sales trip. . . . Mrs. & Mrs. Fred Anderson, Eaton, Colo., theatre owners back from a three-week trip to the west coast. . . . Fred G. Reed, 45, editor of Fox Inter-Mountain's house organ, "The Spotlight," died in Denver hospital following a long illness.

DES MOINES

Dick DeVries and Charles Nielsen have taken over operation of the Maryland Theatre in Marcus, purchasing the business from Earl Wilson. DeVries, who owns the Marcus Ford Agency, previously operated the theatre at Correctionville. Nielsen has been in the electric business. . . . Paul F. Scholer announced his resignation, effective March 1, as mgr. of the Oelwein Theatre, a Central States house in Oelwein. Scholer, who is a member of the Iowa National Guard and a World War II vet, will go to Ft. Benning, Ga. to take a 4-month advanced officers training course.

Notice of incorporation of the Cecil Theatre of Mason City has been filed, with authorized capital stock listed at $50,000. Officers, all of Mason City, are J. T. Arthur, pres. and mgr.; Alice Arthur, v.p. and treas.; Harley J. Kleman, secy. . . . Dorothy Kean, owner of the Panora Theatre in Panora, invited the local Boy Scouts to see "Mr. Scoutmaster" as her guests. . . . The Arrow Theatre in Inwood, closed since the holiday season, has been reopened.

There have been two changes in branch mgrs. on Filmrow here. Stan Dudelson resigned as mgr. for UA to go into business for himself in Detroit and is succeeded by Carl Olson, recently a salesman for 20th-Fox. Leon Mendelson resigned as mgr. for Warner's and post was taken over by Herbert Blass, former company salesman in Minneapolis. . . . Schedule at the Monroe Theatre, Monroe, has been changed to a picture on Sunday and Wednesday, and another Thursday and Saturday. . . . Howard Brookings announced that the Oakland Theatre in Oakland will be closed Tuesdays and Wednesdays for remainder of the winter.



Kate Cameron, film critic of the N. Y. Daily News and chairman of the N. Y. Critics Circle, has just presented the Critics Award for the best picture of the year, "From Here To Eternity," to producer Buddy Adler (left), who accepted for Columbia. Looking on is Jack Cohn, v.p. of Columbia.

DETROIT

Max Gealer, gen. mgr. of Associated Theas., has independently taken over operation of the newly formed Rouge Theatre Operating Co., which runs the Rouge Theatre and includes the building. Max will remain with Associated in the same capacity as formerly. . . . Jack Vlachos has been reelected pres. of Allied Theatres of Mich., which will hold its annual convention April 19-21. Alden Smith was named gen. chairman of this event. . . . Palms-State Theatre was the home town key house for the biggest

(*Continued on page* 26)

HISTORY AGAIN!

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WARNERS'

651

SIMULTANEOUS SHOWINGS OF



"The Boy From Oklahoma"

COLOR BY WARNERCOLOR

CO STARRING NANCY OLSON

WITH
LON CHANEY · ANTHONY CARUSO
WALLACE FORD · MERV GRIFFIN · SLIM PICKENS
SCREEN PLAY BY
FRANK DAVIS · WINSTON MILLER
FROM A SATURDAY EVENING POST STORY
BY MICHAEL FESSIER
MUSIC BY MAX STEINER · PRODUCED BY DAVID WEISBART
DIRECTED BY **MICHAEL CURTIZ**

DETROIT (cont'd.)

closed-circuit telecast in auto history, sponsored by Dodge.

The Krim Theatre in Highland Park pulled down its "final week" advertising on "Martin Luther" for the second time when the film went into its 12th week. . . . Ernie Forbes has installed CinemaScope equipment in the first-run Adams Theatre. . . . Ray Sehreiber and Sidney Forman terminated their control of the Van Dyke Theatre on Feb. 1, and Sidney Moss, owner of the building, took over operation. . . . Wilson Elliott, mgr. of the Jewel at Mt. Clemens, was eited as "leading citizen of the year" by the local American Legion Post. Elliott's latest experience was a ride in a jet plane, which brought him front page publicity. He's now headed for a short trip to California.

Roger M. Kennedy, best known union leader in Mich. for 25 years, has retired as business agent of IATSE Projectionists Local 199 because of ill health. Frank Kinsora, pres. for about the same period, takes his post. Gilbert E. Light is now pres. and Dwight F. Erskine, v.p. . . . John Morales, operator of the Model Theatre, Spanish language house, walked to the stage and calmly directed his audience out of the house when fire was discovered in the basement. . . . Joseph Busic, western Mich. exhibitor, has resumed direct booking for his group theatres. . . . "Lili" is enjoying a record business in an unusual day and date booking at two art houses, the Coronet and Studio, after it played second runs.

National Theatre Supply, through its mgr. Clarence Williamson, announced that they have made wide screen installations in 76 Michigan theatres and are in process of delivering stereophonic sound equipment to 28. Most are for the following towns outside of Detroit: Allen Park, Almont, Ann Arbor, Battle Creek, Bay City, Benton Harbor, Bronson, Dearborn, Jackson, Kalamazoo, Monroe, Mt. Clemens, Muskegon, Plymouth, Pontiac, Wayne and Petoskey. . . . The writer of this column is scheduled for a vacation in Texas by publication date, leaving a good secretary in Detroit to carry on.

KANSAS CITY

The $160,000 anti-trust case of Henry H. Hunt for his Tower Theatre, Wichita, Kans., against Fox-Midwest and the major film companies, was settled out of court. . . . Commonwealth will hold its company drive-in meeting to coincide with Kansas-Missouri Theatre Assn. drive-in meeting scheduled for March 9-10 at the Continental Hotel. . . . Future booking and buying for the Regent Theatre at Blue Rapids, Kans. will be handled by Ed Hartman's Agency.

George Gabbert resigned as Columbia office mgr. to join Republic's booking staff. . . . A new RCA sound system was installed in Fox-Midwest's Star Theatre at Nevada, Mo. by Missouri Theatre Supply. . . . The Atwood Drive-In at Atwood, Kans., which is managed by Alden Helthus, will be serviced by Ed Golden's Booking Agency. . . . Damage estimated at $50,000 was sustained in a fire at the Regal Theatre at Kansas City, Kans., which caters to Negro patrons. House may not be rebuilt.

MIAMI

Sonny Shepherd went all out in making the premiere of "The Glenn Miller Story" a huge success. James Stewart and his party stayed at the Lord Tarleton and owner Walter Jacobs contributed with a sign on the side of the hotel, reading "Universal Pictures Studio, Miami Beach Branch." . . . Ralph Puckhaber, mgr. of the Florida Theatre, worked out an advance sale with the Dade Federal Bank for return of "Best Years of Our Lives." . . . Marguerite Hamm, mgr. of the Grand in W. Palm Beach, convalescing after hospitalization. . . . Mayfair Art Theatre living up to its name by displaying work of local artists in the foyer. Mgr. Walter Klements reports many pictures sold and box office tops.

Fred Lee of the Florida Theatre in Hollywood won top honors in the Florida State mgrs.' drive—all all-expense trip for two to Hollywood, Cal. Robert Battin, mgr. of the Beach, a runner-up, has his choice of a trip to Cuba or Nassau. . . . Al Weiss and Sonny Shepherd are co-chairmen for the 6th annual "Show of Shows" on Feb. 16 at Miami Beach Auditorium. This is one event where opposition circuits get together for the $250,000 goal set for benefit of Variety Childrens Hospital. . . . Mrs. Edward Claughton's daughter Suzanne, about to graduate from the U. of Miami, will join her family in the circuit's ad dept. . . . Lytton Birkson is new asst. at the Roosevelt. . . . Wm. Hutts returned to the Variety as asst. mgr. after a stint in the Army.



Myrna Loy, one of the stars of Samuel Goldwyn's "The Best Years Of Our Lives," who now makes her home in Washington, presents an invitation for the Washington premiere of the film to Joseph Martin (left), Speaker of the House, and Sam Rayburn, Minority Leader. Premiere was held at Keith's Theatre under sponsorship of the White House Correspondents Assn.

MILWAUKEE

Fox-Wisc. has formed a separate company to operate the Bay Theatre, Green Bay, named Bay Theatre Corp., with Al Kvool, W. R. Gavin and H. G. Yost as organizers. . . . "Martin Luther" is being shown at four F-W nabes at increased admissions—matiness 90¢ evenings $1.20, children 50¢ at all times. Coupons distributed through Lutheran churches admit adults for 74¢ matiness, 90¢ at night. . . . Wisconsin Allied screened the short subject, "Courtesy is Contagious" and recommended that a print be shown to all employees of Independent Theatres of Wisc. also. . . . The Colonial Theatre suit against eight motion picture firms was recessed until Feb. 2 in Federal Court here.

The first projectionist to be retired under a new plan in which Local 164 and theatre owners cooperate is Wm. Bodenstein, 66, who has been a projectionist for 43 years and worked at the Warner from the time it opened in 1931. Four other projectonists went on pension last week. . . . John Mednikow is proud of the new paint job at National Screen. . . . Among those from Wise. who attended the National Allied Drive-In convention in Cincinnati, were: Dean Fitzgerald; Ben Marcus; Hank Tollette; Harold Pearson, Al Kvool; Charles Lowle, Oshkosh Theatre; Niek Costen, 41 Twin Drive-In; Bob Karatz, Badger Outdoor; Sig Goldberg, Wise. Allied pres.; Frank Hahn, Oshkosh; John O'Connor, Platteville; Rudy Koutnik, 15 Drive-In, Milw.; A. Provinzano, 15 Drive-In; Bob Baker; Bob Gross; John Schuyler, Delft, Theas.; Chuck Glass, Theatre Candy Co.; S. J. Papas; Sam Costas, Lake Park Outdoor, Fond du Lac.

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MINNEAPOLIS

Jerry Saffron, formerly of Winnipeg, Canada, was named sales mgr. at Columbia. . . . Bill Westerman, formerly with Reid H. Ray Industries, replaces Perry Smoot as booker at Warner's. Smoot was named salesman for southern Minn. and S. Dakota. . . . Leslie Bird, former booker at Universal, is now asst. to Martin Stein, operator of the suburban Edina and Westgate. . . . North Star Pictures in handling distribution of two Mayer-Kingsley releases, "The Brave Don't Cry" and "Wherever She Goes." . . . CinemaScope equipment and stereophonic sound were installed in the theatre at Monticello, Minn., population 1,231. . . . Ben Berger, retiring chief barker, wil be honored by Northwest Variety Club at a dinner in the Nicollet Hotel. Sim Heller, new 1st asst., is chairman of the arangements committee. . . . Thomas Toussaint is the new asst. mgr. at the RKO Pan.

Don Pyle replaces Bob Kaye in the ad-pub dept. of Minn. Amuse. Co. Kaye resigned to become mgr. of the suburban Richfield. . . . John Krieps closed the Time at Kenyon, Minn. — poor business. . . . Ann Griffin, booker at Fox, took a leave of absence for a California sojourn. . . . Ben Katz, Universal exploiteer, was in from Chicago working on "The Glenn Miller Story," which opens at Radio City, Mpls., and the Paramount, St. Paul, Feb. 19. . . . "The Robe" is scheduled to open at the neighborhood Nile, Feb. 10. It has been playing the Terrace, St. Louis Park, and Riverview, neighborhood and suburban houses, at $1 top as compared with $1.50 in the loop.

NEW HAVEN

New Paramount salesman for Conn. is Chester Pickman, replacing Hugh Maguire, who was upped to Philadelphia sales mgr.

NEW HAVEN (cont'd.)

. . . Downtown Hartford first-runs have increased adult evening admissions from 74¢ to 80¢. . . . Bernard Menschell, operator of the Star, Hartford, returned to his office following eye surgery. . . . Joe Giobbi, mgr. of the Crown, Hartford, married Loretta Dominie, former candy stand attendant there. . . . A vaudeville revue, featuring Jan Murray, has been scheduled for March 9 at Bushnell Auditorium, Hartford, by IATSE Local 84, with proceeds to go to the union's welfare funds. . . . Sal Adorno, Jr., asst. gen. mgr. of M&D Theas., was named a member of the Middletown USO Campaign exeeutive committee.

The northern Conn. premiere of "The Joe Louis Story" was held at the 1800-seat Star, Hartford downtown subsequent-run theatre. . . . J. F. McCarthy, Conn. dist. mgr. for Stanley-Warner, is a patient at the Peter Bent Brigham Hospiatl, Boston. . . . Fred R. Greenway, mgr. of Loew's Poli Palaee, Hartford, is recuperating at home following hospitalization. . . . "The Glenn Miller Story" is scheduled to open at the Strand, Hartford, late in Feb.

NEW ORLEANS

Abe Berenson, pres. of ATO of the Gulf States, left to attend the Allied board meeting in Cineinnati, Feb. 5 and 6. While there, he will line up interesting personalities for the March 28-30 eonvention at Edgewarter Park, Miss., whieh will inelude diseussion of the Federal tax situation with a representative of the National Committee and also devote time to drive-in theatres. . . . W. R. Arnold, former sales representative for Alexander Films, is new owner of the Starlite Drive-In at Canton, Miss. . . . Other ownership changes reported are the Stateline at Stateline, Miss., from C. Willard to J. Bristow; Main and Tech theatres, St. Martinville, La., from Joy Houck to W. H. Cobb; Platt Theatre, Villa Platte, La., from H. Guillory to James Fontenot.

Fred Houck, co-owner of the Panorama Theatre, was severely beaten by thugs who were attempting to steal his truck in front of the theatre and was taken to the hospital for emergeney treatment. Three men involved have been arested. . . . Pres.-elect Mrs. Norman E. Kerth of the N.O. Better Films Chapter has called a special meeting to draw up a new constitution and by-laws. . . . Industry representatives from La. and Miss. met at the Joy Theatre to discuss participation in National Brotherhood Week, Feb. 21-28. . . . Utica Theatre, Utica, Miss., now open only Fri. and Sat. . . . Claire Tremoral changed from booker with Republie to UA.

Dave Theatre, Delhi, La., is no longer conneeted with Broggi. J. E. Chapman will do the booking and buying. . . . Harlem Theatre, Biloxi, now being booked by owner Henry Meyers. . . . Don George doing his own buying and booking for the Don, Alexandria; Davis, Bossier City; Don Drive-In and Don Theatre, Shreveport, La. . . . Cinema Theatre, Kenner, La., completely destroyed by fire. . . . Recent permanent closings: Louisiana Theatre, Baton Rouge, La.; Winn Theatre, Winnfield, La.; Jean Theatre, Laurel, Miss. on Feb. 21; and the Swan Theatre, Bastrop, La. closed indefinitely.

Alamo Theatre, Vieksburg, Miss., reopened as a first-run for Paramount-Gulf while the Saenger, whieh was destroyed in the tornado, is being rebuilt. . . . Reported reopened: Park Theatre, Pelahatchie, Miss., under new ownership of Willard Kamanir; Eizabeth Theatre, Elizabeth, La., under same ownership; Baker Grand, Natehez, Miss., on Feb. 7 after being repaired. . . . Over 250 women, members of 23 organizations, staffed downtown N.O. lobbies for one week to collect contributions for the March of Dimes. Mrs. Rodney Toups, wife of Loew's State mgr., is chairman of the Mareh of Dimes eommittee. . . . Ozoners closed for winter: Rio, Vidalia, La.; Auto Vue, Lorman, Miss.

NEW YORK

Theatre men in the New York metropolitan area will participate actively in the Crusade for Freedom under the leadership of Harry Brandt, Independent Theatre Owners Association head, and Emanuel Frisch, Metropolitan Motion Pietures Association chief. Appointments of Brandt and Frisch,chairman and co-chairman, respectively, were announced by Barney Balaban, who is serving as New York State chairman of the drive.

The two exhibitor group leaders will coordinate the activities of approximately 1,000 theatres in dramatizing the role the Radio Free Europe broadcasts have played in the maintenanee of world peace. The national drive has a goal of 25,000,000 signers and $10,000,000 to be sought during Freedom Week, Feb. 12-22.

Plans for remodeling the block housing the Astor and Victoria theatres on Broadway were annouueed by Robt. W. Dowling, pres. of City Investing Co., which owns the property. The largest unbroken surface for advertising display in the district will be incorporated in the front of the two buildings and lobbies of both houses will be remodeled and their marquees joined and streamlined.

The motion picture group of the Special Gifts Committee for the 1953 Appeal of N. Y. Catholic Charities collected $32,239, according to ehairman John J. O'Connor, Universal v.p. . . . Mgr. Rocco Mazzuca of Interboro's Linden Theatre, Jamaiea, L. I., scored a scoop and personal triumph in having Coley Wallace, who portrayed Joe Louis in "The Joe Louis Story," appear in person on the Linden stage.



Here to begin a two-week series of personal appearances plugging United Artists' "Act of Love" is the film's co-star Dany Robin. She arrived with film's producer-director Anatole Litvak, who shot the Kirk Douglas starrer abroad.

PHILADELPHIA

The Cross Keys Theatre was sold by the Stanley Co. of Am. to Jack Feldman for $90,000. The theatre is now closed. Sherwood Realty Co. was the broker. . . . Judy Holliday paid a visit to this town in the interest of her latest movie, "It Should Happen To You," which had its all-day preview at the Stanley Theatre on Feb. 4. . . . Although "Miss Sadie Thompson" was seen at preview performances in 3-D, it is being shown in 2-D at Wm. Goldman's Randolph Theatre in its regular rnn. . . . The Suburban Theatre in Ardmore donated a half day's receipts to the Marfrey Memorial Fund, being raised for the widow and children of a murdered taxi driver.

The Aldine is being completely renovated at a cost of $200,000 and will reopen in March as the Viking Theatre, with Wm. J. J. Manning as gen. mgr. Harry Sley, pres. of Viking Thea. Corp., says it will have one of the largest CinemaScope screens and will offer first-runs. . . . Morris Handle, who was a partner in the Handle-Rovner chain in Camden and southern N. J. and retired in the 1930's, passed away at 72. . . . The Wayne Ave. Playhouse ended its Foreign Film Festival on Feb. 2 after a 17-day run. . . . "Wicked Woman" had its world premiere at the Goldman Theatre. . . . "The Moon Is Blue" is now in its third month at the Trans-Lux Theatre here.

The Boyd Theatre has a special offer of half price for children accompanied by adults at the two Sunday matinees for "This Is Cinerama." . . . Mrs. Edna R. Carroll, chairman of the State Board of





A star-studded audience participated in the world premiere of 20th-Fox's "Hell and High Water" at the Roxy Theatre in New York, for benefit of The March of Dimes. Bella Darvi, who stars with Richard Widmark in the film, is shown arriving with Plato Skouras of Skouras Theatres, and (right) Sam Rinzler, head of Randforce Theatres, with Mrs. Rinzler.

PHILADELPHIA (cont'd.)

Motion Pietnre Censors, reports that the U. S. Supreme Court deeision on state censorship would not mean the end of the board. . . . William Riding, asst. mgr. of Loew's Capitol, Washington, D. C., has been named mgr. of Loew's Harrisburg at Harrisburg.

PORTLAND-SEATTLE

Moyer Theatres, headed by Tom, Harry F. and Larry E. Moyer, have purehased the Sellwood Theatre, in suburban Portland from A. H. Zanders and Mrs. Rose C. Moyer. The brothers took over their mother's interest for some $50,000 and a like amount was paid for the Zanders interest. . . . It is expected that the Mayfair in Portland will reopen within the next few months as the Fox Theatre with ultra-modern appointments and emphasis on wide-screen features. . . . Installation of a $25,000 CinemaScope system was made in J. J. Rosenfield's Post Street Theatre, Spokane. The house will continue to have concert and roadshow attraetions, as in the past. . . . Edward Louis Hamrick, 68, well-known theatre mgr. of Seattle and brother of John Hamrick, died of a heart attack.

PROVIDENCE

William Trambukis, mgr. of Loew's Theatre, Harrisburg, Pa., was assigned to Loew's State here, to sueceed Larry Levy, who resigned to accept a public relations post in another industry. . . . Six of this city's leading nabes joined in offering a local premiere of "Sea of Lost Ships" and "Crazy Legs" at the prevailing priee seale, with excellent results. They were the Castle, Hope, Uptown, Palaee, Elmwood and Park. . . . The Metropolitan once again departs from its brief run of motion pietures to present a four-day stage showing of "Stalag 17." . . . Because of popular demand, the Gilbert Stuart, Riverside nabe, brought back "King Solomon's Mines."

The reeent sale and announced intention of razing the Carlton Theatre leaves only four first-run houses in Providenee, a deeided drop from the 14 theatres which onee supported the downtown area. . . . E. M. Loew's Olympia at Olneyville Square is featuring Saturday kiddie matinees. . . . Samuel Bomes, owner of the Hollywood in E. Providence and the Liberty in Providence, passed away. . . . A Manley Aristocrat popeorn maehine has been ordered for the Kent Theatre, E. Greenwieh, R. I., whieh will be installed while owner George Edinakes is vacationing in Florida. Bill Deitch, owner of the Cranston Drive-In, ordered a Super-Stadium model. . . . Gene Autry is scheduled to appear with his new all-star show at the R. I. Auditorium around the middle of Feb.

SAN FRANCISCO

William Blair sold his Ritz Theatre in Calistoga and bought the Mecca and Pix at Crescent City from Mrs. Deleie Boles. . . . William Hayden will soon reopen the Suisun, Suisun, which was closed several years ago. . . . Arnold Cortner, former asst. at the Paramount, was named mgr. of the State. . . . Eugene Sabo III went from State mgr. to asst. at the Paramount. . . . Edward Sutro, mgr of Golden State Thea. Equip. Co., is baek at his desk recovered from an auto accident. . . . Jack Erickson, 20th-Fox mgr., chairmaned the Brotherhood meeting here. . . . Robert Palmer, one-time press agent for UP theatres here, is out of the Navy and living in Los Angeles.



Members of the Independent Motion Picture Distributors Association met with film critics and local foreign film distributors for the presentation of the Joseph Burstyn Award to Burstyn's "Justice Is Done" as the best foreign film of 1953. In front row (l. to r.) are: Walter Bibo, Robert Amon, Otis Guernsey, Jr., Rae R. Miske, Kate Cameron, George Waldman, George Schwartz and Georges Assie. In back row (l. to r.) are: Irving Hirschfeld, Edward Kingsley, Jack Ellis, Max A. Goldberg, Arthur L. Mayer, Ephraim S. London, Martin J. Lewis, Clem Perry and Arthur Davis.

Controversy On Stereophonic Sound Rages Unabated In Picture Industry

(*Continued from page* 6)

plete CinemaScope stereophonic sound installations we feel that we are in a position to encourage you to hold fast to your determination to insist on proper presentation of CinemaScope the way it was developed and intended with four track stereophonie sound.

"To present CinemaScope otherwise," Manta added, "is to present it with sound in anemic form which actually is an imposition on the public who have been sold to expect something new and different in sound and sound effects."

Another earlier expression of satisfaction with stereophonie sound came from Trueman T. Rembusch, leading Indiana exhibitor had offieer of Syndieate Theatre, Inc. "This sound system is so good as to be almost unbelievable," he said. "Our patrons are delighted with the stereophonie sound and so am I."

The proposed tests, agreed upon recently by Skouras and Reade for stereophonie and single track sound for competing theatres within four regions, would in Reade's hope prove the stereophonic installations unwarranted.

Agreement to hold the tests eame as resolution to a clash between 20th-Fox and Reade due to the latter's use of a sound "mixer" for his showing of "The Robe" at the Community Theatre, Morristown, N. J.

Reade explained his Morristown decision in his board meeting address. He said that although he found theatremen grateful for the CinemaSeope eontribution, he also noted that they were "gravely worried about the expenditure of large sums of money for the installation of stereophonie sound, and expensive lenses and screens."

This situation, Reade added, forced him to take action. "I had just seen 'How to Marry a Millionaire' with stereophonic sound and decided that the presentation offered nothing by way of sound that a good high fidelity system could not accomplish," he said.

He then told Skouras that "exhibitors should be permitted the option to determine whether or not they wish to install stereophonie sound; that they should not be compelled to do it. . . ."

Twentieth-Fox then announced that it would run tests to determine whether CinemaScope films might satisfactorily be shown without stereophonic sound, Reade added.

"I waited patiently for weeks but these tests were not forthcoming. . . . I (deeided) to use one of my own theatres as a guinea pig" and installed a new mixing system "at the cost of about one-third of that for stereophonie sound."

Lichtman stated later that it has been his eompany's poliey with CinemaScope pictures "that exhibitors who play pictures in the new medium must make a profit. Our system was designed to improve business."

Stereosound Needed With Airer CinemaScope: Fox

(*Continued from page* 6)

that somewhat today, and that "some situations and material may not at all profit by stereo sound."

He warned exhibitors that they "cannot assume a selfish attitude in these matters" and that they must be "prepared to accept, wherever praeticable, innovations." He ealled for a "careful evaluation of new proposals through intimate contact with eustomer reaction."

Barnett stated that it was not his intention "to disparage or ridicule the tremendous efforts which have gone into reeent endeavors to improve motion picture entertainment." He noted that the past year has brought about "tremendous advances" and added that this was refleeted in box office figures.

Annouueement of the new sound system follows an earlier statement that a feasible method of affixing stereophonic sound for drive-in theatre operation has not yet been devised which eame from J. Robert Hoff, vice-president and sales manager of the Ballantyne Co., to Skouras. The eompany, Hoff reported, has been working on the projeet for eight months.

As a result, the Ballantyne firm eoncluded that for the present drive-ins would have to do without the multi-track sound system. Hoff had requested release of CinemaScope films for ozoners under a series of conditions which includes the use of a "mixer."

Inventors Claim Lenses Conquer All Aspect Ratios

HOLLYWOOD.—Joseph and Irving Tuchinsky have developed a trio of lenses which they believe can slay the aspect ratio nightmare for the exhibitor whose theatre is not large enough for adequate projection of films in the current crop of wide screen processes.

Placing their lenses under the process name of StudioScope, the Tuchinskys, in an exclusive interview with THE INDEPENDENT, stated that with the process any type or size picture printed on a 35mm. film can be projected on any size theatre screen in the world.

One of their lenses can, they claim, blow up a regulation size frame to a ratio of 3-1. A second lens takes an anamorphic (CinemaScope-Vistarama) frame and projects it without any loss in definition or picture image up to 1.5 to 2-1. The third lens can transform a similar anamorphic frame onto a screen at a ratio of from 2-1 to 2.25-1.

Uses Standard Screens

The brothers Tuchinsky, besides claiming the above for their lenses, advise also that no special screens are required. For tests at RKO-Radio they employed a stretched canvas, covered with two coats of aluminum paint, for a projection surface.

They revealed that their company, Studioscope, Inc., has been approached by many film studios eager to make use of the process. Joseph said StudioScope is open to any bids. Price asked for a pair of their lenses is $700.

So far as projection definition goes, it is claimed that with StudioScope lenses the image is as clear as when photographed. The lenses, moreover, are said to be designed to fit any projection machine, are available in any quantity, and are able to straighten out any distortion caused by angle projection.

Converts All Film

Joseph noted further that a small theatre that doesn't have room for 2-1 projection does not require a curved screen. The Tuchinskys, Joseph said, can take a film shot in "flat" or standard aspect ratio and convert it to anamorphic, and vice versa. The conversion is done in the printing, they explained.

And combining two of their three lenses in projection can intersperse intimate scenes with vistas of tremendous panoramic scope. This is done simply by widening out the throw for an outdoor shot.

Exhibitors who use StudioScope lenses can retain their present screen height and can merely widen it out as far as it can take without losing seats.

RKO, they claim, has already employed their lenses on three films: "Susan Slept Here," "The Big Rainbow" and "Four Desperate Men."

Title Change

Paramount: **"Secret of the Incas"** is the new title for "Legend of the Incas." (Stars Charlton Heston; Jerry Hopper directed).

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Judy Holliday will return to Hollywood Apr. 10 from New York to star in the George Axelrod comedy, "Phfft," Columbia executive producer Jerry Wald announced. Fred Kohlmar will produce the film, by the author of the current Broadway hit, "The Seven-Year Itch." "Phfft," described as "The Chronicle of a Happy Divorce," was purchased by Columbia last month. . . . Bart Roberts, who was signed to a long-term contract at U-I six months ago, was elevated to stardom when he was handed the co-starring role opposite Faith Domergue in "This Island Earth," a science-fiction story which goes before the cameras this week. Joe Newman will direct the film which is being produced by William Alland.

* * *

Hal R. Makelim's Atlas Pictures distributing company has acquired five former United Artists releases for re-issue. The quintet is composed of Groucho Marx-Carmen Miranda starrer, "Copacabana,"; "Sleep My Love," "Stork Bites Man," "Adventures of Don Coyote" and "Susie Steps Out." . . . Dore Schary, M-G-M studio head, named Andrew Marton to direct one of the studio's most important forthcoming pictures, "Green Fire," starring Stewart Granger and Grace Kelly and produced by Armand Deutsch.

* * *

Producer-writer John Champion announced his next independent picture will be based on the famed Edward Everett Hale novel, "The Man Without a Country," dealing with the penalty paid by the fictional Philip Nolan after he denounced the U. S. John Hodiak, who stars in AA's "Dragonfly Squadron," which Champion wrote and produced, is set for the top role. The screen play, which Champion is writing, will be put before the cameras during the summer.

* * *

Col. Andrew Geer, author and Marine Corps officer, has started working at Warner Bros. on a film script of his novel, "The Sea Chase," which is to star John Wayne in CinemaScope. Col. Geer returned in November from Korea where he commanded the 2nd Battalion, 5th Marine Regiment, and spent 18 months in combat. He was the Marine Corps technical adviser on the film, "Sands of Iwo Jima." "The Sea Chase" is a World War II story dealing with a German merchant ship captain. John Farrow, the director of "Hondo," will meg the picture.

* * *

James Woolf, co-head of Romulus Films of Great Britain, announced in Hollywood that he has signed Samuel Fuller to direct and write the screen play of "The Story of Esther Costello," next on the Romulus slate. The story is based on the Nicholas Monserrat best selling novel. Fuller is under contract to 20th Century-Fox but is permitted to do one outside picture a year. Romulus is also close to signing Jean Simmons for one of the three starring roles, with two other American stars yet to be set. Miss Simmons is sought for the role of the deaf-mute Irish girl. "The Story of Esther Costello" will be filmed in New England, England and Ireland early this summer. Fuller starts work on the script in a few weeks.

* * *

Jesse Hibbs was assigned to direct U-I's "To Hell and Back," based on Audie Murphy's book on his war experiences which will go into production in March. Murphy will portray himself in the picture which will be produced by Aaron Rosenberg. Hibbs just finished directing U-I's Technicolor "Black Horse Canyon," starring Joel McCrea and Mari Blanchard. . . . Richard Carlson will report to U-I this week to begin his directing chores on "Shadow Mountain," slated to roll next month at the Valley studios. . . . Robert Bassler Productions has been formed and will produce Richard Sale's "Suddenly" as its first independent production. Sale, now in Europe, will arrive in Hollywood this week. He will direct his own screen play. Production will go on location Mar. 1.

* * *

Harold Hecht, executive producer of Hecht-Lancaster Productions, announced that arrangements have been made with Mexican officialdom for the use of Maximilian's famed luxury palace, Chapultatec, in Mexico City, where much of the action takes place in the Gary Cooper-Burt Lancaster starrer, "Vera Cruz." The picture will be released through United Artists. It is said that the antiques and furnishings are valued at several million dollars. . . . Veteran character actor and night club comic Rodney Bell finished an important role in Judy Garland's "A Star Is Born" and went into M-G-M's "Brigadoon." Rod is working on an independent film deal and has been promised the coin when the script gets the okay from the financial backers in New York. . . . Bill Ash, who made his screen debut in "The Raid" for Panoramic Productions, was signed for a featured role in "The Bridges of Toko-Ri" at Paramount.

(*Continued on next page*)



A smiling Billy Wilder holds his Screen Director's Guild award for his work on Paramount's "Stalag 17" as George Sidney and George Seaton look on in approval. (Story on page 18.)

Nick Ray, Believer In Talent, Says Stage Will Wean New Pix Meggers

By Richard Bernstein

"We chose Sedona, Arizona, for location for 'Johnny Guitar,' because of the tremendous variety of scenery. Violent scenery, which made an excellent background for violent action," explained Nick Ray, associate producer and director on the Republic picture.



NICK RAY

Ray, who knows show business and the motion picture business in every capacity, is noted as a master of motion picture realism. It is this realism which he manages to capture in all his films, which gives them what may be called "the Ray touch."

"I don't like to use doubles," he explained further. "I like to shoot close." Shooting close eliminates any chance of a scene having a "stagey look." Ray's fight scenes are considered some of the greatest in the history of the action motion picture.

A former actor, Ray succeeds in getting outstanding performances from all the players in his films from the bit players to the stars. Two of his films, "In A Lonely Place" and "Knock On Any Door," both made for Columbia, are still a continued source of praise from audiences throughout the world.

On the subject of actors, Ray cited Ernest Borgnine, who was the vicious Fatso Judson in "From Here To Eternity," and who played a major role in "Johnny Guitar." "I think that he will become one of the greatest character actors in Hollywood," the producer-director predicted.

"Johnny Guitar" has a high-powered cast top-lined by Joan Crawford, who is making her first western. The male leads are Sterling Hayden, who plays the title role, and Scott Brady. Academy Award winner Mercedes MacCambridge, Ward Bond, Ben Cooper, John Carradine, Borgnine, Royal Dano and Frank Ferguson fill out the cast.

While still in high school, Ray won a radio scholarship and was one of the 35 young students throughout the world selected for a Frank Lloyd Wright Architectural Fellowship. He chose the University of Chicago as the place where he would complete his education.

He then became an actor, working his way up to important Broadway shows and doing stage managing, technical directing and directing. During World War II, he became associated with John Houseman on overseas radio programs for the Office of War Information. After this, Ray joined CBS as a writer, director and producer.

He then went back to Broadway where he joined with Houseman in the production and direction of shows. One of his efforts was "Lute Song." His last Broadway directing venture was "Beggar's Holiday" in 1946.

From here, he came to Hollywood and was writer-director on "The Twisted Road," which Houseman produced. It was an adaptation of the Edward Anderson novel, "Thieves Like Us." This was followed by "The Long Denial," and the fabulously successful and acclaimed "They Live By Night."

"Johnny Guitar" is the story of a professional gunfighter who wants to get rid of his guns so he learns to play the guitar. Then he gets a call from his former sweetheart, Joan Crawford, who wants him to be a gunslinger. The film was lensed in Trucolor, of which Ray says, "I like Trucolor. It has tremendous clarity." Contrary to other opinions, Ray states that any picture can be made in color.

"New directors for films will come from the theatre," he pointed out and also said, that it is never too late to discover new talent. He believes that all stories should be specially tailored for the screen. He has just written "Passport," which will be his next film. He would like to have as a star combination in this feature either Jane Russell and Cary Grant or Humphrey Bogart and Lauren Bacall.

Nick Ray stressed that a director should do about three pictures a year. A director, he stated, can be typed, but this depends on the director's background. A director builds up a reservoir of experience, which helps him in his work. Every director should understand the wide varieties of feeling. From the emotions of seeing a full moon to the thoughts of a person traveling. His particular way of movie making is stripping away the unessential detail and concentrating on action and characterization.

HOLLYWOOD

(*Continued from preceding page*)

"Dianne de Poytiers," John Erskine's unfinished and unpublished historical manuscript, will be filmed by M-G-M as one of the most important all-star films of the studio's 1954-55 schedule. With Edwin H. Knopf producing, Christopher Isherwood is writing the screen play, which is being adapted from the completed chapters and notes written by Erskine before his death. . . . Jack Cummings will produce M-G-M's "Night in Glengyle," John Ferguson's suspenseful novel of adventurous intrigue and romance, which will be filmed in London and Scotland.

* * *

Cornel Wilde has purchased "The Titans," an original screen play by Thompson Burtis, as a starring vehicle for himself. The story concerns the Gauchos in the early 19th Century in Argentina. Two independent production deals are now in the process of negotiation. Spanish producer Henry Grundman has arrived in N. Y. armed with complete financing to discuss terms for production in Spain with A. Morgan Maree Jr., Wilde's business manager. Involved in negotiations in Hollywood for the star and the story are producer Irving Cummings, Jr. and director Fritz Lang. In the event that the latter deal is set, "The Titans" will be filmed in Hollywood. Wilde will participate as a partner in either deal on a similar basis as was set up for his unreleased Raymond Stross-United Artists Technicolor film, "Star of India." He owns 55 per cent of the Western Hemisphere rights of "Star of India."

* * *

Warner Bros. will make a feature film, based on the popular TV show, "Dragnet." The film will star Jack Webb, who will also direct with Stanley Meyer producing. . . . Still another Warner Brothers item is the signing of Tab Hunter to play the key role of Danny in "Battle Cry," the CinemaScope story of the U. S. Marines based on the best selling novel by Leon Uris. Hunter joins Aldo Ray and James Whitmore in the steller cast assigned to date. The part of Danny, the young Marine radio operator, is one of the most important in "Battle Cry," which will be filmed on a vast scale at Marine bases throughout the country and on island locations where the Marines made history in World War II. Raoul Walsh is the director.



Taking a breathing spell on the set of M-G-M's "The Long, Long Trailer" are comedian Keenan Wynn; star Lucille Balle; Dore Schary, studio head, and co-star Desi Arnaz.

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
July 12th	5330	Northern Patrol	63	Kirby Grant, Chinook, Marion Carr
July 26th	3101	The Maze (3D, Natural Vision)	81	Richard Carlson, Veronica Hurst
Aug. 9th	5325	Topeka (Sepiatone)	69	Bill Elliott, Phyllis Coates
Aug. 23rd	5307	Affair in Monte Carlo (Technicolor)	75	Merle Oberon, Richard Todd, Leo Genn
Aug. 30th	5320	Clipped Wings	65	Leo Gorcey, Huntz Hall, June Vincent
Sept. 6th	5204	The Rose Bowl Story (reissue)	73	Marshall Thompson, Vera Miles, Keith Larsen
Sept. 13th	5317	Mexican Manhunt	71	George Brent, Karen Sharpe, Hillary Brooke
Sept. 20th	5334	Fighting Lawman	71	Wayne Morris, Virginia Grey
Sept. 27th	5403	Royal African Rifles (Color)	76	Louis Hayward, Veronica Hurst
Oct. 4th	5430	Yellow Balloon	80	Andrew Ray, Kathleen Ryan
Oct. 11th	5327	Hot News	60½	Stanley Clements, Gloria Henry
Oct. 25th	5407	Jennifer	73	Ida Iupino, Howard Duff
Nov. 8th	5406	Jack Slade	90	Mark Stevens, Dorothy Malone, Barton MacLane
Nov. 15th	5422	Vigilante Terror (Sepia)	70	Bill Elliott, Mary Ellen Kay
Nov. 29th	5402	Fighter Attack (Color)	80	Sterling Hayden, Joy Page, J. Carroll Naish
Dec. 6th	5321	Private Eyes	64	Leo Gorcey, Huntz Hall, Joyce Holden
Dec. 20th	5335	Texas Bad Man	62	Wayne Morris, Elaine Riley
Nov./Dec.	5436	Six Gun Decision	53½	Guy Madison, Andy Devine
Nov./Dec.	5437	Two Gun Marshall	52	Guy Madison, Andy Devine
Nov./Dec.	5438	Border City Rustlers	54	Guy Madison, Andy Devine
Nov./Dec.	5438	Secret of Outlaw Flats	53½	Guy Madison, Andy Devine
Jan. 10th	5315	The Golden Idol	71	Johnny Sheffield, Anne Kimbell
Jan. 17th	5331	Yukon Vengeance	68	Kirby Grant, Mary Ellen Kay
Jan. 31st	5408	World For Ransom	80	Dan Duryea, Gene Lockhart, Marion Carr
Feb. 7th	5405	Highway Dragnet	70	Joan Bennett, Richard Conte Wanda Hendrix
Feb. 21st	5423	Bitter Creek	72	Wild Bill Elliott, Beverly Garland
Feb. 28th	Special	Riot In Cell Block II	80	Nevile Brand, Emile Meyer, Annabel Shaw
Mar. 7th	5418	Paris Playboys	62	Leo Gorcey, Veala Vann, H. Hall
Mar. 21st	Special	Dragonfly Squadron	83	John Hodiak, Barbara Briton, Bruce Bennett
Mar. 28th	5414	Loophole	80	Barry Sullivan, Dorothy Malone
Apr. 4th	5410	Pride of the Blue Grass (Color)	71	Lloyd Bridges, Vera Miles
Apr. 11th	5426	Cheyenne Crossing	—	Wayne Morris
Apr. 25th	5404	Arrow In The Dust (Tech.)	—	Sterling Hayden, Colleen Gray, Keith Larsen

COLUMBIA

July	553	Let's Do It Again	95	Jane Wyman, Ray Milland, Aldo Ray
July	535	The Last Posse	73	Broderick Crawford, John Derek, Wanda Hendrix
July	549	Flame of Calcutta	70	Denise Darcel, Patric Knowles
Aug.	604	The 5000 Fingers of Dr. T. (Tech.)	88	Peter Lind Hayes, Mary Healy, Hans Conrad, Tommy Rettis
Aug.	606	Cruisin' Down The River (Tech.)	81	Dick Haymes, Audrey Totter, Billy Daniels
Aug.	536	Mission Over Korea	86	John Hodiak, John Derek, Audrey Totter, Maureen O'Sullivan
Aug.	608	Valley of the Headhunters	67	Johnny Weissmuller, Christine Larsen
Aug.	605	The Stranger Wore A Gun (Tech.-3-D)	81	Randolph Scott, Claire Trevor
Sept.	616	From Here To Eternity	118	Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra, Donna Reed
Sept.	609	China Venture	83	Edmond O'Brien, Barry Sullivan, Jocelyn Brando
Sept.	610	Conquest of Cochise (Tech.)	70	John Hodiak, Robert Stack, Joy Page
Sept.	611	Sky Commando	69	Dan Duryea, Frances Gifford, Touch Conners
Sept.	.....	The Untamed Breed (Reprint)	79	Sonny Tufts, Barbara Britton, George "Gabby" Hayes
Oct.	615	The Big Heat	90	Gloria Grahame, Glenn Ford
Oct.	612	Slaves of Grey Law	82	Richard Conte, Linda Christion
Oct.	613	Combat Squad	72	John Ireland, Lon McCallister
Nov.	621	Paris Model	81	Marilyn Maxwell, Paulette Goddard, Eva Gabor
Nov.	622	Prisoners of the Casbah (Tech.)	78	Gloria Grahame, Cesar Romero, Turhan Bey
Nov.	617	Gun Fury (Tech.-3-D)	83	Rock Hudson, Donna Reed Haynes
Nov.	513	Last of the Pony Riders	59	Gene Autry Champion, Smiley Burnette
Dec.	626	Killer Ape (Tech.-3-D)	68	Johnny Weissmuller
Dec.	618	The Nebraskan (Tech.-3-D)	68	Phil Carey, Roberta Haynes
Jan.	624	Bad For Each Other	83	Charlton Heston, Lizabeth Scott, Dianne Foster
		El Alamein	67	Scott Brady
Jan.	619	Paratrooper (Tech.)	87	Alan Ladd, Leo Genn, Susan Stephen
Jan.	628	Drums of Tahiti (Tech.-3-D)	73	Dennis O'Keefe, Patricia Medina
Jan.		Singin' in the Corn (Reprint)	64	Judy Canova
Feb.	623	The Wild One	79	Marlon Brando, Mary Murphy, Robert Keith
Feb.	625	Charge of the Lancers	74	Paulette Goddard, Jean Pierre Aumont
Feb.		Jesse James vs the Daltons (Tech.-3-D)	65	Brett King, Barbara Lawrence
Feb.	630	Miss Sadie Thompson (Tech. 3 D or 2 D Special)	91	Rita Hayworth, Jose Ferrer, Aldo Ray

Westerns

July	575	Pack Train	57	Gene Autry, Smiley Burnette, Gail Davis
Sept.	576	Saginaw Trail	56	Gene Autry, Smiley Burnette, Conne Marshall

I. F. E.

American Dialogue

1953

May	O. K. Nero	88	Silvana Pampanini, Gino Cervi, Walter Chiari
September	The Secret Conclave	80	Henry Vidon
October	The Young Caruso	77	Gina Lollobrigida, Voice of Mario Del Monaco
October	Three Girls From Rome	85	Lucia Bose, Cosetta Greco, Liliana Bonfatti
October	Little World of Don Camillo	96	Fernandel, Gino Cervi
November	The White Hell of Pitz-Palu	75	Hans Albers
December	Lure of the Sila	74	Silvana Mangano, Vittorio Gassman, Amedeo Nazzari
Jan. 1954	The Golden Coach (Technicolor) Road Show	105	Anna Magnani
Jan. '54	The Greatest Love	116	Ingrid Bergman, Alexander Knox
Feb. '54	Sensualita	91	Eleonora Rossi-Drago, Amedeo Nazzari

Subtitled (English)—Italian Dialogue

1953

September	Bellissima	108	Anna Magnani, Walter Chiari
December	Times Gone By	106	Vittorio DeSica, Gina Lollobrigida

LIPPERT PRODUCTIONS

1953-54

July 1st	5229	Eyes of the Jungle	79	Jon Hall
July 17th	5221	Great Jesse James Raid (Anscocolor)	73	Willard Parker, Barbara Payton, Tom Neal, Wallace Ford
July 17th	5307	Bandit Island	27	3-Dimension Featurette Glenn Langan, Lon Chaney, Jim Davis
Aug. 7th	5301	Spaceways	76	Howard Duff, Eva Bartok
Sept. 4th	5315	Project Moon Base	63	Donna Martell, Ross Ford, Hayden Rorke
Sept. 11th	5303	Norman Conquest	79	Tom Conway, Eva Bartok, Joy Shelton
Sept. 18th	5313	The Iron Mask (Re-Release)	72	Douglas Fairbanks
Sept. 25th	5314	Mr. Robinson Crusoe (Re-Release)	69	Douglas Fairbanks
Oct. 2nd	5306	Undercover Agent	69	Dermot Walsh, Hazel Court
Oct. 9th	5222	The Fighting Men	63	Special Cast
Oct. 16th	5316	Shadow Man	77	Cesar Romero
Oct. 23rd	5225	Sins of Jezebel (Anscocolor)	74	Paulette Goddard, George Nader, John Hoyt, Eduard Franz
Nov. 27th	5302	Man From Cairo	82	George Raft, Gianna Maria Canale
Dec. 4th	5304	Terror Street	83	Dan Duryea
Dec. 11th	5318	Limping Man	76	Lloyd Bridges
Jan. 1st	5317	White Fire	82	Scott Brady, Mary Castle
Jan. 15th	5321	Hollywood Thrill Makers	60	James Gleason
Jan. 22nd	5305	Black Glove	—	Alex Nicol
Feb. 12th	5325	Queen of Sheba	99	Special Cast
Feb. 19th	5324	We Want A Child	—	Special Cast
Mar. 19th	5311	Fangs of the Wild	—	Charles Chaplin, Jr., Margia Dean, Onslow Stevens
Apr. 2nd	5310	Heat Wave	.....	Alex Nicol, Hillary Brooke
Apr. 16th	5308	Cowboy (Eastman Color)	.....	Special Cast

METRO-GOLDWYN-MAYER

1952-53

July	341	Dangerous When Wet (Technicolor)	97	Esther Williams, Jack Carson, Denise Darcel
	342	Lili (Technicolor)	81	Leslie Caron, Mel Ferrer
	343	Ride, Vaquero (Tech.)	91	Robert Taylor, Ava Gardner, Howard Keel
	344	Main Street To Broadway	102	Tallulah Bankhead, Ethel and Lionel Barrymore
August	345	The Band Wagon (Tech.)	112	Fred Astaire, Cyd Charisse, Jack Buchanan
	346	Affairs of Dobie Gillis	73	Debbie Reynolds, Bobby Van
	347	Big Leaguer	71	Edward G. Robinson, Vera Ellen, Jeff Richards

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
	348	Latin Lovers (Tech.)	104	Lana Turner, John Lund, Ricardo Montalban
		1953-54		
September	401	Half A Hero	71	Red Skelton, Jean Hagen
	402	Terror on a Train	72	Glenn Ford, Anne Vernon
	403	The Actress	90	Spencer Tracy, Jean Simmons, Teresa Wright
October	404	Mogambo (Technicolor)	116	Clark Gable, Ava Gardner, Grace Kelly
	405	Torch Song (Technicolor)	90	Joan Crawford, Michael Wilding, Gig Young
	406	Take The High Ground (Anscocolor)	101	Richard Widmark, Karl Malden, Elaine Stewart
November	407	All the Brothers Were Valiant (Technicolor)	95	Robert Taylor, Stewart Granger, Ann Blyth
	408	Kiss Me Kate (Tech.) 2-D or 3-D	109	Kathryn Grayson, Howard Keel
December	409	Escape From Fort Bravo (Ansco Color)	98	William Holden, Eleanor Parker
	410	Easy to Love (Tech.)	96	Esther Williams, Van Johnson
January	412	Give A Girl A Break (Technicolor)	82	Marge & Gower Champion, Debbie Reynolds
	413	Knights of the Round Table (Color Cinema-Scope)	115	Robert Taylor, Ava Gardner, Mel Ferrer
	414	The Great Diamond Robbery	69	Red Skelton, Cara Williams

PARAMOUNT

1952-53

July	5223	Houdini (Technicolor)	108	Tony Curtis, Janet Leigh
July	5224	Stalag 17	120	William Holden, Don Taylor, Otto Preminger
Aug.	5225	Shane (Technicolor)	117	Alan Ladd, Jean Arthur, Van Heflin, Brandon de Wilde
Aug.	5227	Arrowhead (Technicolor)	105	Charlton Heston, Jack Palance, Mary Sinclair
		1953-54		
Sept.	5301	Roman Holiday	119	Gregory Peck, Audrey Hepburn
Sept.	5302	The Caddy	95	Dean Martin, Jerry Lewis, Donna Reed
Oct.	5303	The War of the Worlds (Technicolor)	85	Gene Barry, Ann Robinson
Oct.	5304	Little Boy Lost	95	Bing Crosby, Nicole Maurey, Christian Fourcade, Claude Dauphin
Oct.	5305	Those Redheads From Seattle 3-D (Tech.)	90	Teresa Brewer, Guy Mitchell, Rhonda Fleming
Nov.	5306	Flight to Tangier 3-D (Technicolor)	90	Joan Fontaine, Jack Palance, Corinne Calvet
Nov.	5307	Botany Bay (Tech.)	94	Alan Ladd, James Mason, Patricia Medina
Dec.	5309	Here Come the Girls (Technicolor)	78	Bob Hope, Arlene Dahl, Rosemary Clooney, Tony Martin.
Jan.	5308	Cease Fire 3-D	75	Korean GI's
Jan.	5311	Jivaro (Technicolor)	91	Fernando Lamas, Rhonda Fleming, Brian Keith
Jan.	5312	Forever Female	93	Ginger Rogers, William Holden, Paul Douglas, Pat Crowley
Feb.	5310	Money From Home (Tech., 3-D)	100	Dean Martin, Jerry Lewis
	5330	Money From Home (Tech., 2-D)	100	
Feb.	5313	Alaska Seas	78	Robert Ryan, Jan Sterling, Brian Keith, Gene Barry

RKO-RADIO

1953-54

July	402	Devil's Canyon (Tech.) Regular 3-D	92	Dale Robertson, Virginia Mayo
July	442	Devil's Canyon (Tech.) With Stereopohnic	92	Dale Robertson, Virginia Mayo
July	401	Second Chance (Tech.) Regular 3-D	82	Robert Mitchum, Linda Darnell
July	441	Second Chance (Tech.) With Stereophonic	82	Robert Mitchum, Linda Darnell
July	403	The Sea Around Us (Technicolor)	61	Documentary
July	482	Isle of the Dead (Re-release)	72	Boris Karloff, Ellen Drew, Marc Kramer
July	481	Mighty Joe Young (Re-release)	94	Terry Moore, Ben Johnson, Robert Armstrong
August	491	The Sword and The Rose (Technicolor)	92	Richard Todd, Glynis Johns
Aug.	493	Stage Door (Re-release)	91	Katherine Hepburn, Ginger Rogers, Luicille Ball
Aug.	484	Without Reservations (Re-release)	101	John Wayne, Claudette Colbert, Don DeFore, Ann Triola
Sept.	481	Top Hat (Re-release)	81	Fred Astaire, Ginger Rogers, Edward Everett Horton
Sept.	486	Suspicion (Re-release)	99	Cary Grant, Joan Fontaine
Oct.	404	Marry Me Again	73	Marie Wilson, Robert Cummings, Ray Walker
Oct.	406	Appointment In Honduras (Technicolor)	79	Ann Sheridan, Glenn Ford, Zachary Scott
Oct.	488	Out of the Past (Re-release)	97	Robert Mitchum, Jane Greer
Oct.	487	Follow the Fleet (Re-release)	110	Fred Astaire, Ginger Rogers, Randolph Scott
Oct.	405	Louisiana Territory (3-D) (Technicolor)	65	Documentry
Nov.	461	Decameron Nights (Technicolor)	87	Joan Fontaine, Louis Jourdan, Godfrey Tearle, Binnie Barnes
Jan.	409	Killers From Space	71	Peter Graves, Barbara Bestar
Feb.	.....	She Couldn't Say No	89	Jean Simmons, Robert Mitchum
Feb.	.....	French Line (3-D) (Technicolor)	.....	Jane Russell, Gilbert Roland, Arthur Hunnicutt, Mary McCarty
Feb.	.....	The Best Years of Our Lives (re-release)	170	Frederic March, Myrna Loy, Dana Andrews
Feb.	469	Rachel and The Stranger (re-release)	93	Loretta Young, Robert Mitchum, William Holden
Feb.	470	Valley of the Sun (re-release)	54	Lucille Ball, James Craig
Feb.	494	Rob Roy (Technicolor)	87	Richard Todd, Glynis John
Mar.	.....	Carnival Story (3-D) (Technicolor)	.....	Anne Baxter, Steve Cochran, Lyle Bettger
April	.....	Son of Sinbad (3-D) (Technicolor)	.....	Dale Robertson, Sally Forrest, Mari Blanchard, Lili St. Cyr, Vincent Price

REALART

July	302	Hannah Lee (Color-3D)	74	McDonald Carey, Joanne Dru, John Ireland
August	355	Uncle Tom's Cabin (Re-issue)	111	Virginia Grey, George Seigman
September	060	Counselor at Law (Re-issue)	88	John Barrymore, Bebe Daniels
September	264	Pittsburgh (Re-issue)	91	John Wayne, Marlene Deitrich
September	127	Green Hell (Re-issue)	87	Douglas Fairbanks, Jr., Joan Bennett
September	128	Gung Ho (Re-issue)	90	Randolph Scott, Robert Mitchum
September	098	Eagle Squadron (Re-issue)	100	Robert Stack, Diana Barrymore
October	181	Keep 'Em Flying (Re-issue)	85	Abbott & Costello
October	032	Buck Privates (Re-issue)	84	Abbott & Costello
October	295	Scarlet Street (Re-issue)	102	Joan Bennett, Dan Duryea
October	299	Seven Sinners (Re-issue)	86	John Wayne, Marlene Deitrich

REPUBLIC

July 15th	5210	Sweethearts On Parade	90	Ray Middleton, Lucille Norman, Eileen Christy, Bill Shirley, Estelita
Aug. 5th	5232	Down Laredo Way	54	Rex Allen, Slim Pickens, Doris Drake
Aug. 8th	5243	Bandits Of The West	54	Allan "Rocky" Lane, Eddy Waller, Cathy Downs
Sept. 8th	5244	El Paso Stampede	54	Allan "Rocky" Lane, Eddy Waller, Phyllis Coates
Sept. 28th	5233	Shadows of Tombstone	54	Rex Allen, Slim Pickens, Jeanne Cooper
Dec. 1st	5211	Champ For A Day	90	Alex Nicol, Audrey Totter, Charles Winninger, Hope Emerson
Dec. 15th	5234	Red River Shore	54	Rex Allen, Koko, Slim Pickens, Lynn Thomas
Jan. 1st	5212	Trent's Last Case	90	Michael Wilding, Margaret Lockwood, Orson Welles
Feb. 1st	5213	Sea of Lost Ships	85	John Derek, Wanda Hendrix, Walter Brennan, Richard Jaeckel
Feb. 15th	5224	Crazylegs	88	Elroy "Crazylegs" Hirsch, Lloyd Nolan, Joan Vohs
Mar. 1st	5301	Flight Nurse	90	Joan Leslie, Forrest Tucker, Arthur Franz
April 1st	5302	Geraldine	90	John Carroll, Mala Powers, Jim Backus, Stan Freberg
	5303	Jubilee Trail	103	Vera Ralston, Joan Leslie, Forrest Tucker, John Russell, Ray Middleton, Pat O'Brien
	5304	Hell's Half Acre	91	Wendell Corey, Evelyn Keyes, Elsa Lanchester

TWENTIETH CENTURY-FOX

1953

June	320	The Girl Next Door (Tech.)	92	Dan Dailey, June Haver, Dennis Day
June	321	Powder River (Tech.)	78	Rory Calhoun, Corinne Calvet, Cameron Mitchell
June	322	Pickup On South Street	80	Richard Widmark, Jean Peters, Thelma Ritter
July	324	White Witch Doctor (Tech.)	96	Susan Hayward, Robert Mitchum
July	323	The Glory Brigade	82	Victor Mature
July	307	The Farmer Takes a Wife (Tech.)	81	Betty Grable, Dale Robertson ,Thelma Ritter, John Carroll
July	325	The Kid From Left Field	80	Dan Dailey, Anne Bancroft
July	355	Road House (re issue)	95	Richard Widmark, Ida Lupino, Cornel Wilde
July	354	Kiss of Death (re issue)	99	Richard Widmark, Victor Mature, Brian Donlevy

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
July	330	Dangerous Crossing	75	Jeanne Crain, Michael Rennie
Aug.	329	Inferno (3-D and Technicolor)	83	Robert Ryan, Rhonda Fleming, William Lundigan
Aug.	326	Gentlemen Prefer Blondes (Technicolor)	91	Jane Russell, Marilyn Monroe, Charles Coburn
Aug.	327	C. S. Forester's Sailor of the King	83	Jeffrey Hunter, Michael Rennie, Wendy Hiller
Sept.	331	Mister Scoutmaster	87	Clifton Webb, George Winslow, Edmund Gwenn, Frances Dee
Sept.	328	City of Bad Men (Tech.)	82	Jeanne Crain, Dale Robertson, Richard Boone, Lloyd Bridges
Sept.	332	A Blueprint For Murder	76	Joseph Cotten, Jean Peters, Gary Merrill
Sept.	356	Broken Arrow (Tech.) Re-release)	93	James Stewart, Jeff Chandler, Debra Paget
Sept.	357	I Was A Male War Brde (Re-release)	105	Ann Sheridan, Cary Grant
Oct.	333	Thy Neighbor's Wife	77	Hugo Haas, Cleo Moore
Oct.	334	Vicki	85	Jeanne Crain, Jean Peters, Elliott Reid
Oct.		The Robe (CinemaScope-Technicolor))	133	Richard Burton, Jean Simmons, Victor Mature, Michael Rennie
Nov.	336	How To Marry a Millionaire (CinemaScope-Technicolor)	96	Marilyn Monroe, Betty Grable, Lauren Bacall
Nov.	365	Fallen Angel (Re-issue)	97	Alice Faye, Dana Andrews, Linda Darnell
Nov.	366	Forever Amber (Re-issue)	140	Linda Darnell, Cornel Wilde, George Sanders
Nov.	367	A Yank In The R.A.F. (Re-issue)	97	Tyrone Power, Betty Grable
Nov.	346	Inferno (2-D-Tech.)	83	Robert Ryan, Rhoda Fleming, William Lundigan
Dec.	337	Beneath The 12-Mile Reef (CinemaScope-Tech.)	102	Robert Wagner, Terry Moore, Gilbert Roland
Dec.	339	Man Crazy	79	Neville Brand, Christine White
Dec.	340	Man In The Attic (Panoramic Prod.)	82	Jack Palance, Constance Smith, Byron Palmer
		1954		
Jan.	401	King of the Khyber Rifles (CinemaScope-Tech.) De Luxe	99	Tyrone Power, Terry Moore, Michael Rennie
Jan.	402	Three Young Texans (Tech.)	99	Mitzi Gaynor, Jeff Hunter, Keefe Braselle
Jan.	358	Keys of the Kingdom (Re-issue)	99	Gregory Peck, Thomas Mitchell
Feb.	403	Hell and High Water (CinemaScope-Tech.) De Luxe		Richard Widmark, Bella Darvi
Feb.	404	The Siege At Red River (Technicolor)		Van Johnson, Joanne Dru
Mar.	406	Gorilla at Large (Tech.) (3-D) (2-D)		Cameron Mitchell, Ann Bancroft, Lee J. Cobb
Mar.	407	Night People (CinemaScope-Tech.) De Luxe		Gregory Peck, Broderick Crawford, Rita Gam

UNITED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
July 10th	5318	Return To Paradise (Technicolor)	103	Gary Cooper, Roberta Haynes
July 15th	5319	Fort Algiers	78	Yvonne de Carlo, Carlos Thompson
July 17th	5317	The Moon Is Blue	99	William Holden, Maggie McNamara
July 22nd	5316	My Heart Goes Crazy Technicolor	78	Sid Fields, Greta Gynt
July 24th	5317	Gun Belt (Technicolor)	77	Geo. Montgomery, Tab Hunter, Helen Westcott
July 31st	5321	Vice Squad	87	Edward G. Robinson, Paulette Goddard
Aug. 7th	5324	Melba (Technicolor)	113	Patrice Munsel, Robert Morley
Aug. 12th	1176	Captain Scarlett (Tech.)	75	Richard Greene, Leonora Amar
Aug. 14th	5323	I, the Jury	87	Biff Elliot, Peggy Castle
Aug. 21st	5301	The Gay Adventure	82	Burgess Meredith, Paula Valenska
Aug. 28th	5325	War Paint (Pathe Color)	89	Robert Stack, Joan Taylor
Sept. 1st	5315	No Escape	76	Lew Ayres, Marjorie Steele
Sept. 4th	5326	Sabre Jet (Color)	96	Robert Stack, Coleen Gray
Sept. 11th	5327	99 River Street	83	John Payne, Evelyn Keyes
Sept. 18th	5328	The Joe Louis Story	88	Coley Wallace, Hilda Simms
Sept. 25th	5322	The Fake	80	Dennis O'Keefe, Coleen Gray
Sept. 30th	5329	Donovan's Brain	81	Lew Ayres, Nancy Davis
Oct. 2nd	5330	Man in Hiding	79	Paul Henried, Lois Maxwell
Oct. 9th	5331	Steel Lady	84	Rod Cameron, Tab Hunter
Oct. 16th	5332	Dragon's Gold		John Archer, Hillary Brooks
Oct. 23rd	5333	The Village	98	John Justin, Eva Dahlbeck
Oct. 23rd		Fan-Fan The Tulip		Gerard Phillipe, Gina Lollobrigida
Oct. 30th	5334	Crossed Swords (Color)	99	Errol Flynn, Paola Mori
Nov. 2nd	5335	Stranger On The Prowl	82	Paul Muni, Joan Lorring
Nov. 13th	5336	Shark River	80	Steve Cochran, Carole Mathews
Nov. 18th		The Man Between	101	James Mason, Claire Bloom
Nov. 20th	5337	Capt. John Smith & Pocahontas (Color)	75	Anthony Dexter, Jody Lawrance
Nov. 27th	5338	Song of the Land (Color)	71	Narration—J. Henry Steele, Marvin Miller
Dec. 2nd	5344	Yesterday & Today	57	70-year cavalcade of movies — narrator George Jessel
Dec. 18th		The Captain's Paradise	78	Alec Guiness, Yvonne de Carlo
Jan. 1st	5341	The Great Gilbert & Sullivan (Technicolor)	105	Robert Morley, Maurice Evans
Jan. 8th	5345	Wicked Woman	77	Beverly Michaels, Richard Eagan
Jan. 15th		Algiers (re-release)		Hedy Lamarr
Jan. 22nd		Go, Man, Go	82	Dane Clark, Harlem Globetrotters
Jan. 29th	5346	Riders to the Stars (Color)	80	Wm. Lundigan, Herbert Marshall, Richard Carlson
Jan. 29th		Conquest of Everest (Technicolor)	78	Documentary — narrated by Meredith Edwards

UNIVERSAL

1952-53

Release Date	Release No.	Production	Time (min.)	Cast
July	325	All I Desire	79½	Barbara Stanwyck, Richard Carlson
July	324	Frances Covers the Big Town	86	Donald O'Connor, Nancy Guild
July	326	The Great Sioux Uprising (Technicolor)	80	Jeff Chandler, Faith Domergue
Aug.	327	Thunder Bay (Technicolor)	103	James Stewart, Joanne Dru, Gilbert Roland, Dan Duryea
Aug.	328	The Man From The Alamo (Technicolor)	79	Glenn Ford, Julia Adams
Aug.	329	Abbott and Costello Meet Dr. Jekyll and Mr. Hyde	75	Bud Abbott, Lou Costello, Boris Karloff
Sept.	331	The Stand at Apache River (Technicolor)	77	Stephen McNally, Julia Adams
Sept.	332	The Golden Blade (Tech.)	80½	Rock Hudson, Piper Laurie
Sept.	330	Wings of the Hawk (Tech.) (3D)	80½	Van Heflin, Julia Adams
Sept.	336	Wing of the Hawk (Tech.) (2D)	80½	Van Heflin, Julia Adams
Oct.	333	The All-American	83	Tony Curtis, Lori Nelson
Oct.	334	East of Sumatra (Tech.)	82	Jeff Chandler, Marilyn Maxwell
Nov.	401-2	The Glass Web 3-D 2-D	81 81	Edw. G. Robinson, John Forsythe, Marcia Hendersen
Nov.	403	Back to God's Country (Technicolor)	78	Rock Hudson, Marcia Henderson, Steve Cochran
Nov.	404	The Veils of Bagdad (Technicolor)	82	Victor Mature, Mari Blanchard, Virginia Field
Dec.	405	Tumbleweed (Technicolor)	80	Audie Murphy, Lori Nelson, Chill Wills
Dec.	406	Walking My Baby Back Home (Technicolor)	95	Donald O'Connor, Janet Leigh
Jan.	407	Forbidden	85	Tony Curtis, Joanne Dru
Jan.	408	War Arrow	78	Maureen O'Hara, Jeff Chandler, Suzan Ball
Jan.	409	Border River	80½	Joel McCrea, Yvonne De Carlo

WARNER BROS.-FIRST NATIONAL

1952-53

Release Date	Release No.	Production	Time (min.)	Cast
July 11th	223	The Charge at Feather River	96	Guy Madison, Frank Lovejoy, Helen Westcott
Aug. 1st	225	The Master of Ballantral	89	Errol Flynn, Beatrice Campbell
Aug. 15th	226	So This Is Love	101	Kathryn Grayson, Merv Griffin
Aug. 29th	224	Plunder of the Sun	82	Glenn Ford, Diana Lynn
		1953-54		
Sept. 5th	301	Island In The Sky (Available with Warner-Phonic Sound)	109	John Wayne, Lloyd Nolan, Walter Abel
Sept. 19th	303	The Moonlighter Photographed in Natural Vision 3-Dimension	77	Barbara Stanwyck, Fred MacMurray
Sept. 26th	304	The Beggar's Opera Special Engagements Only (Color by Technicolor)	94	Laurence Olivier
Oct. 3rd	305	A Lion Is In The Streets Color by Technicolor)	88	James Cagney, Barbara Hale, Anne Francis
Oct. 17th	306	Blowing Wild (Available with Warner Phonic Sound)	90	Gary Cooper, Barbara Stanwyck, Ruth Roman, Anthony Quinn
Oct. 31st	307	So Big	101	Jane Wyman, Sterling Hayden, Nancy Olson, Steve Forrest
Nov. 7th	309	Key Largo (Re-release)	101	Edward G. Robinson, Humphrey Bogart, Lauren Bacall
Nov. 7th	310	Treasure of Sierra Madre (Re-release)	126	Humphrey Bogart, Walter Huston
Nov. 14th	311	Calamity Jane (Color by Technicolor) (Available with Warner Phonic Sound)	101	Doris Day, Howard Keel
Nov. 28th	302	The Diamond Queen (Color)	80	Fernando Lamas, Arlene Dahl
Dec. 12th	313	Thunder Over the Plains (Color by WarnerColor)	82	Randolph Scott, Lex Barker, Phyllis Kirk
Dec. 26th	314	Three Sailors and a Girl (Technicolor)	95	Jane Powell, Gordon MacRae, Gene Nelson
Jan. 2nd	312	Hondo (in 3-D) (Color by WarnerColor)		John Wayne, Geraldine Page
Jan. 16th	315	His Majesty O'Keefe (Technicolor)	92	Burt Lancaster, Joan Rice
Jan. 30th	316	The Eddie Cantor Story (Technicolor)	116	Keefe Brasselle, Marilyn Erskine

Hollywood Production

ALLIED ARTISTS

Cutting

THE GHOST OF O'LEARY
(Technicolor)

Cast: Yvonne De Carlo, Barry Fitzgerald, David Niven.
Producer ..... Mario Zampi
Director ..... Mario Zampi

PARIS PLAY-BOYS

Cast: Leo Gorcey, Huntz Hall, Veola Vonn, Bernard Gorcey, Bowery Boys.
Producer ..... Ben Schwalb
Director ..... William Beaudine

OFF THE RECORD
(Lindsley Parsons Production)

Cast: Barry Sullivan, Dorothy Malone.
Producer ..... Lindsley Parsons
Director ..... Harold Shuster

ARROW IN THE DUST
(Technicolor)

Cast: Sterling Hayden, Keith Larsen.
Producer .....Hayes Goetz
Director .....Lesley Selander

COLUMBIA

Shooting

THE HUMAN BEAST

Cast: Glenn Ford, Gloria Grahame, Broderick Crawford, Kathleen Case, Edgar Buchanan.
Producer .....Lewis Rachmil
Director .....Fritz Lang

WATERFRONT
(Horizon Production)

Cast: Marlon Brando, Eva Marie Saint.
Producer .....Sam Spiegel
Director .....Elia Kazan

THE KILLER WORE A BADGE

Cast: Fred MacMurray, Phil Carey.
Producer .....Jules Schermer
Director .....Richard Quine

THREE HOURS TO LIVE
(Technicolor)

Cast: Dana Andrews, Donna Reed, Dianne Foster.
Producer .....Harry Joe Brown
Director .....Al Werker

THE LAW VERSUS BILLY THE KID

Cast: Scott Brady, Betta St. John.
Producer .....Sam Katzman
Director .....William Castle

Cutting

MASSACRE AT MOCCASIN PASS
(Technicolor)

Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

SARACEN BLADE
(Technicolor)

Cast: Ricardo Montalban, Betta St. John.
Producer ..... Sam Katzman
Director ..... William Castle

THE MAD MAGICIAN
(Edward Small Prod. for Columbia Release)

Cast: Vincent Price, Mary Murphy, John Emery, Eva Gabor, Donald Randolph, Lenita Lane.
Producer .....Bryan Foy
Director .....John Brahm

BATTLE OF ROGUE RIVER
(Technicolor)
(Esskay Pictures Co.)

Cast: George Montgomery.
Producer .....Sam Katzman
Director .....William Castle

THE WOOD-HAWK
(Technicolor)

Cast: Robert Francis, Donna Reed, Phil Carey, May Wynn, Roy Roberts, Jack Kelly, Peggy Converse, Maurice Jara, Frank de Kova, Eugene Iglesias, Stuart Randall, George Keymas.
Producer .....Lewis J. Rachmil
Director .....Phil Karlson

FIRE OVER AFRICA
(Technicolor)
Hemisphere Productions)

Cast: Maureen O'Sullivan, Macdonald Carey, Kieron Moore, Binnie Barnes, Harry Lane, Leonard Sacks, Eric Corris, Bruce Beeby, Meinhart Maur, James Lilburn.
Producer ..... M. J. Frankovich
Director ..... Richard Sale

INDEPENDENT

Cutting

CONGO KILLER
(Wide Screen)
(Trinity Productions, Shooting at Keywest Studios)

Cast: Myron Healey Karin Booth, Ross Elliot, Ralph Dumke.
Producer ..... Jerry Thomas
Director ..... Seymour Friedman

NEW FACES
(CinemaScope) (Eastman Color)

Cast: Ronnie Graham, Eartha Kitt, Robert Clary, Alice Ghostly.
Producer .....Berman Schwartz
Director .....Harry Horner

DUEL IN THE JUNGLE
(Moulin Productions, Technicolor, Wide-Screen, Shooting in Johannesburg, So. Africa.)

Cast: Dana Andrews, Jeanne Crain, David Farrar.
Producers .....Marcel Hellman and Tony Owen
Director .....George Marshall..

WITNESS TO MURDER

Cast: Barbara Stanwyck, Gary Merrill, George Sanders.
Producer ..... Chester Erskine
Director ..... Roy Rowland

TENDER HEARTS
(Hugo Haas Productions)

Cast: Hugo Haas, June Hammerstein, Francesca de Scaffa, Syra Marti, Ken Carlton.
Producer .....Hugo Haas
Director .....Hugo Haas

METRO-GOLDWYN-MAYER

Shooting

BEAU BRUMMEL
(Technicolor)
(Shooting in England)

Cast: Elizabeth Taylor, Stewart Granger, Peter Ustinov.
Producer .....Sam Zimbalist
Director .....Curtis Bernhardt

A BRIDE FOR SEVEN BROTHERS
(Technicolor) (CinemaScope)

Cast: Jane Powell, Howard Keel, Jeff Richards, Rusty Tamblyn, Tommy Ralls, Marc Platt, Matt Mattox, Jacques d'Amboise.
Producer .....Jack Cummings
Director .....Stanley Donen

VALLEY OF THE KINGS
(Eastman Color) (Wide Screen)

Cast: Robert Taylor, Eleanor Parker, Carlos Thompson, Kurt Kaszner, Samia Gamal, Victor Jory.
Director .....Robert Pirosh

BRIGADOON
(CinemaScope) (Ansco color)

Cast: Gene Kelly, Van Johnson, Cyd Charisse, Elaine Stewart, Virginia Bosler, Hugh Laing.
Producer .....Arthur Freed
Director .....Vincente Minnelli

Cutting

PANTHER SQUADRON
(Ansco Color)

Cast: Van Johnson, Dewey Martin, Walter Pidgeon, Frank Lovejoy, Keenan Wynn, Louis Calhern.
Producer ..... Henry Berman
Director ..... Andrew Marton

HER TWELVE MEN
(Ansco Color)

Cast: Greer Garson, Robert Ryan, Barry Sullivan, Richard Haydn, James Arness, Rex Thompson, Tim Considine, David Stollery.
Producer .....John Houseman
Director .....Robert Z. Leonard

ROSE MARIE
(Technicolor; CinemaScope)

Cast: Ann Blyth, Howard Keel, Fernando Lamas. Marjorie Main, Bert Lahr, Joan Taylor.
Producer .....Arthur Hornblow, Jr.
Director .....Melvin LeRoy

BETRAYED
(Shooting in Holland)

Cast: Clark Gable, Lana Turner, Victure Mature.
Director ..... Gottfried Reinhardt

STUDENT PRINCE
(CinemaScope) (Ansco color)

Cast: Ann Blyth, Edward Purdom, John Ericson, Louis Calhern, the singing voice of Mario Lanza. Betta St. John, Edmund Gwenn, S. Z. Sakall.
Producer .....Joseph Pasternak
Director .....Richard Thorpe

Paramount Pictures

Shooting

THE BRIDGES AT TOKO-RI
(Technicolor; Wide Screen)

Cast: William Holden, Grace Kelly, Mickey Rooney, Fredric March, Charles McGraw, Robert Strauss, Keike Awaji, Richard Shannon, Bill Bouchey.
Producers .....William Perlberg and George Seaton
Director .....Mark Robson

Cutting

SABRINA FAIR
(Wide Screen)

Cast: Humphrey Bogart, Audrey Hepburn, William Holden, Walter Hampden, John Williams, Martha Hyer.
Producer-Director ..... Billy Wilder

LEGEND OF THE INCA
(Technicolor) (Wide Screen)

Cast: Charlton Heston, Nicole Maurey, Robert Young, Thomas Mitchell, Yma Sumac, Glenda Farrell, Geraldine Hall.
Producer ..... Mel Epstein
Director ..... Jerry Hopper

WHITE CHRISTMAS
(Wide Screen, Technicolor)

Cast: Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen, Dean Jagger, Mary Wickes, Percy Helton.
Producer ..... Robert Emmett Dolan
Director ..... Michael Curtiz

ABOUT MRS. LESLIE

Cast: Shirley Booth, Robert Ryan.
Producer ..... Hal Wallis
Director ..... Daniel Mann

LIVING IT UP
(Technicolor) (Wide Screen)

Cast: Dean Martin, Jerry Lewis, Janet Leigh, Fred Clark, Edward Arnold, Sheree North, Walter Baldwin.
Producer ..... Paul Jones
Director ..... Norman Taurog

REAR WINDOW
(Technicolor)

Cast: James Stewart, Grace Kelly, Wendell Corey, Thelma Ritter, Raymond Burr, Sara Berner, Judith Evelyn.
Producer-Director ....Alfred Hitchcock

CONQUEST OF SPACE
(Color) (Wide Screen)

Cast: Eric Fleming, William Redfield, Phil Foster, Ross Martin.
Producer .....George Pal
Director .....Byron Haskin

RKO RADIO PICTURES

Shooting

THE BIG RAINBOW
(Technicolor)

Cast: Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith.
Producer .....Harry Tatelman
Director .....John Sturges

: Hollywood Production :

SUSAN SLEPT HERE
(Technicolor)

Cast: Dick Powell, Debbie Reynolds, Anne Francis, Alvy Moore, Glenda Farrell, Les Tremayne, Rita Johnson, Herbert Vigran, Maidie Norman, Mara Lane, Horace McMahon, Benny Rubin, Lela Bliss.

Producer .....Harriet Parsons
Director .....Frank Tashlin

FOUR DESPERATE MEN
(Eastman Color)

Cast: John Payne, Lizabeth Scott.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

THE BIG RAINBOW
(Technicolor)

Cast: Jane Russell, Richard Egan, Gilbert Roland, Lori Nelson, Robert Keith, Joseph Calleia, Eugene Iglesias, Ric Roman.

Producer .....Harry Tatelman
Director .....John Sturges

Republic

Cutting

THE OUTCAST

Cast: John Derek.
Associate producer .....William J. O'Sullivan
Director .....William Witney

LAUGHING ANN
(Technicolor)
(Wilcox-Neagle Production)

Cast: Wendell Corey, Forrest Tucker, Margaret Lockwood.
Producer-Director ....Herbert Wilcox

JOHNNY GUITAR
(Trucolor)

Cast: Joan Crawford, Sterling Hayden, Scott Brady, Mercedes MacCambridge, Ward Bond, Ben Cooper, John Carradine, Ernest Borgnine, Royal Dano, Frank Ferguson.

Associate producer ..... Nick Ray
Director ..... Nick Ray

THE HOT HEIRESS

Cast: Judy Canova, Donald "Red" Barry, Chick Chandler, Grant Withers, Taylor Holmes, Douglas Fowley.

Assoc. Producer .....Sidney Picker
Director .....Charles Lamont

20th CENTURY FOX

Shooting

GARDEN OF EVIL
(CinemaScope)
(Shooting in Mexico City)

Cast: Gary Cooper, Susan Hayward, Richard Widmark, Cameron Mitchell, Hugh Marlowe.

Producer .....Charles Brackett
Director .....Henry Hathaway

PINK TIGHTS
(Technicolor)

Cast: Marilyn Monroe, Dan Dailey, Frank Sinatra.

Producer .....Sol C. Siegel
Director .....Henry Koster

THE GAMBLER FROM NATCHEZ
(Technicolor)
(Panoramic Production for 20th Century-Fox release)

Cast: Dale Robertson, Debra Paget, Kevin McCarthy, Thomas Gomez, Lisa Daniels, Douglas Dick, John Wengraf.

Producer .....Leonard Goldstein
Director .....Henry Levin

Cutting

WE BELIEVE IN LOVE
(Shooting in Rome)
(CinemaScope) (Technicolor)

Cast: Clifton Webb, Jean Peters, Maggie McNamara, Dorothy McGuire, Louis Jourdan.

Producer .....Sol C. Siegel
Director .....Jean Negulesco

PRINCESS OF THE NILE
(Panoramic Prod. for 20th Century-Fox release)

Cast: Debra Paget, Jeffrey Hunter, Michael Rennie, Robert Roark, Dona Drake, Michael Ansara.

Producer .....Leonard Goldstein
Director .....Harmon Jones

UNITED ARTISTS

Shooting

AMERICANO
(Robert Stillman Productions)
(Shooting in Brazil)

Cast: Glenn Ford, Arthur Kennedy, Caesar Romero, Ursula Thiess.

Producer .....Robert Stillman
Director .....Budd Boetticher

BRONCO APACHE
(Hecht-Lancaster Prod.)
(Technicolor) (Wide Screen)

Cast: Burt Lancaster, Jean Peters, John McIntire, Monte Blue, Charles Buchinski, Walter Sande, Paul Guilfoyle, Phil Van Zandt, Morris Ankrum, David Hoffman, John Dehner, Johnny McGough.

Producer ..... Harold Hecht
Director ..... Robert Aldrich

THE BAREFOOT CONTESSA
(Figaro, Inc.)
(Technicolor)
(Shooting in Italy)

Cast: Humphrey Bogart, Ava Gardner, Edmond O'Brien, Valentina Cortese, Harius Goring, Rossano Brazzi, Elizabeth Sellars, Mari Aldon, Diana Decker.

Producer .....Joseph L. Mankiewicz
Director .....Joseph L. Mankiewicz

Cutting

CAPTAIN KIDD AND THE SLAVE GIRL
(Edward Small Productions)
(Wide Screen, Color)

Cast: Tony Dexter, Eva Gabor, James Seay, Alan Hale, Lyle Talbot, Noel Cravat, Richard Karlan.

Producer ..... Aubrey Wisberg
Jack Pollexfen
Director ..... Lew Landers

THE LONG WAIT
(Parklane Productions)

Cast: Anthony Quinn, Gene Evans, Charles Coburn, Peggie Castle, Shirley Patterson, Mary Ellen Kay, Pat Orsatti.

Producer ..... Lesser Samuels
Director ..... Victor Saville

Universal International

Shooting

SIGN OF THE PAGAN
(CinemaScope) (Technicolor)

Cast: Jeff Chandler, Jack Palance, Ludmilla Tcherina, Rita Gam, Jeff Morrow, George Dolenz, Alexander Scourby, Mary Jane Hayes.

Producer .....Albert J. Cohen
Director .....Douglas Sirk

DAWN AT SOCORRO
(Technicolor) (Wide Screen)

Cast: Rory Calhoun, Piper Laurie, David Brian, Kathleen Hughes, Alex Nicol, Edgar Buchanan, Mara Corday, Skip Homeier, Roy Roberts, Lee Van Cleef.

Producer .....William Alland
Director .....George Sherman

THIS ISLAND EARTH
(Technicolor) (Wide Screen)

Cast: Bart Roberts, Faith Domergue.
Producer .....William Alland
Director .....Joe Newman

BENGAL RIFLES
(Technicolor) (Wide Screen)

Cast: Rock Hudson, Arlene Dahl, Ursula Theiss, Dan O'Herlihy, Torin Thatcher, Michael Ansara.

Producer .....Ted Richmond
Director .....Lasl Benedek

Cutting

SASKATCHEWAN
(Shooting in Canada)
(Technicolor)

Cast: Alan Ladd, Shelley Winters, Robert Douglas, J. Carrol Naish, Richard Long, Hugh O'Brian, Antonio Moreno, George Lewis, Jay Silverheels.

Producer .....Aaron Rosenberg
Director .....Raoul Walsh

JOHNNY DARK

Cast: Tony Curtis, Piper Laurie.
Producer .....William Alland
Director .....George Sherman

THE FAR COUNTRY
(Technicolor)
(Shooting in Canada)

Cast: James Stewart, Ruth Roman, Corinne Calvert, Walter Brennan.

Producer .....Aaron Rosenberg
Director .....Anthony Mann

FORT LARAMIE
(Technicolor)

Cast: John Payne, Mari Blanchard, Dan Duryea, Joyce MacKenzie, Barton MacLane.

Producer ..... Ted Richmond
Director .....Jesse Hibbs

FIREMAN SAVE MY CHILD

Cast: Hugh O'Brien, Buddy Hackett, Spike Jones and Orch., Tom Brown.
Producer .....Howard Christie
Director .....Leslie Goodwins

PLAYGIRL

Cast: Shelley Winters, Barry Sullivan, Gregg Palmer, Richard Long, Colleen Miller.

Producer .....Albert J. Cohen
Director .....Joseph Pevney

THE BLACK SHIELD OF FALWORTH
(CinemaScope) (Technicolor)

Cast: Tony Curtis, Janet Leigh, David Farrar, Barbara Rush, Herbert Marshall, Ian Keith, Dan O'Herlihy, Craig Hill, Rhys Williams, Leo Britt, Patrick O'Neal.

Producer .....Robert Arthur
Dircctor .....Rudolph Mate

WARNER BROS.

Shooting

A STAR IS BORN
(Technicolor) (CinemaScope)

Cast: Judy Garland, James Mason, Jack Carson, Charles Bickford.

Producer ..... Sid Luft
Director ..... George Cukor

LUCKY ME
(CinemaScope) (Warner Color)

Cast: Doris Day, Phil Silvers, Robert Cummings, Nancy Walker, Eddie Foy, Jr.

Producer ..... Henry Blanke
Director ..... Jack Donohue

THE TALISMAN
(Technicolor) (CinemaScope)

Cast: Virginia Mayo, Rex Harrison, George Sanders, Laurence Harvey, Robert Douglas.

Producer .....Henry Blanke
Director .....Robert Aldrich

Cutting

THEM
(3-D) (All Media) (WarnerColor)

Cast: Edmund Gwenn, James Whitmore, James Arness, Joan Weldon.

Producer ..... David Weisbart
Director ..... Gordon Douglas

DIAL M FOR MURDER
(3-D) (All-Media) (WarnerColor)

Cast: Ray Milland, Grace Kelly, Robert Cummings, John Williams, Anthony Dawson.

Director .....Alfred Hitchcock

THE HIGH AND THE MIGHTY
(Wayne-Fellows Production)

Cast: John Wayne, Claire Trevor, Laraine Day, David Brian, Jan Sterling, Doe Avedon, Paul Kelly, Robert Newton, Sidney Blackmer, Paul Fix.

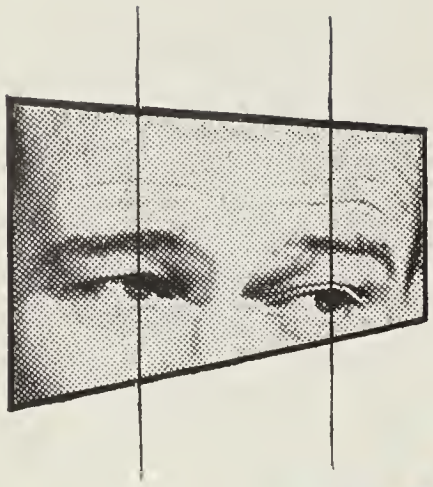
Producer ..... Wayne-Fellows
Director ..... William A. Wellman

RING OF FEAR
(Wayne-Fellows Productions)

Cast: Clyde Beatty, Mickey Spillane, Pat O'Brien, Sean McClory, Jim Arness, Gonzales Gonzales, Karen Sharpe.

Producer ..... Wayne-Fellows
Director ..... James Edward Grant

Mr. Exhibitor!



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THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

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HT MAJORS REAFFIRM
ODUCTION CODE FAITH

HIB UNITS AGREE
ARBITRATION TALKS

TOLD IFE HINDERS
EE DOMESTIC TRADE
ITALIAN PICTURES

O HOLDERS TO MEET
N HUGHES' OFFER

ODUCTION STOCK BUY
LA NETS FURTHER
LIED BOARD STUDY

EP UP TRADE
OBE: SCTOA

VIEWS

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, No. 3 February 20, 1954

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INDUSTRY STEPCHILD

DURING the past year, theatre television has been treated like a stepchild despite glowing forecasts from many quarters that large-screen TV would ultimately be the greatest boon to theatre attendance.

The optimistic predictions on the greatness of large-screen and scope presentations, CinemaScope and Cinerama in particular, are living up to industry prophesies that they will bring people back to the theatre and once again make them motion picture conscious.

The opposite is true of large-screen television. The rush to and expense involved in wide screens and stereophonic sound have slowed theatre TV installations to a snail's pace and the much discussed,

(See Page 3)

THE NEXT BIG MILESTONE IN MOVIE ANNALS!



"Rose Marie" (I love you!)



IN MARCH M-G-M BRINGS THE WORLD THE FIRST MUSICAL IN CINEMASCOPE! IN COLOR GLORY!

The producer of the industry's greatest musicals is naturally the company to bring the world the First Great Musical in CinemaScope.

Launched by a terrific ad campaign starting with M-G-M's famed "Picture Of The Month" Column reaching more than 93 million people and full pages in all fan magazines *(13 million readership)*. Followed by Two-page Spreads in 4-Colors in LIFE and LOOK *(combined readership of more than 26 million)*. Plus other big advertising plans.

"ROSE MARIE" has been acclaimed at every preview East and West as a major milestone in movie annals.

Overflowing with love songs, scenic splendor, brilliant color, this thrilling romance is truly worthy of a FIRST!

—★—

M-G-M presents in CinemaScope • Photographed in Eastman Color • "ROSE MARIE" • starring ANN BLYTH • HOWARD KEEL • FERNANDO LAMAS • Bert Lahr • Marjorie Main • with Joan Taylor • Ray Collins • A Mervyn LeRoy Production • Screen Play by Ronald Millar and George Froeschel Based on the Operetta "Rose Marie" • Book and Lyrics by Otto A. Harbach and Oscar Hammerstein II Music by Rudolf Friml and Herbert Stothart • Directed by Mervyn LeRoy

February 20, 1954
Vol. 33 No. 3

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

far flung theatre networks are yet to come. The greatness of CinemaScope and these other attractions have shuttled theatre television into the background and this is a tremendous mistake.

In addition to big screen TV installations, the industry should be thinking of eventually promoting those programs which do us a great deal of harm when shown on a free basis through commercial sponsorship. These programs can become terrific box office attractions.

With the expense of home television programming becoming increasingly burdensome to advertisers, a spirited bid is being made in behalf of subscription TV. In this atmosphere, theatre television is marking time instead of forging ahead and making its advantages self-evident. This is certainly no time for lethargy.

We have praised Spyros Skouras for CinemaScope. We were just as copious in our praise for him after witnessing Eidophor, but we cannot understand his inertia in failing to bring it forward so that theatres can compete with the other media that are hurting us most. Remember, ours was always the cheapest and the best entertainment. Ours is still the best but it is no longer the cheapest. Therefore, we must compete by adding to our programs not only the great product that is coming out of Hollywood and other parts of the world but, as an adjunct, through the medium of large-screen television, those attractions that will bring money to the box office.

EXHIBITORS SHOULD BE FOREWARNED THAT THEY ARE STILL FIGHTING FOR THEIR EXISTENCE. CinemaScope, as great as it is, will fall into the same rut as 2-D pictures did before the new systems were found unless pictures of top calibre such as "New Faces," "Rose Marie," "A Star Is Born," "Prince Valiant" and "The Student Prince" are produced in that technique.

We have repeatedly stated that there is a great future for stereophonic sound but our greatest future lies in putting in our theatres those attractions which are keeping people at home and hurting us the most.

There is a definite place in the homes of America for TV but eventually it cannot be in those areas where home television kills the box office of the very events it is showing. In that respect, the exhibitors of America can dedicate themselves to building up the box offices of the events they are showing on large-screen television. They should become the greatest promoters in the history of the entertainment field.

"Tiffany"

When your editor first became associated with the motion picture industry a decade ago, a seasoned exhibitor acquainting him with the business said something that has never been forgotten.

"When it comes to M-G-M, you're talking about the 'Tiffany' of the motion picture industry," he said.

In the time that has intervened, there has never been reason to change this estimate. In fact, M-G-M's position of eminence and industry leadership has steadily increased over the years.

Now, Leo the Lion is currently in the midst of his 30th Anniversary Jubilee and such a milestone is worthy of praise and acknowledgment from all industry sources. The celebration is all the more worthwhile since it is backed up by solid product. No less than six attractions have been booked consecutively for the Radio City Music Hall. Following "Knights of the Round Table," "Easy To Love" and "The Long, Long Trailer," there will be "Rhapsody," "Rose Marie" and "Executive Suite."

THE INDEPENDENT joins with all of Leo's friends in wishing him many more happy anniversaries.

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Eight Majors Reaffirm Faith In Production Code Principles

With the industry still discussing the merits of its Production and Advertising Codes, a statement of confidence and support for these programs was issued this week by eight members of the MPAA. The signers announced that they "believe in its principles," which are not subject to change "with the passage of time."

The statement was greeted with praise from Senator Edwin C. Johnson (D., Colo.), who said he was "particularly pleased" with the code affirmation. He added that he had only one regret, that being that the message "does not bear the signatures of all makers and distributors of motion pictures."

The Senator, speaking to his fellow Congressmen in Washington, further urged a boycott of all film product lacking a code seal. He explained that "we should no more buy shoddy and indecent entertainment in the theatre than we buy shoddy and inferior merchandise in the stores." He expressed "sympathetic interest in the problems of the motion picture industry."

The MPAA statement noted that "the code is a living instrument for our guidance" and that "no sweeping changes or revisions are necessary." The producers maintained their opposition to governmental censorship and added that they recognize their responsibility to release "decent and moral" films.

Within the prescribed principles the screen must maintain "artistic and dramatic integrity," the message stated. Films may deal "honestly and faithfully with life," but they must not abuse their right and "descend into license." The code has never prevented the making of "superlative, artistic and dramatic entertainment," it added.

Statement was signed by Steve Broidy, Allied Artists head; Harry Cohn, Columbia prexy; Nicholas M. Schenck, Loew's head; Barney Balaban, Paramount prexy; Herbert J. Yates, Republic chief; Spyros P. Skouras, 20th-Fox head; Milton R. Rackmil, Universal prexy, and Albert Warner, Warner Bros. vice-president.

Arnall Supports Revision

Earlier, support for Samuel Goldwyn's recommendation for code revision came from Ellis Arnall, president of the Society of Independent Motion Picture Producers. Such revision "vitally concerns" every film maker, Arnall stated, and should not be left in the hands of the presidents of the majors.

Pointing to the growing importance of the independently produced film, the SIMPP head stated that independent producers "must have a full voice." He noted the trend toward decentralization within the industry, with 88 independent films forthcoming.

Strong support for the present code came from Leonard H. Goldenson, American Broadcasting-Paramount Theatres head, who announced at a press conference last week that the code's principles are "sound." He stated that he was recommending to all theatres affiliated with AB-PT that they adhere to the code "at all times" and not show product lacking a code seal.

Also speaking in favor of the code were three speakers at the 12th and final session of the 1953-54 Showmanship School last week. Speakers included Mrs. Dean Gray Edwards, film chairman of the General Federation of Women's Clubs; Mike Simons, director of exhibitor relations for M-G-M, and Philip J. O'Brien, Jr., formerly on the legal staff of the MPAA.

Mrs. Edwards stated that the code offers "a wonderful method of procedure" and her group "applauds it as one of the most remarkable documents in the history of our country." The code is a protection to women and families against salacious material and the abuses brought about by an interest in "quick money-making," she added.

Simons declared that the code provides "a pattern that defines wrong doing." It assures "the widest public acceptance" of film product, he claimed, adding that exhibitors are not interested in "pandering to the lowest tastes in their communities." There is no profit in wrong doing, Simons stated.

O'Brien spoke against governmental censorship and for an industry policy of self-regulation. He noted that other media have similar systems, including radio and television, with a code now being proposed to newspaper interests.

Censorship of foreign films came up for consideration last week in a letter sent by Arthur L. Mayer, president of the Independent Distributor's Association of America, to Bishop Joseph Flannelly of St. Patrick's Cathedral, N.Y.C. Latter had complained about "an impending plague of loathsome foreign films."

Mayer outlined the various types of government agencies and local and state censor boards that a foreign film has to pass before it can be exhibited. He added that even though a film passes all these tests, should a religious leader still feel it "loathsome," it is his privilege to denounce it to the American public, noted for its "high moral standards."

While expressing regret that the statement affirming the code did not carry more signatures, Sen. Johnson explained that "there are some irresponsibles in the industry." These people "have eyes only for the fast buck and they do not seem to care what they do to get it," he added.

Censor Clarification Bills Introduced

Albany.—Two bills were introduced into the New York state legislature this week to clarify the meaning of the terms "immoral," "tend to corrupt morals," and "incite to crime," as used in state censorship of films. Measures came from two Republicans, State Senator Earl W. Brydges and Assemblyman James A. Fitzpatrick, and are the result of general discussions among state governmental groups, according to Dr. Charles A. Brind, Jr., counsel for the State Education Department.

The first measure gives a general definition of "immoral," while the second one states specific material which comes under the definition of the word. A film is deemed immoral when its dominant purpose or effect is "erotic or pornographic" or when it portrays acts of "sexual immorality, lust, vulgarity or lewdness," or when it seems to condone such acts.

Exhibitor Units Agree To Arbitration Talks

A new road toward establishment of an arbitration system within the industry, but one that specifically bars film rentals, was paved over the weekend when a number of exhibitor organizations decided to meet with the distribution companies for fresh discussions.

Accepting the invitation thus far was Independent Theatre Owners Association of New York, with Theatre Owners of America expected to follow suit. The Metropolitan Motion Picture Theatres Association will be represented by "observers." Major hold-out is seen as National Allied, though the Allied board may discuss the matter at its upcoming meeting.

The sessions, to be held within the next two months, would "start from scratch" and conferees would "make a fresh endeavor to agree upon a system" to resolve "disputes," according to a letter mailed exhibitor leaders by Eric Johnston, MPAA president, on behalf of the general sales managers of the majors.

The invitation was issued on behalf of Allied Artists, Columbia, Loew's, Paramount, RKO Pictures, Republic, 20th Century-Fox, United Artists, Universal and Warner Bros. Majors asked exhibitor associations to send two officers or members, plus counsel, to meet with their general sales managers, plus counsel.

Johnston, in his letter, made it clear that the distributors wanted it known "that they will not be able to agree to arbitrate film rentals and that therefore they do not consider this subject open for discussion."

What distributors hope for from the proposed talks is the setting up of "some simple, effective and inexpensive machinery for arbitration . . . which will commend itself to the exhibitors and distributors and can be approved by the Department of Justice," Johnston noted.

Copies of the Johnston letter went to the U. S. Attorney General and the Senate subcommittee of the Committee on Small Business chairman.

FTC Told IFE Hinders Italian Pix Sales In U. S.

The charge that Italian Films Export is interfering "with free enterprise and competition in the business of distributing Italian films" in the U.S. was made this week in a letter sent by Ephraim S. London, attorney for the Independent Motion Picture Distributors Association of America, Inc., to the Federal Trade Commission.

A monopoly in the distribution of such films is threatened, the letter claims, because of IFE's connection with the Italian film industry "and the fact that it has been subsidized." The manner of subsidy is also thought to be illegal by IMPDAA. Funds went from the Motion Picture Export Association to Italian film producers to IFE, the letter states.

London pointed out that his group is not accusing the MPEA of any misdeeds, and he added that he understands that MPEA tried "to prevent such use of additional funds thereafter paid or 'loaned' to Italian film producers." The letter requests the Commission to take action to prevent IFE from continuing to distribute films in the U.S. London noted that the FTC's New York division is conducting an investigation into the matter.

Holders To Meet On Hughes' Plan

The offer of Howard R. Hughes to purchase all of the assets of RKO Pictures Corp. at $6 per share, or a total of $23,489,478, will be considered by the stockholders at a meeting scheduled for Dover, Del. on March 18. The RKO board has already voted to accept the Hughes proposal at a meeting in Atlanta last week-end.

According to Hughes' letter to the board, written Feb. 7, a majority vote of the holders would carry the sale. At the voting, Hughes will not vote his 1,262,120 shares, which means that 1,326,397 shares will carry the proposal.

A suit seeking an injunction to stop the sale was meanwhile filed by Louis Schiff and Jacob Sacks, two stockholders in the company. They charge that the company has a valuation of $97,000,000, and that "the inadequacy of the price set upon the assets of the corporation is so gross as to display on its face fraud."

The stockholders claim additionally that RKO assets were "squandered, mismanaged and wasted," with a resultant loss of $38,-500,000. Suit was filed in Chancery Court in Wilmington, Del., after the RKO board had given its approval of the forthcoming voting by the stockholders.

By-Laws Amended

At the Atlanta board meeting, the by-laws were amended to enlarge the board to seven members. Directors A. D. Simpson and J. Miller Walker resigned, thus leaving four vacancies. These were filled by E. L. Walton, RKO Radio executive vice-president; William H. Clark, treasurer; Garrett Van Wagner, comptroller, and Charles Boasberg, domestic sales manager.

It was explained that Walker and Simpson remain as directors of RKO Radio Pictures, which would continue as the operating production-distribution portion of the company. If the stockholders accept the proposal, RKO Pictures would be completely owned by Hughes, with all officers and directors appointed by him.

Meanwhile, RKO Pictures stock rose 3/8 of a point this Monday to a new high of 5⅝ on the New York Stock Exchange. On that day 43,300 shares were traded.

Production Stock Purchase Idea Nets Further Allied Board Study

CINCINNATI.—The National Allied board will continue its study of the proposed production stock purchase plan at a meeting called for Feb. 25-26 at the Hotel Warwick, N.Y.C. The special meeting was scheduled because the group could not finish its work at its mid-winter meet at the Netherland Plaza Hotel here.

A stock purchase committee, consisting of Ben Marcus, newly elected Allied president; Wilbur Snaper, ex-president; C. E. Nolte, Trueman Rembusch, Horace Adams, Rube Shor and Ben Berger, will meet the day before the board meeting. Also facing the board is a decision on the locations of the 1954 convention and the spring board meeting.

The subject of arbitration did not come up for discussion at the board meeting, and it had not been on the agenda, according to Abram F. Myers, board chairman and general counsel. The arbitration plan put forward by Theatre Owners of America, with distributor co-operation, was not mentioned by any of the directors, Myers stated.

Marcus was elected to head the exhibitor organization after having been its treasurer for the last two years. The Milwaukee theatreman succeeded Snaper, who has led the group for the past two terms. Other officers elected include Rube Shor, of West Virginia, treasurer; Leon Back, Baltimore, secretary, and Stanley Kane, Minneapolis, recording secretary. Myers continues in his post.

According to a preliminary report on the questionnaires sent out by the group to determine the wishes of the members concerning the stock buying proposal, members had pledged more than $300,000 to the plan last week. Myers stated at that time that reports show that Allied members already own $40,-000 in stock in the majors.

The board endorsed the resolution of the Allied drive-in convention which asked 20th Century-Fox to ease its stereophonic sound requirement for CinemaScope films. Board also voted to co-operate fully with COMPO on the admission tax in its fight against the 20 percent admission tax.

Keep Up Trade Probe: SCTOA

A request that the U.S. Senate Select Committee on Small Business continue with its investigation of the film industry was contained in a telegram sent to the committee by Harry C. Arthur, Jr., chairman of the Southern California Theatre Owners Association. Wire stated that the committee's suggestions concerning the creation of arbitration boards has been "deliberately ignored by the distributors."

Arthur declared that he disagreed with the position of the Justice Department that distributors "are operating within the framework of the present laws." A letter from SCTOA attorneys, Hardy and Hardy, detailed certain anti-trust violations which Arthur thinks should be investigated by the proper governmental agency.

The telegram carried the additional request that the committee "advocate and support new laws." These are needed to protect the "public and the small independent exhibitor," the wire stated.

The letter from Arthur's attorney commented on the statements of Sen. Andrew F. Schoeppel, chairman of the monopoly subcommittee, on the failure of the Justice Department to take action to prevent large film companies from tampering with admission prices. The attorney claims that certain anti-trust laws are being violated.

Describes "Schemes"

He pointed to two "schemes" in use within the industry which he considers illegal. One calls for the licensing of a film to exhibitors on contracts which provide that the film rental shall be computed on a certain price to be paid for each person entering the theatre. The other plan requires exhibitors to bid for films and declare the admission price they intend to charge.

First was jointly devised by representatives of RKO, Samuel Goldwyn and Walt Disney Productions, according to the Hardy letter. Such joint action constitutes conspiracy and the fixing of minimum prices in fact, the letter states. Justice Department has not brought action because the price fixing is indirect, the attorney explained.

He pointed to other cases in which price-fixing was even more indirect than in the film industry and which have been prosecuted by the department. Hardy discussed additionally pre-releases, which the assistant attorney general has also considered legal. Many aspects of all these plans are in violation of the Paramount decree, he stated.

The letter listed three "remedies" open to the government. One is an "original and independent suit" under the anti-trust laws. The next is a contempt proceeding under the existing judgments in the Paramount case, and the third is a proceeding to amend these judgments to prohibit price fixing.

Balaban Asks Full Crusade Support

A call to the film industry for its fullest support of the Crusade for Freedom campaign on behalf of Radio Free Europe was sounded this week by Barney Balaban, Paramount president serving as New York state chairman of the drive. Campaign is scheduled for the week of March 15-21, when a trailer running 66 seconds narrated by Bing Crosby will be made available to the nation's theatres.

Balaban stated at a trade press conference that he hopes all theatres will show the trailer and arrange for patrons to sign Freedom Scrolls and donate "Truth Dollars" in their lobbies. He has the support of TOA, Allied and COMPO in this work to provide "Free Screens for Freedom's Crusade," the executive revealed.

The Paramount executive declared that in his opinion exhibitors and others in the film business can offer no more worthy or effective contribution to the preservation of world peace than to get behind the Crusade. He pointed out that President Eisenhower himself has stressed the vital importance of continuing the RFE broadcasts.

The industry can render another immense patriotic contribution, Balaban declared, comparable to its efforts in war times to bond sales, blood banks, Red Cross, USO and other civilian projects. He asked the help of the trade press in alerting all members of the business to the Crusade's crucial importance in the movement for world security.

Participating in the conference were Louis A. Novins, Balaban's assistant and vice-president of the Crusade; Thomas Paradine, Coca Cola executive serving as Crusade chairman for southern New York State; Alvin Stone, New York City chairman; Harry Brandt, Emanuel Frisch and Wilbur Snaper, representing the film industry's local drive, and Dick Pitts, representing TOA.

Fox Sues Marlon Brando

Marlon Brando has been named defendant in a $2,000,000 suit brought by 20th Century-Fox because the star failed to show up for shooting of "The Egyptian."

Skouras, English Exhibs Arrive At Stereophonic Sound Stalemate

LONDON.—Approximately 275 theatremen, of which most were small operators, went on record against purchase of stereophonic sound equipment for showings of CinemaScope pictures following a speech last week by Spyros P. Skouras, 20th Century-Fox president, favoring his company's policy of compelling multi-track sound for anamorphic films.

Stalemate which resulted between Skouras and the theatremen, members of the Cinematograph Exhibitors Association, saw Skouras granting one concession to the British operators: relaxation of insistence upon installing Miracle Mirror or Magni-Glow screens for 20th-Fox CinemaScope films in England.

Despite strong CEA opposition, Skouras would not give ground on his policy of stereophonic sound compulsion. The 20th-Fox prexy had expressly made the trip here to reaffirm company attitude on CinemaScope and multi-track sound.

Prior to the Skouras speech, J. Arthur Rank had announced his refusal to install stereophonic sound equipment in any more than the 75 key situations now showing CinemaScope.

Small exhibitor opposition to the 20th-Fox policy was apparently based on the reasoning that British showmen find themselves hard put at raising the $8,000 needed for multi-track sound installations.

Skouras offered to do his best to help by obtaining credits and by approaching the sound manufacturers. "I am not interested in making money out of the sound," he said.

CEA countered by demanding that tests be made of four-track magnetic sound and single-track sound on forthcoming CinemaScope releases. Exhibitors asked that the public be the final judge. Skouras, however, gave no indication that he would agree to the demand.

Tests Demanded

The 20th-Fox president told theatremen: "I want you to make money by participating in the prosperity that CinemaScope with stereophonic sound will bring to our industry. People who tell you that CinemaScope is as good without stereophonic sound are lying," he added.

An accusation of trying "to create one of the most devastating monopolies in the industry" was hurled at Skouras for employment of the multi-track sound compulsion policy by Jack X. Pendergast, exhibitor claiming to represent 90 percent of the small theatres.

"Our very existence is at stake," Pendergast said. "We have asked our Government to help us keep the cinemas open by cutting Entertainment Tax. Now you tell us that unless we put new sound equipment in our houses we will not get any films. This puts us out on a limb."

Sir Alexander King, head of a Scottish 60-theatre circuit, told Skouras that he should not attempt to make exhibitors do something which he had been unable to do in America.

Skouras' refusal to permit sound tests was made to CEA Representative Claud Whincup's demand. Grounds for refusal were that tests would cause delay and serve no useful purpose.

The 20th-Fox prexy maintained that the "mixer" tests favored by Walter Reade Theatres in the U.S., which would have used the same device favored by CEA for tests, had been shelved. Skouras reminded CEA that Reade had admitted single-track sound was inferior to stereophonic.

Goldenson Sees More Quality Pix

Opinion that the industry is beginning a renaissance of "quality" production, tempered by the view that still more pictures are needed, was delivered over the weekend by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, as a major finding of his recent two-and-a-half week Coast visit.

Goldenson said at a trade press conference that a great wave of enthusiasm is sweeping the studios. The industry cannot help but go forward under its surge, he stated.

John Balaban, president of Balaban & Katz, also at the conference, added that producers are hungry for information that would help them in satisfying exhibition's needs.

Balaban and Goldenson, together with Robert J. O'Donnell, Interstate Theatres executive who participated in the Coast visit, disclosed that they had reached the conclusion that the "rock bottom" days of the years of the industry were at an end. They agreed that decline in quality picture production had levelled off, was on the way up once more.

All three were in agreement also that production should be watched very closely. They intend to visit studios every four or five months to keep producers posted on developments in exhibition.

Enthusiasm Displayed

Goldenson revealed that studio personnel as well as producers displayed tremendous enthusiasm towards production possibilities. This type of thinking can help studios greatly, he added. The circuit prexy said that he left Hollywood with "the feeling of being at the beginning of a renaissance."

While on the Coast, Goldenson offered producers help via ABC's TV shows in building careers of new film talent. His offer, he said, evoked "enthusiastic" response.

Although AB-PT has no plans to enter film production, Goldenson advised exhibition to consider production on its own. He suggested that theatremen try to encourage filming by financial or other means.

Balaban added that he and his companions relayed to the Coast the experience of AB-PT theatres in regard to box office effects of home television, which he said declined as competition to film theatres over a two-year period.

Debunking the policy that only big pictures can make money, Goldenson referred to his circuit's success with such ventures as "Wicked Woman," the double-bill reissue of "Scarface" and "Public Enemy" and "Vice Squad."

Excise Tax Cuts To Ten Percent Termed Certain

WASHINGTON.—A reduction in all upper-bracket excise-tax rates to the 10 percent level now seems fairly certain of being the rock-bottom proposal to be approved by the tax-writing House Ways and Means Committee, according to qualified Capitol Hill sources. This follows terms of the so-called Martin-Simpson plan, spearheaded by House Speaker Joseph W. Martin, Jr. (R., Mass.) and Rep. Richard M. Simpson (R., Pa.).

The across-the-board reduction program is said to have picked up too much election-year momentum to be slowed down. Plan would cut all excises to 10 percent, including the 20 percent admission tax on film theatres.

The committee would agree additionally to postpone the so-called April 1 "automatic" reductions. These include the emergency Korean tax hikes placed on corporate rates and certain excises—gasoline, liquor, etc.—which are slated to return to the pre-Korean levels April 1. President Eisenhower already has asked that these cuts be deferred.

Endorsement Foreseen

It is thought that the Martin-Simpson proposal would probably receive nearly unanimous endorsement by the Ways and Means group at this time. Major opposition might come from the committee chairman Daniel A. Reed (R., N. Y.), who favors excise cuts but has revealed that he would also like to see the "automatic" cuts go into effect.

In addition, Reed's main goal this session is thought to be the enactment of the omnibus revision bill on which his committee is now working. This measure would overhaul the entire Internal Revenue Code. The Treasury Department has agreed to the cuts included in the revision measure but not to the excise reductions. However, the department could conceivably withdraw certain approvals and grant others.

Meanwhile, Rep. Clyde Doyle (D., Calif.) last week endorsed the Southern California Theatre Owners Association's drive to drop taxes on admissions of 85 cents and under. Doyle added in a letter to the group that he was "one of the group that felt the tax on all admissions should be taken into consideration favorably . . . last year."

Chain Leases 18 Houses To 19 Veteran Employes

HARTFORD.—Veteran circuit employes of Western Massachusetts Theatres, Inc., are being given the opportunity to purchase stock in a new corporation, Theatre Managers Inc., which will lease and operate a total of 18 houses from the circuit. WMT will retain ownership of the situations, according to Samuel Goldstein, circuit's president who will also head the new firm.

Nineteen employes hold options to acquire from 100 to 300 shares in TMI, according to their length of circuit service, Goldstein explained. Other officers serving with him in TMI are Arthur Preston, vice-president; William J. Althaus, treasurer and Rose Orbach, clerk. Any employe ending his connection with TMI will received at least par value for his stock, Goldstein stated.

DISTRI-BITS

RKO Promotes Branson

Walter E. Branson was appointed this week general manager of foreign operations at RKO Pictures succeeding Alfred Crown, resigned. Branson's appointment was made permanent following his three-week stint as temporary general manager. The executive, who has held many posts with the company, had been assistant general manager since 1952.

Cancel Shipping Depot

Plans for the establishing of a central film shipping depot in New York have been cancelled by the distributors committee of the MPAA. Idea was dropped because of "too many complications," according to committee members. Companies reportedly could not agree on how the "streamlining" should work. One committee member stated that the plan would not be revived for at least a year. Site for the depot had been chosen.

Mayer, Selznick Protest

HOLLYWOOD.—Last Sunday night's tribute to M-G-M's 30th anniversary on Ed Sullivan's television show, "Toast of the Town," drew forth a barrage of fire from Louis B. Mayer and David O. Selznick. They declared themselves "outraged" and "incensed" at Dore Schary, M-G-M vice-president, because the latter had failed to give them credit on the show. Selznick felt that his "Gone With the Wind" had been misrepresented on the program. Show, however, drew a rave review in New York's "World Telegram & Sun."

Tent Honors Skouras

BALTIMORE.—Spyros P. Skouras, 20th Century-Fox president, has been named "Industry Man of the Year" by this city's Variety Club, Tent 19, and will be honored at a testimonial dinner March 31. Skouras is receiving the award "for his courageous and vital role in the pioneering and development of CinemaScope." Dinner will be held in the Emerson Hotel here, with proceeds going to the Heart Fund Drive.

Aboaf Shifts To U-I

Cesar Aboaf, veteran of the international field, was appointed special field representative for the J. Arthur Rank films released by Universal-International in Latin America. In his new post, Aboaf will work under U-I's Latin American supervisor Al Lowe. Aboaf, who will headquarter in Buenos Aires, had been general manager for Warner Bros. in Argentina until last week.

Morgan Starts Survey

A first-hand field survey of the short subjects and newsreel markets has been started under direction of Oscar A. Morgan, Paramount shorts sales director. Present trip, confined to the South, marks the second of a series of territorial tours scheduled for Morgan in 1954. He will confer with exhibitors and Paramount executives in cities from Florida through Texas.

Four AA Releases

Allied Artists will put four films into national release in March: "Loophole," starring Barry Sullivan, March 28; "Paris Playboys," Bowery Boys comedy, March 7; "Mr. Potts Goes to Moscow," March 14, and "Dragonfly Squadron," starring John Hodiak, March 21.

Fox Slates Six 'Scope, Six Standard Releases Through June; 11 Tinted

A roster of 12 features, including six in CinemaScope and six standard films, all but one of which are in color, will be released by 20th Century-Fox between February and June, the company announced this week. Nine CinemaScope shorts will also be released during the five-month period.

February marks the release month of the CinemaScope-Technicolor "Hell and High Water" and the standard "Miss Robin Crusoe," in Pathecolor. March releases include the CinemaScope-Technicolor "Night People," the CinemaScope-Eastman color "New Faces," and the standard "Racing Blood," in color.

In April the company will release the CinemaScope-Technicolor "Prince Valiant" and two Panoramic Production films, "The Kid from Outer Space" and "The Siege at Red River," the latter in Technicolor.

For May are set the CinemaScope-Technicolor "River of No Return" and the 2-D, 3-D "Gorilla at Large" from Panoramic in Technicolor. June releases include the CinemaScope-Technicolor "Three Coins in the Fountain" and Panoramic's Technicolor "Princess of the Nile."

The CinemaScope short list includes "Polovetzian Dances," "Tournament of Roses," "The New Venezuela," "Haydn's Farewell Symphony," "A Day on a Jet Aircraft Carrier," "Multiple Piano Concerto," "Stunt Pilot," "Stephen Foster Medley" and "Valley of the Nile."

New England Association Renames Isaacs As Head

BOSTON.—At the annual election of Independent Exhibitors Inc. of New England, Irving A. Isaacs was re-elected president for a second term. Other officers re-elected include Melvin B. Safner, first vice-president; Herbert A. Brown, second vice-president; Albert A. Lourie, secretary; Julian Rifkin, treasurer; Nathan Yamins, national delegate, and Norman Glassman, board chairman.

Ray Feeley was appointed executive secretary for the tenth consecutive year. The executive board now includes Katherine Avery, W. Leslie Bendslev, A. Viola Berlin, Leonard Goldberg, David Hodgdon, Fred Markey, Walter E. Mitchell, Daniel Murphy, Samuel Resnik, Ted Rosenblatt, Meyer Stanzler, Andrew Tegu, Charles Toby and Lloyd Clarke. Francis Perry, a past president, was made an honorary member of the group.

National Theatres Lists Quarter Net Of $655,582

HOLLYWOOD.—National Theatres, Inc., and its voting controlled subsidiaries have reported a consolidated net income for the quarter ending Dec. 26 of $655,582, or 24 cents per share on 2,769,486 shares of outstanding stock. Figures are ahead of the net of $544,697, or 20 cents per share, reported for the same quarter of the previous year.

In reading the report to stockholders, Charles P. Skouras, president, disclosed a net gain of $19,000, resulting from the disposition of theatres. Skouras stated that competition from television had stabilized itself.

CinemaScope Holds On Double Bill

CHICAGO.—Despite reports that attempts of the Rockne Theatre here to gain permission to show second features with CinemaScope films had been legally stopped, the theatre is reported to have opened 20th-Fox's "How to Marry a Millionaire" on a double bill with M-G-M's "Easy to Love." Report notes that "Love" is slated to be replaced by Columbia's "Miss Sadie Thompson" for the second week of "Millionaire."

According to an earlier report, the request for an injunction filed by Richard Orlikoff, theatre's attorney, to restrain 20th-Fox and M-G-M from prohibiting twin bookings with their CinemaScope films had been dismissed last week by Judge Sam Perry. Orlikoff was said to have been refused a trial date for double bookings on "Millionaire" and "King of the Khyber Rifles."

Five Color Features, Six Featurettes Given Dates Through April By Para

Paramount will release five Technicolor features and six three-reel featurettes through April, according to A. W. Schwalberg, Paramount Film Distributing Corp. head. The mystery-adventure featurettes, starring Paul Douglas, comprise a specially-produced series titled "Calling Scotland Yard." If they are well received, the three-reeler will become standard at Paramount, Schwalberg stated.

Features coming from Paramount include "Jivaro" and "Money From Home" in February, and "Red Garters," "The Naked Jungle" and "Casanova's Big Night" in March and April. "Casanova" is the company's Easter release, with Bob Hope and Joan Fontaine topcast.

The three-reel films were produced to accompany the "bigger" and "longer" features now being leased at film studios, according to the distributing company head. They are "ideally designed to round out a program," he stated.

Mandel In COMPO Post

Harry Mandel, national director of advertising and publicity for RKO Theatres, has been elected chairman of the COMPO press relations committee, succeeding Maurice Bergman of Universal, who resigned last month. Harry Goldberg of Stanley Warner Theatres was named to Mandel's former position as one of the committee's two vice-chairmen, the other being MPIC's Art Arthur.

"Journal" Prize Awards

Cash prizes totaling $1,000 were presented this week to the 15 winners of the New York "Journal-American" contest to determine the best pictures and performers of 1953. First prize of $500, presented at a cocktail party at the Radio City Music Hall, went to Vincent Menzo, of Jersey City, whose selections matched those of paper's critic, Rose Pelswick. Other prizes were for $250, $100, $50 and 10 of $10 each.

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I HAVE JUST COMPLETED MY FIRST SEVEN DAYS OF THE ROBE WITH COMPLETE STEREOPHONIC SOUND, MIRACLE MIRROR SCREEN AND AUDITORIUM SPEAKERS AND AM HOLDING FOR ANOTHER SEVEN DAYS, THE FIRST TIME IN 23 YEARS A PICTURE EVER PLAYED MORE THAN SIX DAYS. I AM NOW CONVINCED THAT THE ONLY PROPER WAY TO PRESENT CINEMASCOPE IS BY UTILIZING ALL FOUR SOUND TRACKS THRU AUDITORIUM SPEAKERS AND THREE BACKSTAGE SPEAKERS, AND AM READY TO ADMIT I WAS WRONG IN ASKING FOR ONE-CHANNEL SOUND. I COULD NEVER PRESENT THE ROBE AS WONDERFULLY AS I DID OR GET SUCH AUDIENCE ACCLAIM WITHOUT THE STEREOPHONIC SOUND. BUSINESS WAS 525% OVER NORMAL FIRST WEEK. PLEASE ACCEPT MY HUMBLE APOLOGY FOR WRONGLY INSISTING ON SINGLE-TRACK SOUND EVEN THOUGH I ONLY HAVE 540 SEATS.

LEO T. JONES

Staff Reviews

"New Faces"

(20th-Fox) CinemaScope Color 93 Min.

Cast: Ronny Graham, Robert Clary, Alice Ghostley, Eartha Kitt.

Credits: Produced by Edward L. Alperson; Directed by Harry Horner; Based on the Broadway revue presented by Leonard Sillman.

"New Faces" is a laugh-provoking and tuneful musical revue, possessing entertainment suitable for the entire family in a format that guarantees variety in presentation. Like the Broadway musical revue on which it was based, the film varies musical number with comedy skit throughout. Unlike the Broadway version, picture uses a wisp of a plot to bridge many of the sequences. Photographed in color and in CinemaScope, which shows off the dance routines to great advantage, "New Faces" has moments of sparkle, wit, humor and verve; a little of each should strike home with everyone. A sneak preview audience at Skouras' Academy of Music Theatre, N.Y.C., chuckled and guffawed during comic moments.

Although a number of the performers in this revue display ample talent, only one, the songstress Eartha Kitt, sports a name that means something at the box office. Miss Kitt appears in several sequences; she renders some of the tunes that rose to fame with her and some which failed to become popular. Comic interpretations of other songs are delivered by Alice Ghostley and Robert Clary. Latter also appears in some of the skits. The humor in these is largely of the sophisticated type. Satires are presented on "Death of a Salesman," the novelist Truman Capote, the radio interview with celebrities, etc. Big city audiences will best appreciate these portions.

"Rhapsody"

(M-G-M) Technicolor 115 Min.

Cast: Elizabeth Taylor, Vittorio Gassman, John Ericson, Louis Calhern, Michael Chekhov, Barbara Bates. Richard Haceman, Richard Lupino.

Credits: Produced by Lawrence Weingarten; Directed by Charles Vidor; Screen play by Fay and Michael Kanin; Adaptation by Ruth and Augustus Goetz; Based on the novel, "Maurice Guest," by Henry Handel Richardson.

Lushly romantic in its portrayal of a love story in which a pair of long-haired musicians and a rich man's spoiled daughter are the principals, "Rhapsody" is neatly grooved for top playing time in the general market. Results should be profitable since the film's name draw, Elizabeth Taylor, is wisely cast in a role that suits her screen requirements to a tee. In "Rhapsody," Miss Taylor is given also a vast wardrobe which she shows off well in Technicolor. And the story creates a certain amount of suspense over the question of which leading man she will choose for her own at the climax.

Those who like the popular musical classics will hear enough Mendelssohn, Tchaikovsky and Rachmaninoff from the sound track to satisfy their cravings. Selections are brought into the story by way of the leading men, Vittorio Gassman and John Ericson, who play struggling musicians. Gassman figures as Miss Taylor's first love. He rejects her when he reaches the threshhold of success. She takes poison. Revived by Ericson, who offers her a devoted love, Miss Taylor marries him on the theory that it is better to receive love than to give love. But in her selfishness, Miss Taylor destroys Ericson's musical aspirations. She, desirous of winning back Gassman, then helps Ericson to artistic success to free her conscience from guilt. Although she would leave him for Gassman at this point, she finds that her true love remains with Ericson.

Contributing to the proper atmosphere for this story are settings in St. Moritz, Zurich and Paris. Scene shifts and costume changes are frequent and serve to compensate for the composite of sentimental cliches of which the plot is constructed.

"The Naked Jungle"

(Paramount) Technicolor 95 Min.

Cast: Eleanor Parker, Charlton Heston, Abraham Sofaer, William Conrad, Romo Vincent, Douglas Fowley, John Dierkes.

Credits: Produced by George Pal; Directed by Byron Haskin; Screen play by Philip Yordan and Ranald MacDougall; Based on a story by Carl Stephenson.

Producer George Pal has come forth with an intriguing Technicolor jungle yarn that begins with an off-beat romance between Charlton Heston and Eleanor Parker and climaxes on another off-beat note: a horrifying attack by hordes of soldier ants—tiny killers that devour every living thing in their path. Latter portion of the picture, vividly executed by means of special effects, provides top-drawer melodrama and a sensational exploitation peg for action spots. The Heston-Parker romance, on the other hand, contains enough unusual situations to satisfy more sophisticated audiences. These earlier episodes, paced slower than the ant invasion sequences, also provide the climax with a highly suspenseful build-up.

Particularly unusual in "The Naked Jungle" is the by-play between the hero and heroine. Miss Parker, arriving in a South American jungle outpost to meet her husband, Heston, for the first time (they were married by proxy), discovers herself to be the first woman in his life. As such, she receives a mixed reaction, then a rejection when Heston learns she was previously married. This stalemate is, of course, mechanically resolved once the ants close in.

Action fans will find the final sequences a sheer delight. When the soldier ants take over, scenes of devastated jungle, skeletonized corpses and panic-stricken natives fill the screen. In Technicolor, the special effects register with so much conviction that viewers will begin itching in their seats. And the word-of-mouth which these scenes will generate should be terriffic.

"Riot In Cell Block 11"

(Allied Artists) 80 Min.

Cast: Neville Brand, Emile Meyer, Frank Faylen, Leo Gordon, Robert Osterloh, Paul Frees.

Credits: Produced by Walter Wanger; Directed by Don Siegel; Written by Richard Collins.

Topical in theme, packed with action and literally tingling with suspense, this tale of a convict uprising for better living conditions in a western state prison should score a tremendous box office bulls-eye in the general market. "Riot In Cell Block 11" is exciting and highly engrossing, and informative, as well. Under Walter Wanger's supervision, the picture carries a strong exploitation potential in the various riots, convict uprisings, beatings and crowd scenes. Yet there is a great deal of understanding displayed in the script and the direction for the plight of men who are in some instances treated like wild beasts.

In depicting the riot, which eventually mushrooms over most of the prison, dramatic emphasis is placed on the individual as well as the group. A similar balance is maintained when the story deals with the prison authorities. Thus stereotyped characterizations are avoided and a true-to-life effect, in which suspense can best thrive, is achieved. A newsreel-type beginning tags the plot to the series of rebellions which broke out last year in prisons where inmates felt that their treatment was harsh.

"Riot" begins with a group of convicts breaking loose from their cells, taking guards as hostages and demanding reforms and no punishment from the warden in return for the hostages' lives. Their demands are eventually agreed upon by the governor, but not before the state police arrives to quell a chain-reaction of uprisings. Climax has the convict leader facing an extra 30-year sentence since the state legislature refuses to recognize a prisoner's agreement with a governor.

"Creature From The Black Lagoon"

(Univ.-Int'l.) 3-D 79 Min.

Cast: Richard Carlson, Julia Adams, Richard Denning, Antonio Moreno, Nestor Paiva, Whit Bissell.

Credits: Produced by William Alland; Directed by Jack Arnold; Story by Maurice Zimm; Screen play by Harry Essex, Arthur Ross.

It has been some time since a worthwhile horror picture like this one has come along and it appears it will be accepted with enthusiasm. The scarifying qualities are sufficiently in evidence here to give rather complete satisfaction. The suspense element is cleverly rigged up to bolster the imaginative story, while production is plenty exploitable. A clever showman will readily spot its possibilities. There is first rate underwater camerawork with demonstrations of quite remarkable swimming prowess.

From the Devonian past Antonio Moreno, a scientist, comes upon the skeletal remains of an amphibious creature in the back reaches of the Amazon River. He shows his find to Richard Denning, Carlson and Miss Adams. An expedition sets out. A series of violent, gruesome experiences befalls the group as they encounter a living specimen of a Gill Man. Said Gill Man later kidnaps Julia. She is saved. The monster is killed by rifle fire and lost. The expedition returns to report its findings after a bad time in The Black Lagoon.

"Duffy of San Quentin"

(Warner Bros.) 78 Min.

Cast: Louis Hayward, Joanne Dru, Paul Kelly, Maureen O'Sullivan, George Macready, Horace MacMahon, Irving Bacon, Joel Fluellen.

Credits: Produced by Berman Swarttz, Walter Doniger; Directed by Doniger; Screen play by Doniger; Story by Swarttz and Walter Doniger; Based on the book by Clinton T. Duffy and Dean Jennings.

A compact and exploitable dramatic package is set out here and it easily stands to attract that audience that has in past times turned out in numbers for a looksee at prison life and the problems that beset both inmates and keepers. It has been done before, and effectively. Repeated in this case it should make for a similar performance. The Duffy of the title is a real life person. With added trimmings and other necessary trivia to augment the personal story, the script holds up smartly. Performances are solid.

Paul Kelly is in the title role. He becomes warden at the California institution on a probationary basis. He immediately seeks to make changes in policy and the handling of disciplinary cases. Louis Hayward is in prison due to a frame perpetrated by George Macready, a prosecutor. Joanne Dru comes to San Quentin as a nurse and Hayward is one of her three aides. The day finally comes when Macready shows up to serve time. He is almost killed but Hayward saves his life. In return, Macready promises to file an appeal and help other men with their legal problems. Romance and marriage are in the cards for Jeanne and Louis.

(*Continued on page* 13)

EXHI-BITS

Brandt Buys 18 Theatres

Brandt Theatres announced the purchase of 18 New Jersey theatres of the St. Cloud Amusement Corp. from Harvey Newins, Irving Wormser and Warner H. Mandell. Situations will continue under the general managership of Frank Fowler, and six theatres will be equipped immediately with stereophonic sound. Houses are located in Belvidere, Blairstown, Clinton, Flemington, Franklin, Frenchtown, Hackettstown, High Bridge, Lambertville, Newton, Sparta, Sussex and Washington.

Ozoner Sound System

DALLAS.—A single speaker sound system, said to be effective with CinemaScope or any of the other new processes in drive-ins has been announced by the International Drive-In Theatre Owners Association. Announcement follows the request for such a speaker made last June by the group's president, Claude Ezell. Latter commented that the speaker marks the second major technical advancement for ozoners, the first being a giant fiber glass screen.

Lopert Manages Houses

The Astor, Victoria and Bijou Theatres, N.Y.C., will be placed under management of Lopert Films Inc., March 1, according to an announcement by Robert W. Dowling, president of City Investing Co. Booking for the theatres will be undertaken by Max Fellerman, who will join the company as Ilya Lopert's assistant.

Downing Heads Dinner

Russell V. Downing, president and managing director of the Radio City Music Hall, N.Y.C., has been named chairman of the dinner committee for the New York Variety Club's First Annual Heart Award Dinner, honoring William J. German, president of the club's Foundation to Combat Epilepsy. German was reported the unanimous choice to get the first heart award. Dinner is scheduled for May 6 at the Waldorf-Astoria Hotel.

Academy Awards Nominees Listed

HOLLYWOOD.—Nominations for the 26th annual Academy of Motion Picture Arts and Sciences Awards were disclosed this week. Final voting of the Academy members on the "Oscars" will be revealed March 25 in proceedings to be telecast and broadcast nationally from the RKO Pantages Theatre here.

For the best motion picture the nominees include Columbia's "From Here to Eternity," produced by Buddy Adler; M-G-M's "Julius Caesar," produced by John Houseman; 20th-Fox's "The Robe," produced by Frank Ross; Paramount's "Roman Holiday," produced by William Wyler, and Paramount's "Shane," produced by George Stevens.

Vying for the best actor prizes are Marlon Brando for "Caesar," Richard Burton for "The Robe," Montgomery Clift for "Eternity," William Holden for Paramount's "Stalag 17," and Burt Lancaster for "Eternity."

Best Actress Slate

In the best actress category the candidates include Leslie Caron for M-G-M's "Lili," Ava Gardner for M-G-M's "Mogambo," Audrey Hepburn for "Holiday," Deborah Kerr for "Eternity," and Maggie McNamara for UA's "The Moon Is Blue."

For best supporting actor the contenders are Eddie Albert for "Holiday," Brandon de Wilde for "Shane," Jack Palance for "Shane," Frank Sinatra for "Eternity," and Robert Strauss for "Stalag."

Nominees for best supporting actress include Grace Kelly for "Mogambo," Geraldine Page for Warner Bros.' "Hondo," Marjorie Rambeau for M-G-M's "Torch Song," Donna Reed for "Eternity," and Thelma Ritter for 20th-Fox's "Pickup On South Street."

Nominated for the best director of the year are Fred Zinnemann for "Eternity," Charles Walters for "Lili," William Wyler for "Holiday," George Stevens for "Shane," and Billy Wilder for "Stalag."

Clearer Windshields Sought For Autos

Windshields with heavily darkened sun shades cut the vision of drive-in patrons in the front seat by 50 percent, "while the people in the back seat can't see at all," according to Phil Isley, Texas Allied president, who has predicted that unless the tinted windshield problem is rectified, drive-ins would be out of business in five years.

Isley urged Claude Ezell and the International Drive-In Theatres Association to "take immediate action" with the Automobile Manufacturers Association "to safeguard the future of the drive-in theatre." The theatre executive stated that if tinted windshields continue to be installed as standard equipment, he saw disaster ahead for the ozoner.

Variety Conclave Begins March 22

Plans are rapidly being completed for the upcoming convention of Variety Clubs International, to be held at the Hotel Adolphus, Dallas, March 22-25. Conclave, which the group expects to attract 1,500 show people, is slated to be a "gala combination of entertainment and inspiration for barkers all over the world," according to John Rowley, convention's general chairman.

Business sessions, luncheons and special events for the ladies have been set up for those attending the meet. Luncheons will honor representatives, canvassmen and chief barkers, with the Hearst presentation session on March 24 to be covered by television and newsreel cameras.

Other events on the agenda include a Frontier Festival sponsored by the Pepsi Cola Co. It will feature entertainment and refreshments, all arranged in western style. A Boys' Ranch Roundup, sponsored by the Coca Cola Co., will call attention to Dallas, Tent 17's favorite charity work. Week will be climaxed by the Humanitarian Award Banquet.

Working with Rowley on the affair are the following committee chairmen: Albert H. Reynolds, registration and hotel committee; C. A. Dolsen, greeters committee; Meyer Rachofsky, financial; Ronald Martin, transportation; Mrs. John Rowley, ladies; Charles E. Darden, Boy's Ranch program, and Kendall Way, Variety Club Rooms program.

FILMS TELEVISED FEB. 6 to FEB. 19

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
The Agitator	Mary Morris	
August Week End	Valerie Hobson	Chesterfield Pic. 7-18-36
The Basketball Fix	John Ireland	Realart Pic. 9-25-31
Canterville Ghost	Reggie Sheffield	MGM 5-31-44
Charlie Chan At The Olympics	Warner Oland	Fox 10-18-37
Charlie Chan in France	Sidney Oland	Fox 2-27-40
Curley	Frances Rafferty	
Dead Men Tell	Sidney Toler	Fox 4-18-41
Fifteen Wives		Invic. Pic. 7-17-34
Fighting Phantom	Kent Taylor	
Fighting Westerner	Randolph Scott	
Four In A Jeep	Ralph Meeker	UA 6-12-51
I Am A Stranger	Greta Gynt	
I Stand Accused	Robert Cummings	Rep. 10-19-38
King High	Preston Foster	
The Lady In Scarlet		Chesterfield Pic. 12-21-35
Meet Me At Dawn	William Eythe	Fox 3-17-48
Meet The Missus	Alan Ladd	Rep. 11-25-40
Mr. Lord Says No	Stanley Holloway	
Murder At 3 A.M.		
Murder Over New York	Sidney Toler	Fox 12-6-40
Night Beat	Maxwell Read	Action Pic. 12-27-31
Outlaw of the Plains	Buster Crabbe	PRC 10-1-46
Private Submarine		
The Ringer	Herbert Lom	First Div. 6-5-32
Sin Of Lena Rivers	Charlotte Henry	Tiffany Pic. 4-3-32
Thunder Pass	Gilbert Roland	
Twin Husbands		Chesterfield Pic. 5-9-34
Valley of Vengeance	Buster Crabbe	PRC 8-28-44
Westward Trail	Eddie Dean	Eagle Lion 2-24-48
Whistle Stop	Ava Gardner	UA 1-7-46
Wonder Dog	David Bruce	

Second 20th-Fox Oil Well

HOLLYWOOD.—It's an old story about 20th Century-Fox discovering oil in its own back yard, but a new twist was added this week when disclosure was made that Universal Consolidated Oil Co., firm doing the drilling, found "a new deep oil and gas zone at approximately 7,000 feet."

New Disney CS Device

The first CinemaScope camera view-finder to correct the anamorphic image for the photographer focusing the scene has been developed at the Walt Disney studio according to a company report this week. The new device expands the image as it will be seen on the theatre screen. It is being used in Disney's current feature, "20,000 Leagues Under the Sea," starring Kirk Douglas in CinemaScope.

High Court Rejects F&M, Partmar Damage Suit Against Para Pictures

WASHINGTON.—The Supreme Court in a seven to two decision threw out last week the Partmar and Fanchon & Marco treble damage suit against Paramount. The majority held that the District and Appeals Court were right in holding the issues had been decided in Paramount's eviction suit against Partmar, won by the latter.

Paramount has been seeking to cancel the Partmar franchise on the Paramount Theatre, Los Angeles, on the grounds of illegality, with Partmar refusing to vacate. The film company sued to repossess the theatre, and Partmar filed counterclaims seeking treble damages and injunctive relief.

Justice Reed, writing the decision for the majority, said that Paramount had been "in the anomalous position of attempting to prove that its agreements with Partmar violated the anti-trust laws." He reminded that Partmar had "contended in brief and in argument that the lease of the theatre and the franchise for 'first-run' exhibitions did not in any way violate the Sherman Act."

The majority agreed with the District Court holding to the effect that there was no "substantial evidence of a conspiracy." It based its decision on "res judicata," meaning that the grounds for the counterclaims had already been disposed of in the eviction action.

Chief Justice Warren, dissenting, held that Paramount had attempted to take advantage of its own anti-trust violations by attemption cancellation of "a valuable lease." Justice Black joined in the dissenting opinion. Warren denied that the conspiracy issue was litigated in the eviction suit and that Partmar and Fanchon & Marco had a full opportunity to litigate that issue.

Metro Anni Press Book

A press book designed to acquaint exhibitors with ideas and plans whereby they can participate locally in M-G-M's 30th anniversary Jubilee has been distributed by the film company. Book contains a variety of national stunts and promotions, for each of which several local level tie-ups are suggested.

Paramount Votes Dividend

The board of directors of Paramount Pictures has voted a quarterly dividend of $.50 per share on common stock payable March 29 to holders of record March 15.

Reds At Record Minimum Within Picture Industry, House Committee Reports

WASHINGTON.—No major industry in the world employs fewer Communists than does the film industry, according to the House Unamerican Activities Committee annual report. However, the Committee is "aware" that some former Communists may be conspiring within the industry, and "every effort will be made to disclose" their work.

The report noted that the attitude of the industry toward the Committee investigations had originally been hostile, because of "an honest misunderstanding of the extent to which the industry has been infiltrated by the Communist Party." . . . It added that as facts became known, "a measure of greater cooperation was afforded the Committee in its work."

The latter-day co-operation of the industry, plus the testimony of screen writer Silvia Richards were praised in the report. Miss Richards' testimony noted that former Communist Party members could testify freely about their changed political thinking because no stigma or penalty was attached.

Also praised by the Committee was the Motion Picture Alliance for the Preservation of American Ideals and other such organizations. These groups have given encouragement to "individuals who were former members of the Communist Party to testify fully and freely."

The report ridiculed the charges of "Communists and fellow-travelers" to the effect that the Committee is compiling a blacklist. "The absurdity of this charge is obvious when it is considered that these individuals, of their own accord and volition, joined the Communist conspiracy," the statement read.

Additionally cited was testimony of Harold A. Hecht, who said that it is the Communists who do the blacklisting. The report added "that in those rare instances in which the Communist Party was successful in gaining control of various phases of the motion-picture industry, it exercised a very thorough blacklisting of individuals who were not Communists."

Heston Nets Moses Role In "Commandments"

Hollywood. — Biggest casting news to break this year came this week from Paramount, where Cecil B. DeMille announced that Charlton Heston will portray Moses in his forthcoming "The Ten Commandments."

Heston was selected for the part due largely to his "remarkable resemblance to artists' portraits" of the great prophet, Paramount disclosed. "Heston has many qualities, both physical and mental which make him the ideal choice," DeMille said.

Court Review Of Griffith Case Asked By Exhibitor

WASHINGTON.—The Supreme Court was asked last week to review a damage suit against Griffith Consolidated Theatres by an Oklahoma exhibitor. Latter, who operated two houses in Mangum, Okla., in the thirties, claims he was driven out of business by the anti-trust violations of which the circuit has already been found guilty.

The exhibitor, owner of Duffy Theatres, argues that he was forced to sell the circuit one of his houses in April, 1938. Griffith's case, based upon the fact that Duffy signed a release waiving all claims at the time of the sale, was upheld by the District and Appeals Court. Duffy declares the waiver void, since it was an "integral part" of Griffith's violation of the Sherman Act.

Ways And Means Ruling Aids Production Abroad

WASHINGTON.—The House Ways and Means Committee has approved proposed tax changes benefitting film companies producing pictures abroad or owning theatres overseas. The committee also voted to do away with the over-all limit on foreign tax credit, but has retained the country-by-country limit, the reverse of the action asked by the MPAA.

The tax rate on overseas earnings of U. S. corporations actually engaged in business activity overseas would be dropped from 52 percent to 38 percent. These same corporations would be permitted to delay tax payments till foreign earnings have been remitted. Companies merely distributing films abroad do not benefit from the rulings.



Staff Reviews

(Continued from page 10)

"Genevieve"

(Univ.-Int'l.) Technicolor 86 Min.

Cast: John Gregson, Dinah Sheridan, Kenneth More, Kay Kendall, Geoffrey Keen.

Credits: A J. Arthur Rank Organization Presentation; A Henry Cornelius Production; Produced and directed by Cornelius; Story and screen play by William Rose.

This bubbling British Technicolor comedy will supply art house audiences with a continuing fountain of chuckles and a generous portion of belly laughs as it relates the shennanigans of vintage car enthusiasts. An unusual and imaginative script should stimulate word of mouth for the production, compensating for the lack of star names in the cast. Plot concerns the fanatical devotion that two men feel for their ancient cars, and tho deep resentment of their women. While most of the film is concerned with a race between two cars, the situation almost never wears thin because the four characters manage to vary the mood with expert ease.

At times the film is played straight slapstick, as the cars fall into ditches, bump into other autos and encounter a multitude of difficulties. In other parts, the film takes on the air of sophisticated comedy, with the characters given some highly amusing and literate lines. The beginnings of a marital mix-up also enter into the proceedings, but the picture soon returns to the ancient car theme. Film is considerably strengthened by fine small touches and bright use of color.

●

"Tennessee Champ"

(M-G-M) Ansco Color 73 Min.

Cast: Shelley Winters, Keenan Wynn, Dewey Martin, Earl Holliman, Dave O'Brien, Charles Buchinsky, Yvette Dugay, Frank Richards, Jack Kruschen.

Credits: Produced by Sol Baer Fielding; Directed by Fred M. Wilcox; Screen play by Art Cohn; From short stories by Eustace Cockrell.

A blend of boxing, religion and humor are served up in this Ansco Color production, which should serve best as supporting fare on the double bill. Plot concerns the meteoric rise to boxing fame of Dewey Martin, a preacher's son fighting to earn enough money to rebuild his father's church. For the fight fans, there are a great many ring sequences interspersed among the footage. Most of the humor is supplied by the wisecracks of Shelly Winters, as a wife grown tired of the constant conniving of her promoter husband, Keenan Wynn.

In contrast with the angling that is depicted as accompanying the fight business, a strong religious theme underlines the film's plot. Martin, a highly unconventional fighter, wins his bouts because he believes the Lord is in his corner. In one scene he tells the Biblical story of Daniel to a group of religious devotees in a tabernacle, with Shelley and Wynn fervently responding. At times there is a positive homespun flavor to this accent on religion; at other times the incongruity seems to get out of hand.

●

"Hell's Half Acre"

(Republic) 90 Min.

Cast: Wendell Corey, Evelyn Keyes, Elsa Lancaster, Marie Windsor, Nancy Gates.

Credits: Associate producer, John H. Auer; Directed by Auer; Screen play by Steve Fisher.

"Hell's Half Acre" has an idea that would have made a great motion picture. Somewhere along the line in its development the idea stopped growing and as a result we have here a run-of-the-mill murder melodrama, which has as its best exploitation factor the fact that it was shot in Honolulu. What could have been a top "A" feature here is at best, through its stars names, Wendell Corey, Evelyn Keyes and Elsa Lancaster, just a supporting feature. Highlight of the film is the use made of the Hawaiian backgrounds and the technical assistance of the famous Don the Beachcomber, who is probably responsible for the capturing of what island color there is in the picture. Corey manages to inject a lot of human values in his part that are not there in the writing and it is his acting that adds to the film's believability.

Evelyn arrives in Honolulu from California after she has heard a song whose lyrics remind her of her husband of a few days, who was killed at Pearl Harbor. She becomes enmeshed with the song writer Corey, who is a retired racket boss and owner of a luxurious island nightclub. After Corey assumes the blame for the murder of a former associate, which was really committed by his girl friend, Nancy Gates, who is killed in turn by Philip Ahn, tho plot comes to a boil. Just before Corey goes to his death after squaring everything, Evelyn learns that he is her long lost husband. However, as Corey wishes, she promises to tell a son from their brief marriage that his father died at Pearl Harbor.

●

"Personal Affair"

(United Artists) 82 Min.

Cast: Gene Tierney, Leo Genn, Glynis Johns, Walter Fitzgerald, Pamela Brown, Megs Jenkins.

Credits: A J. Arthur Rank Organization presentation; Produced by Antony Danborough; Directed by Anthony Pelissier; Written by Lesley Storm; Based on her own stage play.

Here is one of those rare adult dramas which the British create so well—this about young love and mistaken motives—that fare tremendously at art houses. "Personal Affair" boasts a powerful, true-to-life story, suspensefully detailing the events in the life of a school teacher when an adolescent girl student of his mysteriously vanishes. Excellently contrived and written, and brilliantly enacted by a top British cast, picture contains a general audience assist in the appearance of Gene Tierney, who plays the teacher's wife.

Plot gets off to a swift start in revealing the crush the student, Glynis Johns, has on her teacher, Leo Genn. When Miss Johns disappears, the townspeople circulate the rumor that Genn did her in. He loses his job, almost his wife, as a result. But Miss Johns returns; she had visited a friend in London. Upshot is that Genn and Miss Tierney reconcile and Miss Johns' upbringing is given more attention.

●

"The Holly and The Ivy"

(Pacemaker) 80 Min.

Cast: Ralph Richardson, Celia Johnson, Margaret Leighton, Denholm Elliott, Hugh Williams, John Gregson.

Credits: A London Films Production; Produced by Anatole de Grunwald; Directed by George More O'Ferral; Screen play by de Grunwald; From a play by Wynyard Browne.

A domestic drama about a middle-aged parson who finds himself out of touch with his children is unspooled in absorbing, literate terms in this British production. A profitable art house play-off should be assured. As marquee names for this market, the credit sheet boasts Ralph Richardson, one of England's greatest actors, Celia Johnson and Margaret Leighton. All three, plus the other cast members, turn in compelling performances.

Events in this film catch fire slowly and never explode in the true sense of the word. But what occurs in the way of drama is none the less interesting. Richardson, as the parson, invites his offspring and other relations to Christmas dinner; soon after it is seen that each hides a personal problem, for not one of the children has been able to bare his or her soul to him. He finally acknowledges this situation, then sets about rectifying his mistakes by giving them counsel.

●

"Turn the Key Softly"

(Astor Pictures) 81 Min.

Cast: Yvonne Mitchell, Terence Morgan, Joan Collins, Kathleen Harrison, Thora Hird, Dorothy Alison, Glyn Houston, Geoffrey Keen, Russel Walters, Clive Morton.

Credits: Executive producer, Earl St. John; Produced by Maurice Cowan; Directed by Jack Lee; Screen play by Lee and Cowan; From the novel by John Brophy.

Art houses and general audience theatres with a British film following should provide the best bets for this highly absorbing account of three London female ex-convicts. Film lacks any name stars, but it does come up with an offbeat theme as it follows the women for their first 12 hours of freedom. The three stories are set in different moods and the film cuts back and forth among them. Included in the episodes are moments of suspense, humor and poignancy.

Tales feature a beautiful young woman who has been drawn into the clutches of a handsome scoundrel, a reformed young girl of the streets, and a lovable old lady who can't resist the urge to shoplift. During the first day of their new life, each of the women is faced with a major problem. The two younger ones succumb for a while to the old temptations but finally overcome them. The older woman is killed while chasing her dog. Interest is very well maintained throughout by having the episodes interact upon each other right through to the climax.

●

"White Fire"

(Lippert) 81 Min.

Cast: Scott Brady, Mary Castle, Gabrielle Brune, Ferdy Mayne.

Credits: A Tempean Production; Produced by Robert S. Baker and Monty Berman; Directed by John Gilling; Screen play by Paul Erickson and Gilling; Story by Erickson.

"White Fire" is a melodrama that gets so involved that it takes a lot of deep thought to follow the plot line and actions of the characters. Despite the fact that Scott Brady delivers a hard-hitting performance, and co-star Mary Castle, who bears such a close resemblance to Rita Hayworth, does a good job of acting, the feature stacks up as an average program entry. Filmed in London, this film's chief obstacle is a contrived script and some of the most poorly staged fights ever screened. Strongest assets of the feature are some top-notch direction that keeps things moving fast, plus excellent photography.

Brady, officer on an American merchant ship, takes a leave to see his brother. However, his brother has disappeared and after he meets Mary Castle and some of her cohorts, he learns that his brother is about to be executed for murder. Despite the machinations of a clever gang headed by Colin Tapley, Brady manages to prove his brother's innocence and expose his brother's attorney, Tapley, as the head of a band of jewel thieves. Then Mary and Brady board his ship together, heading back to the U. S. and their future.

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Two Indies Sign Pacts With UA

A minimum of seven Hecht-Lancaster films, costing more than $12,000,000, will be released through United Artists, according to announced terms of a two-year contract concluded last week.

Meanwhile, a pact assuring UA of delivery of 12 additional films was entered into between Edward Small, independent producer, and Krim. Under terms of the agreement, one picture will be delivered each month during 1955.

Pictures, in addition to the 14 already or about to be delivered under a prior agreement, will include a minimum of two from Clarence Greene and Russell Rouse and at least one from Arthur Gardner and Jules V. Levy.

The seven films on the 1954-55 Hecht-Lancaster schedule include "Bronco Apache," Technicolor western starring Lancaster; "Vera Cruz," Technicolor, starring Gary Cooper and Lancaster, "The Way West," with an all-star cast; "The Gabriel Horn," "Trapeze," "Marty," and "Operation Heartbreak," to be made abroad with a British star. Additional films may be included in the UA releasing set-up.

Walsh Leaves Para Post

Joseph A. Walsh, who has been with Paramount Pictures in various executive capacities since 1920, resigned over the weekend as head of the company's branch operations. He will take up residence in California. Walsh started with Paramount in the old Famous Players-Lasky Corp. days. He has served in financial, exhibition and distribution ends.

NEW APPOINTMENTS

MOREY MARCUS was elected vice-president in charge of sales for the Far East of Republic Pictures International Corp. Marcus formerly served as general manager of Republic of Japan and has worked in the foreign offices of M-G-M and Paramount.

LAWRENCE SEIDELMAN was appointed branch manager of Republic's Omaha office, succeeding Harry Lefholtz, resigned. Seidelman was upped from his position of senior salesman at the company's Milwaukee exchange. JAMES L. ECKER was named manager of the Salt Lake City office, succeeding Thomas McMahon, resigned. Ecker had been senior salesman at the Denver branch.

JACK LABOW, RKO's branch manager in Toronto since 1949, was promoted to the post of Canadian District Manager. Labow succeeded Carl Peppercorn, resigned. MEYER NACKIMSON was transferred as head of the Winnipeg office to succeed Labow in Toronto. The new Toronto chief joined the company in 1934 as a booker. The Winnipeg managership was given to BARRY MYERS, who had been a salesman in the office.

JOHN J. BERGEN, JR. was appointed vice-president in charge of TV, industrial and commercial films for Michael Myerberg Productions, Inc. Bergen, who remains vice-president of the investment firm of Bergen Co. and of the National Television Film Council, was formerly an officer with "Film Daily" and "Radio-Television Daily."

JOHN JOSEPH has resigned his post as director of publicity and advertising of Cinerama to become director of public relations for Hilton Hotels Corp. and Hilton Hotels International Inc. EVERRETT C. CALLOW, Stanley Warner ad-pub. director in Philadelphia, succeeds him.

MILTON M. SCHNEIDERMAN, veteran sales executive, was named managing director for United Artists in Japan, succeeding Robert M. Lury, resigned. Schneiderman served in a similar capacity for Universal during 1951-52.

CHARLES LEONARD, writer and publicity expert, was given the post of west coast public relations director for IFE. First campaigns being handled by Leonard are the west coast openings of "The Greatest Love," "Lnre of the Sila" and "The Golden Coach."

MYRON KARLIN was promoted from his post of M-G-M sales manager of Germany to that of manager of the company's Argentina office, succeeding Stuart Dunlap, resigned. Karlin previously managed the Venezuela office for M-G-M.

WOLFORD K. DOW was named manager of M-G-M of Indo-China, succeeding Al Kahans, resigned. Dow joined the company last year, and he has worked in M-G-M offices in Paris.

RUSS BOVIM, who has been managing Loew's State Theatre, St. Louis, was appointed division manager for Loew's in St. Louis, Kansas City, Memphis, New Orleans and Houston. A member of the company since 1923, Bovim succeeded Mike Cullen, who died recently. New City Manager for St. Louis is FRANK HENSON, formerly manager of Loew's, Akron.

SAM SHUBOUF succeeds Henson in Akron, while Shuboff's former post as manager of Loew's State, Cleveland, was taken over by ARNOLD GATES. Gates had been managing the Loew's Stillman, Cleveland, and that post went to FRANK MANENTE, former manager of the Esquire, Toledo. Atlanta and Nashville were added to the duties of MARTIN BURNETT, while FRANK MURPHY was given supervision of the Pittsburgh theatres.

WENDELL BJORKMAN was appointed west coast sales representative for the Buena Vista Film Distribution Co., Inc. with headquarters at Disney's Burbank studio. Bjorkman is a past RKO sales manager in San Francisco.

JOE DAVID, a pioneer in color film, was named director of production and quality control at Circle Film Laboratories, Inc. David has been connected with Consolidated, Precision and Mecca Film Laboratories.

Adams Heads Ohio Xhibs

CLEVELAND, O.—Horace Adams, of this city, has been elected president of the Independent Theatre Owners of Ohio at Cincinnati. Other new officers include F. W. Huss, Jr., Cincinnati, first vice-president; Horace Shock, second vice-president; Robert Wile, Cincinnati, secretary, and Charles Sugarman, Columbus, treasurer.

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Preem Lends Snap To "Garters"

Following elaborate ceremonies which constituted a "Texas-style" world premiere for Paramount's western musical, "Red Garters," the film company has set up a series of fashion and record tie-ups to boost other runs of the Technicolor film. Picture began its initial engagement in a dual booking at Interstate's State and Paramount Theatres, Austin, Texas.

A national tie-up was arranged between Paramount and Natlynn Junior Originals, a "junior miss" dress manufacturer, which should be going full scale by March. Natlynn has created six junior dresses inspired by the costumes worn in the film by Rosemary Clooney, Pat Crowley and Joanne Gilbert.

Hand in hand with the designing and manufacture of the new styles has gone a promotion campaign aimed at benefitting equally film runs and dress sales. Film's saturation bookings are to be matched by newspaper advertising, window displays, local fashion shows and television programs boosting the runs and the Natlynn line by department stores and dress shops.

Natlynn will provide the shops at no cost with a complete merchandising kit with glossy photographs of the "Red Garters" stars, mats, reprints, window suggestions, ad suggestions, departmental display ideas, salesgirls' tips and press releases. Campaign was kicked off last month when R. H. Macy, N. Y. C., featured the "Red Garters" dresses in street floor window displays.

A full page ad placed by Natlynn in "Women's Wear Daily" advised dress shops of details of the promotion. Manufacturer promised that Red Garters can lift stores' dress figures and carried a schedule of local market showings of the dresses.

Set Disc Promotion

Additional boosts for "Red Garters" runs should come via a tie-up with Columbia Records, which is releasing albums comprised of eight tunes from the film in all record speeds. The records, some of which came from the sound-track while others were specially cut, will also be sold individually.

Release of the records will be accompanied by an all-out promotion campaign on behalf of the music, with special emphasis on music store tie-ups and plugging of the songs by the nation's disc jockeys.

Newspapers in virtually every part of the state sent representatives to cover the feature's two-theatre world premiere and attendant celebrations, parades and ceremonies. Among the dailies giving on-the-spot coverage to the event were papers from Dallas, Waco, Austin, Fort Worth, Houston, Galveston and San Antonio.

The stars of the film and other Paramount officials made the trek to Austin for the festivities. Proceedings were presided over by Betty Virginia Lee, a local beauty from the University of Texas, who was elected "Miss Red Garters" in a contest. Miss Lee was selected from among 33 finalists whose photographs were sent in to Paramount's Dallas branch.

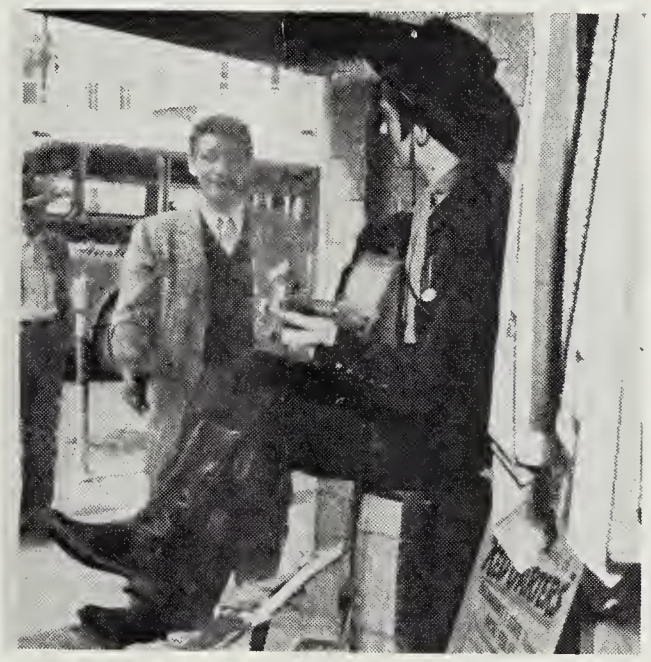
The visiting personalities were met by Miss Lee, the mayor, other city and state officials and hundreds of students from the University. They were escorted to a reception in their honor.

"Miss Red Garters" toured the state offer-

(*Continued on page* 30)



Gala festivities were held for the dual world premiere of Paramount's "Red Garters" at Interstate's Paramount and State Theatres, Austin, Texas. Appearing on the stages of both houses were Guy Mitchell, Pat Crowley, Gene Barry, Frank Faylen and Buddy Ebsen, all of whom appear with Rosemary Clooney in the Technicolor musical western.



Gene Barry eyes the costume he wore in Paramount's "Red Garters" but this time it's on a dummy's back. Costume figured in a men's store window promotion worked for the Paramount and State openings.



Welcoming Paramount's "Red Garters" stars are (l. to r.): John Bustin, local editor; Faylen, Sherrif T. O. Lang, Mitchell,, Barry, Pat Crowley and Raymond Willie, circuit official. Behind them are W. E. Hellums, Interstate executive, and Ebsen.



Gene Barry and Guy Mitchell pin red garters on the legs of University of Texas co-eds in a stunt designed to bally world premiere run of the Paramount musical at the Paramount and State Theatres, Austin, Texas.

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FLORINDA

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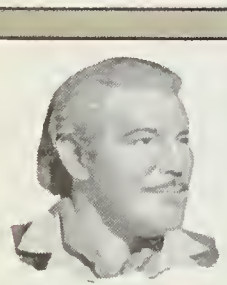
OLIVER HALE

Young and reckless . . . could face anything but the wrath of his brother.



CHARLES HALE

Autocratic, calculating . . . with a selfish ambition to rule a new empire.



HANDSOME BRUTE

A magnificent giant whose great strength was never used in violence.



TEXAS

A reformed drunk, loyal and lost . . . he could help all except himself.



SILKY

A gambler with a love for elegance . . . shrewd, but always a gentleman.

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the excitement against the
panorama of the most turbulent
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REGIONEWS

ALBANY

Variety Club voted a new scale of membership dues—$35 regular; $20 for salesmen; $10 for bookers. The Club recently entertained State Tax Comm. pres. Allen J. Goodrich, Deputy State Comm. Mortimer M. Kassel, and State Senator Fred G. Moritt, who informally discussed his bill providing an alternate plan in cases of films denied a license by the State Education Dept.'s Motion Picture Div. Senator Morritt is a partner in McDonald Pictures, currently releasing "Paris Express" and "So Little Time." Chief Barker Jules Perlmutter introduced Tomothy Anspack, who had turned over a $900 check, representing his commissions from a used car auction held for benefit of the Club's Camp Thacher Fund.

Stanley Kositsky, UA Buffalo mgr., a visitor to the local exchange, which he also supervises, was pleased with the three-week run of "Captain's Paradise" at the Delaware, Albany art house, to big business. . . . The 2700-seat Stanley moved into CinemaScope presentation with "Knights of the Round Table" for two weeks in Utica, where Charles Gordon's Olympic had the field to itself with Fox releases.

ATLANTA

One of the shortest anti-trust suits on record was that of L. K. Naas and John R. Sutton, Jr., owners of the Vogue, Orlando, Fla. Suit for triple damages of $600,000 against eight distributors and three exhibitor corporations was dropped when many inaccuracies were pointed out in plaintiff's bill of complaint at the initial hearing. . . . Henderson, Tenn. will vote on Sunday movies as result of petition by Chester County High School Parent-Teacher's Assn. for Sunday showings "to provide recreation for youngsters." . . . A. L. Reagan is new owner of the Center Theatre, Knoxville, Tenn. . . . Ringo Theatre, Ringold, Ga., closed because of poor business. . . . The Strand, Birmingham, Ala., reopened as the Newmar Theatre. The old Newmar will be rented out by Waters Theatre Co. for commercial use.

George Foreman was appointed distributor for Hallmark Pictures in the Atlanta and Jacksonville areas. He will be assisted by his son, just returned from Korea. . . . Mary Texas Hunt, who at the age of 12 managed the 800-seat Bocanita Theatre in Scottsboro, Ala., is a candidate for Secretary of State. . . . Clayton Theatre, Clayton, Ala., is now running only three days a week. . . . Cypress Drive-In at Tampa, Fla. has a new screen of concrete blocks, built to withstand winds up to 150 miles per hour. . . . J. B. Heard has again taken over operation of his Star Theatre, Roanoke, Ala., after leasing it out several times. . . . Mrs. J. B. Waters of the Pine Theatre, Sevierville, Tenn., is ill at Duke Hospital, Durham, N.C.

A wide screen was installed at the Strand, Kingsport, Tenn., also in Jimmy Biddle's Fay Theatre, Jasper, Fla. . . . E. M. Box, Jr. resigned as mgr. of the DeKalb and Strand, Ft. Payne, Ala., to devote full time to his insurance business. He is succeeded by Sam Miller, who managed the Grand in Tallapoosa, Ga., recently destroyed by fire. . . . Mr. & Mrs. Wm. Fulton have taken over the 301 Theatre at Bushnell, Fla. from L. R. Cross. . . . M. C. Talley, now with the Brevard Drive-In, Eau Gallie, Fla., is the son of M. C. Talley, a former partner in Talgar Theas. of Fla. . . . Fire damaged the Horne Theatre, Knoxville, Tenn. to the extent of $500. . . . New projection equipment was installed in the Crest Drive-In, Leesburg, Fla. . . . Alfred Starr, Bijou Amuse. Co., Nashville, Tenn., was named pres. of the Children's Museum organization. . . . G. E. Tate, co-owner of the Palace, Lakeland, Fla., passed away.



Pictured here before opening of the amusement industry's 1954 Brotherhood Dinner at the Waldorf-Astoria in New York are (l to r) Sterling Brown, v.p. of the National Conference, which sponsors the Brotherhood drive; Emanuel Frisch, national chairman of the industry's Brotherhood Week Committee; Gen. Lucius D. Clay, who presented World Brotherhood Gold Medal Award to U. S. Under-Secretary of State Robert D. Murphy, and Russell V. Downing, managing director of the Music Hall.

Nat William, owner of Enterprise Theas., with headquarters in Thomasville, Ga., will be host to bookers and mgrs. of Atlanta exchanges at the Variety Club on Feb. 23. . . . Charge of negligence on the part of Fun Lan Drive-In, Tampa, Fla., in demanding that customers drive in and out of the ozoner without using headlights, is the basis of a $30,000 suit for injuries sustained by Mrs. Charles F. Renfroe, and her child when their car was struck by another on the premises. . . . Fred Lee, mgr. of the Florida Theatre, Hollywood, Fla., will vacation with his wife in Hollywood, Calif. for a week as grand prize in Florida State's annual contest among its 60 odd mgrs.

The new Carib in Clearwater, Fla. has smoking lounges in the balcony equipped with rocking chair seats, while other seats are push-back. House is leased to Bay-Lan Theatre Corp. . . . Crescent Amuse. Co. was absolved of negligence in 14 of 17 damage suits based on a fire in the Princess Theatre, Columbia, Tenn. on Nov. 27, 1949. . . . Three Chattanooga, Tenn. area drive-ins are giving a gallon of gasoline to patrons when the temperature drops to 40 degrees or below at opening time. . . . Mid-Tenn. Amuse. Co. of Sparta, Tenn. has taken over the Rhea Drive-In at Dayton, Tenn. . . . The old Isis Theatre, Pensacola, Fla., built in 1914, is being stripped for conversion to commercial use.

BOSTON

American Theas. took a long lease on a new drive-in presently under construction on the Auburn-Oxford, Mass. line. It will accommodate 1,000 cars and is being built according to the ATC specifications. A mid-April opening is planned. . . . Prominent industryites from Boston and upper New Eng. attended the funeral of Abraham A. Spitz, who died in his 101st year. Spitz, who owned the Palace and Park theatres in Cranston, R.I. and was a partner in several others operated by Snider Circuit, was active until late last summer, when his health began to fail. . . . Adeline Struzziero, secy. at Ind. Exhibitors of New Eng., was married to Paul Carter of Braintree, Mass.

Jacob Asadorian is building a new ozoner on Route 38, Lowell, for 1,000 cars. He recently sold his Manchester, N.H. drive-in to the Yamins circuit. While Capitol Theatre Supply is installing the booth with RCA projection and sound, Asadorian himself designed the concession building, laid out the plans and supervised all construction. . . . J. Alcide Beaumiere, owner-operator of the Lincoln Theatre, Quincy Point, was appointed to the board of Immigration and Naturalization for the Commonwealth of Mass. by Gov. Herter. He is also pres. of the Anodyzing Corp. of Wollaston. . . . Jack Boyd, 40, mgr. of the Kingston Drive-In for E. M. Loew, died on Feb. 10 following an operation. On that day his wife gave birth to a daughter, their third child.

Charles Jandeau, projectionist at the

(*Continued on page 22*)

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35TH ANNIVERSARY 1919 UA 1954

BOSTON (cont'd.)

Rivoli, Roxbury, is in Boston City Hospital for surgery, while Louis Brown, salesman for National Screen, is in Veteran's Hospital for observation. . . . Charlotte Cutler, secy. to Herman Rifkin, has set March 21 for her wedding to Eli Handelman. . . . Robert Saef, son of New England Theas. publicist Jack Saef, will marry Marion Rideman of Brighton on June 16. . . . Samuel Pinanski, pres. of American Theas., was relected for a four year term to the board of directors of John Hancock Mutual Life Insurance Co. . . . Joseph A. Riley, asst. mgr. at the Paramount, Springfield, was married to June I. Jasmin of that city.



John P. Byrne, M-G-M 30th Anniversary Jubilee Captain, meets with the Boston key men to line up details in connection with the campaign. L to R: (seated) Byrne; Benn H. Rosenwald, resident manager; Maurice Wolf; (standing) salesman Ray Curran, Charles Repec, Ben Babchick (assistant manager), Roe Rahilly, Henry Scully and William Madden.

BUFFALO

A proposal by City Councilman Joseph Cooley for an additional 5% tax on theatre admissions was soundly defeated due in large measure to the efforts of Council pres. Elmer F. Lux, who also heads Elmart Productions. . . . Schine circuit reopened its 1508-seat Riviera at Rochester. . . . Area theatres and film exchanges are cooperating fully in plans for Brotherhood Week, Feb. 21-28. Francis X. Dohert heads the executive committee and Stanley Kositsky, UA branch mgr., is exhibitor chairman. . . . Walter W. Matcherre, 68, a motion picture operator for half a century, passed away. He was a past pres. of Local 233, operated his own movie house, the Semifire, and also was associated with the Elmwood and Lafayette theatres for three decades.

Martina Theatre Corp. of Albion have asked Federal Court for permission to reopen their $841,500 suit against 17 film producing, distributing and exhibiting corporations, including the Schine chain. Complaint alleges illegal and fraudulent settlement. . . . A mobile display at the current auto show in the Buffalo Armory features "The Long, Long Trailer," forthcoming film at Shea's Buffalo. A special screening of the film is planned for Mercury, New Moon and Philip Morris execs and salesmen. . . . B. Carlson and Demarco, a partnership, have leased the State Theatre at Falconer from Richard Lathrop. . . . Kenneth Croft, former asst. mgr. at Shea's Buffalo, is greeting his show business associates while on a brief furlough from the Army.

Local Women of Variety are circulating postcards to friends for gifts to be raffled off, sight unseen, at the Dealware Ave. clubhouse for benefit of the Cerebral Palsy Clinic of the Children's Hospital. . . . The Randolph at Randolph, owned by Keith and McKeever, is now closed Wednesdays. . . . The Murray at Rochester reopened under its new owner, James Hayes. It seats 873 and will play SMT-FS. There will be bingo on Tues. and Fri. House was formerly owned by Murray Briskin.

CHARLOTTE

James Booth, who operates theatres in Walnut Grove and King, N.C., named in six percentage fraud actions, tried to invoke the Fifth Amendment by refusing to comply with a subpoena directing him to produce theatre records. The court ruled that defendant could be examined on questions concerning gross receipts and must produce for inspection necessary ticket book records. However, the court stated that Booth could not be examined in relation to any report made to the State or Federal tax authorities. . . . Bill Meadows has been appointed mgr. of the Raleigh Road Drive-In, Fayetteville, owned by Stellings-Gosset Theas.

CHICAGO

Attorneys Simon and Collen filed injunction suit for Liberty Theatre, Michigan City, Ind., owned by Louis Philon, against M-G-M, Indiana-Ill. Theas., Alex Manta and Jack Rose, circuit mgrs., alleging conspiracy to force bidding on Metro product, resulting in defendant exhibitors securing the desirable films for their houses there. . . . Scheduled for Feb. 19 openings, a month ahead of the usual time, are the Twin Drive-In on S. Halstead St., and the Essaness Harlem Drive-In, with Sidney Silverman as mgr. Essaness is remodeling its Four Screen Drive-In into a one-screen project, to be renamed the Halstead Outdoor Theatre.

Don Johnson of Indiana Theatre, Kokomo, won first prize in the Paramount contest on "Houdini." Edward Kennelly of Indiana Theatre, Terre Haute, was runner-up. . . . Dino Tubekis, booking mgr. for Alliance, announced the birth of Elizabeth Ann, his first child. . . . Atty. Thomas McConnell will file objections to B&K's request to drop Jackson Park decree on subsequent runs, which limits B&K nabes to one week showings. . . . Cinerama management is giving 1500 nuns and priests from the Chicago Diocese a free Saturday morning show. . . . Paramount, Warners, UA, Columbia and Universal have given Imperial Theatre new classification for earlier bookings. . . . R. H. Brandt is retiring as controller of Alliance after more than 20 years with the circuit.

Fox will not permit future CinemaScope presentations on twin bills here. . . . Variety Club and the local amusement industry have arranged with Chicago Heart Assn. to turn over all industry contributions to the Heart Campaign to La Rabida Sanitarium. . . . James Jovan left for N.Y. to book first-runs for his loop Monroe Theatre, currently showing "Forever Female" to good business. . . . Harold Green, son of theatre mgr. Mort Green, passed away after short illness. . . . Arcadia Theatre, St. Charles, Ill., is asking for improved runs. Has been given day and date booking privileges with Elgin, Ill. theatres by Fox. . . . Harry Hollander, brother of B&K's pub. dir. Will Hollander, expected here to start publicity campaign for opening of Allied Artists "Riot in Cell Block 11" at the Roosevelt on March 24.

B&K installing Warnerscope equipment in United Artists Theatre, where "The Command" opens March 17 for extended run. . . . Teitel Film Exchange reports "Little Fugitive" will go into citywide playing time early in March. . . . Dalite offering a new screen which they have named the Mile Screen. . . . James Clark Stewart, back from Saranac Lake Sanitarium, will soon resume as mgr. of the Clark Theatre. . . . Jan. theatre tax collections were $89,500 as against $86,500 for same period last year. . . . Railway Express advance of 15% on film shipping rates within state okayed by Ill. Commerce Commission. . . . A. B. McCollum ordered CinemaScope and wide screen installations for the following theatres in his circuit: Blackstone, Dwight; Paxton, Paxton; Watseka, Watseka; Clintonia, Clinton, and the Princess, Hoopeston, Ill.

Abbott Theatre Supply is installing CinemaScope and wide screens in Schoenstadt's Atlantic, Peoples and Ashland theatres. . . . Frisina's Varsity Theatre, Decatur, has changed to a straight art policy. . . . Gary, Ind. drive-in still open and experimenting with electire heaters. . . . Theatre and Amusement Building Janitors Union looking for a site in the Chicago Medical Center district for erection of a health center. . . . New World, official organ of Chicago Catholic Diocese, now carrying Legion of Decency ratings on theatre and TV films, including Class C rating on "French Line." . . . Nat Nathanson, Allied Artists mgr., heads the Cinema Lodge committee for their May 16 and 17 shows for charities. . . . Alliance Circuit sent its employees a 16-page booklet on courtesy and service to patrons. Duties of all are outlined in detail.

CINCINNATI

Theatre Owners Corp. has taken on booking and buying for the Stephens Theatre, Hitchens, Ky., which is now operated by Jack Pritchard. . . . Lou Clemmer, owner of the ozoners at Eaton and Miamisburg, O., is currently enlarging the screen at Eaton to 70 ft. . . . J. H. "Hank" Davidson of Associated Theas., Lynchburg, will open his new Mound Drive-In at Peebles, O. in the spring. . . . Milton Yassenoff of the Yassenoff circuit in Columbus plans to reopen the Avondale Theatre, formerly operated by H&S Theas. and closed for some eight months, by

(*Continued on page* 24)

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CINCINNATI (cont'd.)

the 25th of this month. . . . Harold and Irma Boedecker, operators of the Maple Drive-In, Zanesville, are on a European jaunt for several months.

Russ Weiler resigned as booker for Fox to join an insurance company as group service representative. . . . J. S. Abrose, Warner mgr., was in Huntington, W. Va. calling on Abe Hyman of Hyman Ents. . . . Harold Hoffert, former owner of the Overlook Theater in Price Hill and more recently booker for Theatre Owners Corp., has joined Realart and Lippert as southern Ohio salesman. . . . Jay Goldberg, head of Realart and Lippert, reports his company has acquired a group of films known as International Pictures, consisting of 12 outstanding reissues.

CLEVELAND

Arthur A. Marchand, v.p. of Film Transit Co. of Cleveland, testified before Jim Fullin, an examiner for the State Utilities Commission, to justify an increase in film deliveries by his company which went into effect Dec. 30. Robt. A. Wile, exec. secy. of Independent Theatre Owners of Ohio, which protested the increase, said some theatre owners close to Cleveland pay more for the service than others farther away. Fullin will have a report ready for the commission in three or four weeks. . . . Ernest Schwartz, attorney and pres. of the Cleveland Motion Picture Exhibitors Assn. for the past 20 years, passed away at 70. He at varions times owned the old Erie and Marvel theatres and the Broadview in Cleveland.

DALLAS

Film Exchange building has had a face-lifting, including new glass door, paint job and indirect lights to brighten up the old structure. . . . Al Shack, owner-mgr. of the Coronet Theatre, premiered "The Village" at his art house, with proceeds going to aid the blind schools. . . . Tower Theatre held over "Flight to Tangier" for seven weeks, setting a new 1954 record for long runs along the local theatre row. . . . The Palace, San Antonio, will be dismantled March 31 and a new garage building will go up in its place. Eph Charninsky was the former operator. . . . Tex Jones, veteran western film actor, appeared in person at the Heights Drive-In for a morning kiddie show.

New mgr. of the Ritz, San Antonio, is Salvadore Galvin. . . . The executive board of Texas COMPO has appointed Phil Isley, pres. of Isley Theas., to head the industry's drive for the Red Cross. . . . Kaufman Pike Drive-In is now showing all types of pictures on a new all-purpose canvas screen designed by Harrell Parks, Parks Sales & Distribution Co. . . . Jimmie Allard, mgr. of the Palace in Big D, lent his vocal talent to a night dance session of the Lone Star Show-Women's Club of Texas annual state convention in the Baker Hotel. . . . Fred Woods, projectionist at the Booker-T, Galveston, says that his bosses, the Martini family, are the oldest theatrical family in America today.

Jim Clements, former booker for Rowley United Theas., is now city salesman for UA here. . . . Harold Hendrick succeeds Fowler Dickens as booker at Warners. . . . William W. Lewis resigned as mgr. of the Capitan Theatre. . . . Theatre Ents. started construction on a new theatre at Pecos, Tex., where they now operate the Grand and Cactus and the Sunset and Eagle drive-ins. . . . Mr. and Mrs. Toots Armstrong have purchased the Rio Theatre, Wichita Falls, from L. D. Burns.

DENVER

The convention of Allied Rocky Mountain Independent Theatres has been set for May 3, with location and other details to be worked out by a committee composed of Kenneth Powell, Gus Ibold, James Petersen and Dr. F. E. Rider. The group approved the resolutions passed by National Allied at its recent convention. Neil Beezley, Burlington, Colo. was again named pres. and national dir.; Fred Hall, Akron, Colo., v.p.; Gus Ibold, Denver, treas., and Joe Ashby, gen. mgr. A resolution was passed thanking John Wolfberg, who has moved to Los Angeles, for his efforts in organizing the local Allied and for his continued efforts in its behalf.

Business men of Littleton, Colo. were hosts to the officers of Television Theas. Inc., which is building a 1,280-car twin drive-in there. Attending from the theatre company were Tom Bailey, pres.; Ralph Batschelet, v.p. and gen. mgr.; Gerald Schlessman, board chairman; Dr. Glen Cody, treas.; and Gertrnde Bailey, secy. An April 1 opening of the ozoner is scheduled. . . . Robert Patrick, owner of the Preferred Picts. exchange, has given up the Realart franchise. James Nicholson, Realart v.p. took over and the branch will occupy the ground floor at 2081 B'way with Laura Haughey continuing as office mgr. and booker. No mgr. has been named. Patrick will devote his time to road-show type films of proven box office value and will occupy the second floor at 2081. . . . Mr. & Mrs. Derald Hart of Colorado Springs are the parents of a baby boy. He is theatre mgr. there for Westland.

Lorene McCarthy reopened the Ute, Strassburg, Colo. after a remodeling job. . . . Ben Benda, has been upped from mgr. of the Ritz to mgr. of the Santa Fe by C. U. (Banknight) Yaeger, succeeding Henry Herzog who resigned. The Ritz job went to Eddie Specht of Rapid City, S.D. . . . James Ecker was promoted from salesman to branch mgr. of Republic's Salt Lake City exchange. Warren West took over as salesman and Frank Carbone, once a Metro booker, is returning to the industry as office mgr. and booker. . . . Rose Sanchez, New State cashier, was married to Lt. Albert Davy of the Air Force. . . . James W. Dooley was reelected pres. of M.P. Operators Local 230 and Charles P. Weber, business agent.

Variety Tent 37, profited nicely from its midnight vaudeville show at the Denver. Half the proceeds went to the Child Clinic of the tent at Denver University and the remainder into the building fund of the Club, which suffered a disasterous fire some months ago and is looking for a new location. . . . Neil Ross, Fox Inter-Mountain city mgr. at Delta, Colo. was named "Man of the Year" by the Junior Chamber of Commerce there. . . . Robert Lotito, mgr. of the Denham, was placed in the Denver Post weekly Gallery of Fame for his efforts in producing the huge show at the Coliseum which netted the March of Dimes some $6,000. . . . Wm. Moore is building a 275-car ozoner at Naturita, Colo., where there is no indoor theatre, aiming for a March 15 opening.

DES MOINES

E. J. Kramer has purchased the Winfield Theatre equipment from Mr. and Mrs. Davle Allen and leased the building from the Pratt Bros. of Washington, Ia. A March opening is planned. . . . Clarence C. Coon took over management of the Arrow Theatre in Cherokee. The Globe in Griswold has been purchased by H. P. Carlton and son, Boyd, from Arch Conklin. It will open in March after extensive interior improvements. . . . Henry Plude, mgr. of the Capitol in Davenport, presented a check of $1,992.50 to the March of Dimes chairman in that city, representing amount collected by Davenport theatres.

B. G. "Tippy" Alcorn has purchased the Palace Theatre building in Vinton from H. S. and Mary Ellen Waldorf for $29,000. Palace Theatre Co., owned by E. W. Kerr, will continue on lease, according to mgr. Ernest Kamerer. . . . The Casino Theatre building in Marshalltown and the city's bus depot and cafe have changed hands. R. D. Naylor, who owned the building, purchased the cafe from Wm. B. Koscielski, who in turn purchased the Casino. . . .Several theatres have recently installed new screens. The Mahaska at Oskaloosa, the Uptown at Creston, Ritz at Denison and the Strand at Leon have all completed remodeling, as have the Ritz at Pierson and the Monroe at Monroe.

The American in Cherokee has been closed since Jan. 18 for installation of a new screen. A new and ornamental proscenium arch has been built and front of the stage redecorated. . . . The Palace in Burlington, managed by Irving Heller, held a big "first night" after completion of its new screen installation. Mayor Art Drebenstedt pushed the switch to start CinemaScope presentations in that city.

(*Continued on page* 26)



United Artists president Arthur B. Krim (left) and board chairman Robert S. Benjamin (second from right) greet Benagoss Productions' Mrs. Germaine Gossler and Henry Rogers at gala New York opening of UA's "Act of Love," a Benagoss presentation. Lobby ceremonies for glittering New York bow were covered by Telenews, Mutual network and Voice of America.

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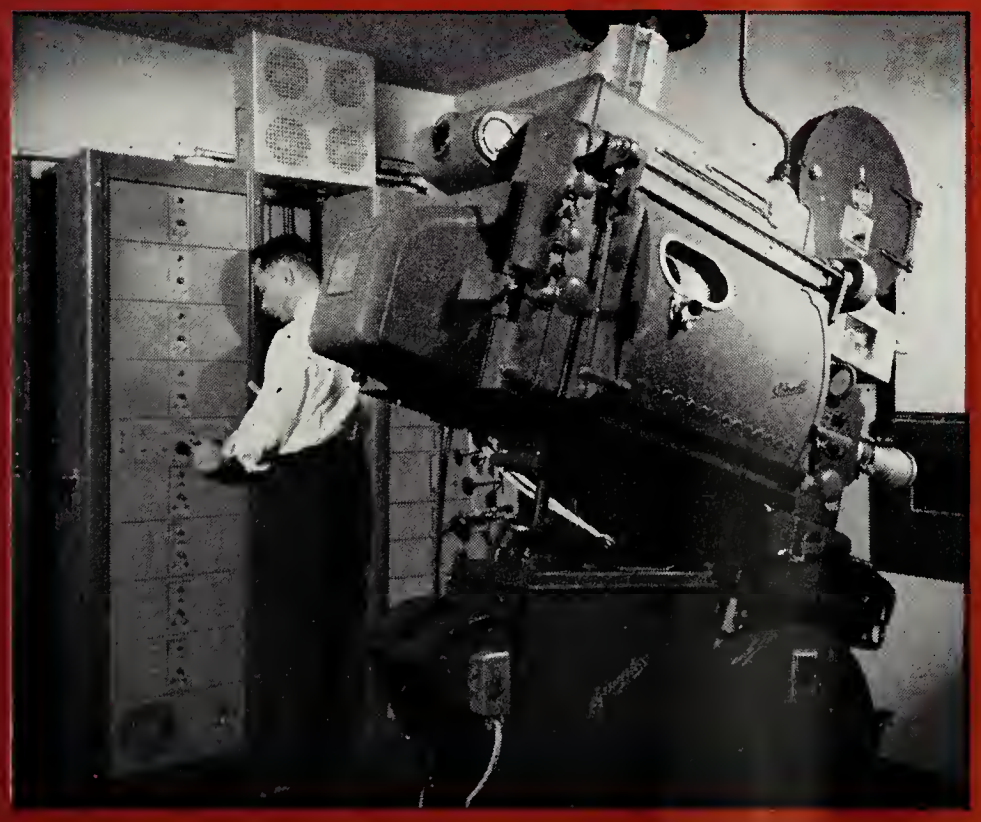
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DES MOINES (cont'd.)

The annual Inaugural Ball of Tent 15, Variety Club, was held Feb. 19 at the Standard Club, Milt Feinberg was gen. chairman and Byron Shapiro was honored as chief barker.

DETROIT

IATSE Projectionists Local 635 elected Fritz Devantier as pres. for 1954 and Roy Suckling as business agent. . . . With installation of a wide screen at the Jewel Theatre, all Mt. Clemens houses are now so equipped. The Jewel also plans CinemaScope showings in the near future. . . . Dan Lewis of Cooperative reports CinemaScope screens installed in the Royal and Dearborn theatres. . . . Allied Artists Exchange was host to New York publicist Harry Hollander. . . . Hafe Kerbawy, who left Jam Handy Org. to form Regan Film Co., will supervise production at CKLW-TV, scheduled to take to the airways in July.

Alice Gorham, dir. of pub. for United Detroit, came up with elaborate stunt in connection with opening of "The Glenn Miller Story" at the Madison Theatre, to select a favorite disc jockey in the area who will receive a James-Stewart-Glenn Miller award and be the first on the Detroit disc jockey "Hall of Fame" list. Award will be made by Gene Krupa, who is featured in the film. . . . Norman H. Birnkrant, Detroit attorney for Mich. Theatre Booking Agents Assn. and Mich. Metropolitan Cabaret Owners Assn., has been named honorary Austrian Counsel for Michigan.

KANSAS CITY

The City Council of Independence, Mo. approved request of J. A. Becker to erect an ozoner within the city limits. He will build a 750-car project on a 20-acre tract about a mile from the city square. . . . James Gleeson has reopened the Southtown. . . . Sam Abend, operator of three theatres in Kansas City, Kans., put the Tenth St. house on a four-day schedule. . . . Wayne Love, former mgr. of the Lawrence, Kans. Drive-In for Commonwealth, transferred to the Go-Show indoor house at Clinton, Mo. Wade Hicks moves from the Go-Show to Lawrence.

Theatres in this area that have recently installed new screens and sound equipment include the Missouri at St. Joseph, Fox Midwest's Star at Nevada, Commonwealth's Fort Wood at Waynesville, Ill.; the Lyric operated by Banett and Wandell at Lebanon, Mo., and these in Kans.: Palace at Wichita; Dickinson at Topeka; Overland, Overland Park; Jayhawk, K.C.; and Mid-Central's Campus at Manhattan. George Phillips is the new mgr. at the Campus and Dave Dallas is city mgr.

The Heart Drive-In has been drawing fair crowds at its week-end shows this winter. . . . George Gabbert, office mgr. at Columbia since 1916, joined Republic's booking staff. . . . The Des Moines Consolidated Theatre Corp. of Dover, Del. has been authorized to operate a general theatre business in Missouri as a foreign corporation. R. T. Keyes is the firm's chief Mo. legal adviser. . . . With Elmer Rhoden, Jr. as producer, a film called "Corn's-a-Poppin' " having a Kansas City locale, was recently filmed here. Rhoden plans to make four such films, giving theatre-goers what he thinks they want—more of the American scene with a homey and down-to-earth theme.



Republic prexy Herbert J. Yates entertained top-ranking Air Force officers at a luncheon followed by a conference about a new Air Force picture. Shown here (l to r): Richard W. Altschuler, Republic International prexy; Brig. Gen. Arno H. Luehman, Air Force Deputy Director of Public Information; producer-director John H. Auer; Yates; Gen. Joseph F. Caroll of the Office of Special Investigation; and Douglas T. Yates, Republic International v.p.

MIAMI

Mrs. Edward Claughton back from Chicago, where she looked over some new midwest theatre innovations. . . . Ed Myerson, mgr. of the Miami Drive-In, left for Jacksonville with E. M. Loew booker Phil Berler, down from Boston, to check the picture situation. . . . Sonny Shepherd and Al Weiss went all out to make the sixth Annual Variety Show of Shows the biggest event in this area. Name stars, including Harry Richman, Lena Horne, Ritz Brothers, Frank Sinatra, kept the Miami Beach Auditorium open to the wee hours on Feb. 16. George Jessel was emcee. . . . Ralph Puckhaber of the Florida Theatre getting set for "The Long, Long Trailer" showing with many free co-op tieups.

Walter Klements never misses a chance to exploit his Mayfair-Art Theatre. The U. of Miami Symphony Club meets there once a month, sees a preview and is served coffee. . . . Mrs. Michael Kirkhart, owner of the North Miami Theatre was sowrn in an a Police Matron by Police Chief Karl Engel. This is the first attempt to enforce the city's child molesting ordinance. . . . Wm. O. Stamps, painter for Wometco Theas., leaving for Will Rogers Memorial Hospital. . . . Buddy Walson back on the job. as asst. mgr. of the Towne, following surgery. . . . Elmer Hollander, head of Florida State's booking dept., moved his office staff out of Miami to Jacksonville headquarters. . . . Marty Wucher, mgr. of the Towne, proud of the new CinemaScope screen installation. . . . Larry Ifshin, mgr. of the Variety at Miami Beach, all set for exclusive showing of "Little Fugitive."

MILWAUKEE

35 new members were installed by Wisconsin Variety Club at its recent meeting at the Schlitz Brown Bottle, with 100 members on hand to greet chief barker Ben Marcus upon his return home after being elected pres. of Allied States. Key speaker, Harold Goodnough of the Milwaukee Braves, was made an honorary member of Variety. Named to head committees were Sam Kaufman, Heart clinic; Eddy Weisfeldt, publicity; Jack Lorentz, membership; Samuel Gross, legal; Jess Habush, bequest; Ray Trampe and John Mednikow, program; and Jack Frackman, sunshine committee. The Club is planning an interesting trailer to promote theatre collections for its main charity, the Marquette Heart Clinic, centered around the Milwaukee Braves Ball Club, and Earl Galespi as commentator.

The Wisconsin, Palace and Highway #13 Drive-In theatres at Wisconsin Rapids have been taken over by Harry Mintz from Standard Management Co. Mintz resigned from the Stanley-Warner circuit as of March 6. . . . Juno Theatre at Juneau, Wis., operated by David Weishoff, closed Feb. 15 and will be remodeled into a store. . . . Fox-Wisconsin closed the Venetian and Riviera theatres in Milwaukee. . . . F. J. McWilliams, Portage, was called home from Florida when Mrs. McWilliams suffered a stroke. . . . Film Service Inc. trucks are now using the hydromatic drive for better efficiency.

MINNEAPOLIS

Paul Mans, Donald F. O'Reilly and Lyman, Elmer and Gordon Lee were named in percentage actions in U.S. Federal Court here by seven major film companies. Alleged violations took place at the Beaux Arts and Astor, St. Paul; Leola and Richfield, Mpls., and the Orpheum, State and Pipestone Drive-In, Pipestone, Minn. . . . Oscar Everson, 54, one-time operator of the Orpheum at Ortonville, died in Whitefish, Mont. on his way to visit a daughter in California. . . . National Theatre Ballet of Canada has been booked in the semi-legit Lyceum Feb. 25-27. . . . Thomas Aschoff is the new asst. mgr. at the Gopher. He was formerly at the Strand and Tower, St. Paul.

The 800-seat loop Aster, which has been closed for about two years, will be reopened by Minn. Amuse. Co. in about two weeks. It will be operated on a subsequent run, double feature policy, with admission scale of 9¢ for children and 25¢ for adults. . . . Stanley-Warner still negotiating for a lease of the Century from MACO for showing of Cinerama. Deal hinges on completion of an agreement with Projectionists Local 219. . . . The Lake at Eden Valley, operated by Hjalmar Kauppi, and the Cokato at Cokato, Minn., operated by Larry Buck, both closed—poor business. . . . Bertram Cunnington is the new asst. booker at Universal. . . . Taking advantage of a momentary absence of the cashier at the neighborhood Chateau, long-armed thieves stole $25 from the ticket booth. . . . Jerry Corwin was named TV salesman for Tele-Film Associates, which is part of Don Swartz' Realart franchise in the area. . . . Gene Lacy, asst. to Joe Floyd in management of Welworth theatres at Sioux Falls, S.C., resigned to become publicity mgr. for a west coast orchestra.

NEW HAVEN

The Bonoff Building in Madison, which houses the Madison Theatre and four stores, has been sold by Leo E. Bonoff to Securities Nominee Corp., which lists as corporate members Arnold W. Gordon and Atty. Victor M. Gordon. . . . Doug Amos, Hartford dist. mgr. for Lockwood & Gordon, returned from a month's stay in Florida and the Caribeean area. . . . Some 50 persons attended a testimonial dinner to Wm. A. Hatkoff, newly appointed mgr. of the Norwalk Theatre, Norwalk. . . . Charles F. Lowe has joined Stanley-Warner Theatres as sound engineer. . . . Al Domian, house mgr. for Loew's Poli, Bridgeport, is back at his desk following relief duty in Springfield, Mass. Paul Klinger, his relief, returned to Loew's Poli, Waterbury.

James F. McCarthy, Conn. dist. mgr. for Stanley-Warner, is recovering from surgery. . . . Jean DuBarry was upped from asst. mgr. of S-W's Strand, Hartford, to mgr. of the Art, Springfield, Mass. William Horman, formerly at the Paramount, Springfield, comes here to assume DuBarry's post. . . . Welcome to Fred R. Greenway, mgr. of Loew's Poli Palace, Hartford, on return to his desk following a lengthy illness. . . . Harry F. Shaw, Loew's Poli-New Eng. div. mgr., reports completion of wide screen and stereophonic sound facilities at all 11 houses in the circuit. . . . William Brown has been upped from mgr. of S-W's Palace, Norwalk, to city mgr. in Manchester, replacing Victor Morelli, resigned.

NEW ORLEANS

U. S. Court of Appeals reversed the order of District Court for Northern Miss. in dismissing four percentage fraud actions brought by Loew's, Warners, Columbia and Universal against L. B. Bays and associated defendants, operators of the Grenada and Pix theatres, Grenada, Miss., holding that the lower court had no power to dismiss the actions without giving distributors a chance to find out the truth of their charges. . . . Brad Suddath's Lincoln Theatre at Laurel, Miss. was destroyed by fire of undetermined origin. . . . E&D Theatres, Inc. of Erath, La. granted a charter of incorporation, with acpital stock listed at $40,000. . . . A wide screen was installed in the Von Theatre at Hernando, Miss.

WOMPI chapter of N.O. had its first party, a Game Carnival, on Feb. 18 at the local Athletic Club. . . . Rodney Toups celebrated 35 years with Loew's. He started as asst. mgr. of Loew's Crescent and now manages the new Loew's State here. . . . Col. Edward Kirby was in town in connection with the opening of "The Glenn Miller Story" at the Joy Theatre, which was preceded by many publicity activities including sale of souvenirs for benefit of the Crippled Children's Hospital. The theatre will match all public contributions to the hospital. . . . The Times-Picayune Publishing Co. purchased property covering a full block from Canal to Cleveland for construction of TV studios in anticipation of FCC approval to operate on Channel 4 here.

NEW YORK

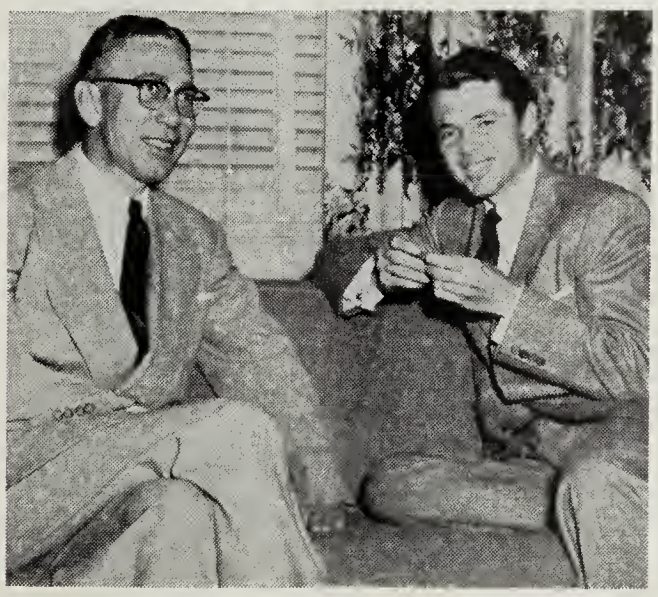
John Manheimer, past executive director of ITOA, passed away after a prolonged illness. Manheimer was well known in exhibition circles. He originally owned the Linden Theatre in Brooklyn, which became the first house in the Century Circuit. Manheimer served as director of the Association from its inception in 1933 up to 1945. . . . "The Best Years of Our Lives" will return to Broadway at the Criterion Theatre on March 10. . . . New liability insurance rates for bodily injury will be 36¢ for each 100 admissions in Manhattan, the Bronx, Brooklyn and Queens, double the former rate. In the rest of the state, the premium will rise from 10 to 20¢.

Purchase of the deluxe new 900-car Trenton Drive-In on Route 130 in Trenton, N.J., was announced by Walter Reade, Jr., swelling to seven the number of outdoor theatres owned and operated by the Reade organization. The theatre, which has all the most modern equipment and sufficient property for substantial expansion was opened late last fall by the Morris Ellis interests and W. Brock Whitlock. Reade plans to install individual in-car heaters for year-round operation. . . . The Cosmo Theatre at 116th St. & 2nd Ave. has been acquired by Coberg Cinema, Inc., of which Harry Brandt is pres. House is equipped for all types of screen presentation and will feature first-run neighborhood attractions. . . . Sol A. Schwartz, pres. of RKO Theatres, has accepted the chairmanship of the motion picture division of the 1954 Development Fund Drive of the N.Y. Arthritis and Rheumatism Foundation.

PORTLAND-SEATTLE

Mid-States, in a tryout move, is readying its ozoners in Kennewick and Hiland Wash. for March openings, a month ahead of usual opening date. . . . Ethan Allen, well-known theatre operator, has announced the early construction of Allen's Drive-In at Eugene, Ore., which will be the first in Oregon equipped with the new wide screen. . . . Ted R. Gamble, western theatre exec. and now pres. of Mt. Hood Radio and TV of Portland, has been elected to Transamerica Corp. board of directors and as asst. to Frank N. Belgrano. He succeeds H. C. Maginn, who resigned to become pres. of the Blair Holding Co. . . . The Sellwood, leading suburban Portland theatre recently purchased by the Moyer Brothers, is now being picketed by AFL Operators Union, who are asking $100 a day damages since the picketing started last August, under the former management.

Dick Edge, mgr. of the Liberty Theatre in Astoria, Ore. has become city mgr. of Jesse Jones' Rio and Roxy in Sweet Home, Ore. Jones, currently on a business and vacation trip with Mrs. Jones, plans a visit to the Mayo Clinic for a checkup.



Kermit C. Stengel, new president of Crescent Amusement Co., greets Audie Murphy, Universal-International star, while in Nashville for the opening of his new picture, "Ride Clear of Diablo."

Watch These Dates!

March 9-10: Oklahoma City—Allied Theatre Owners of Oklahoma annual convention—Biltmore Hotel.

March 22-25: Dallas—Variety Clubs International convention—Adolphus Hotel.

March 28-30: Edgewater Beach, Miss—Allied Theatre Owners of the Gulf States—Edgewater Gulf Hotel.

April 6-8: Milwaukee—Allied Independent Theatre Owners of Wisconsin convention—Hotel Schroeder.

April 19-21: Detroit — Allied Theatres of Michigan annual convention.

May 2-7: Washington, D. C.—SMPTE 75th convention—Statler Hotel.

May 6: New York — Variety Club, Tent #35, testimonial dinner to William J. German—Waldorf-Astoria.

May 6-7: Kansas City — Kansas Missouri Allied spring convention.

May 25-27: Old Point Comfort—Virginia Motion Picture Theatre Assn. annual convention—Chamberlin Hotel.

June 15-16: Wawasee, Ind.—Allied Theatre Owners of Indiana spring meeting—South Shore Hotel.

Oct. 10-11: Milwaukee—Allied States Assn. fall board meeting—Schroeder Hotel.

Oct. 12-14: Milwaukee—Allied States Assn. annual convention — Municipal Auditorium.

Nov. 16-17: Indianapolis — Allied Theatre Owners of Indiana fall convention—Marott Hotel.

ST. LOUIS

Russell Bovim, mgr. of Loew's State here for the past seven years, was named western and southern div. mgr. for the circuit, with headquarters in St. L. He succeeds the late M. J. Cullen. . . . "This Is Cinerama" made its official bow at the Ambassador on Feb. 10, with proceeds of the initial showing going to Variety Club's Heart Fund. S. H. Fabian, pres. of Mo. Cinerama Corp., announced the Ambassador would be the only theatre between Chicago and Los Angeles to show Cinerama. . . . Jimmy Gately was reelected to serve as business agent of Film Exch. Employees Local F-1 through 1954. Marcella DeVinney of Republic succeeds Bill Thomas of 20th-Fox as pres.

Leon Jarodsky, owner of the Lincoln and Paris theatres at Paris, Ill., announces that his new drive-in, under construction near the city limits, will be ready for grand opening early in April. . . . Francis Berry, 24-year-old Navy vet, has succeeded James Bradshaw as mgr. of the State, O'Fallon, Ill., owned by Charles Goldman. . . . Closing of the 700-seat Frisina Theatre at Taylorville, Ill. was decided upon because house is not suited to the new film processes. The circuit reopened the 560-seat Ritz there and renamed it New Frisina Theatre. They have installed a wide screen and CinemaScope equipment in the Mattoon, Ill. theatre and plan to put a 32-ft. Walker screen and CinemaScope into the Roxy at Springfield, Ill.

Other recent CinemaScope installations were made in Lee Norten's 564-seat Grand at Sullivan, Ill.; Will Rogers at Charleston,

ST. LOUIS (cont'd.)

Ill.; Labor Temple Theatre at Staunton, Ill., managed by Edw. C. Morgan; Fox-Midwest's 1200-seat Capitol, Benton, Ill., and Illinois at Jacksonville, Ill. . . . National Theatre Supply will install stereophonic sound and projection equipment and an Astrolite wide screen in Rodgers' Gem Theatre, Cairo, Ill., in March. . . . For the first time in 14 years, the Roxy at Ramsey, Ill. altered its policy and will play three features a week instead of four. . . . Earl W. Lingle, who took over the Doll Theatre at Jonesboro, Ill., engaged Elmer Smith as projectionist.

Henry Zack, former office mgr. and booker for Universal, is now salesman for Republic. Bill Emas, formerly with Allied Artists, joined Universal as a replacement for Zack. . . . The Will Rogers Theatre, St. L., "stopped the show" and collected $284 for the March of Dimes. Lou Davis is mgr. . . . Harold Davis, operator of the Windsor Theatre in Windsor, Ill., purchased the 200-seat Aloma in Stewardson, which he had owned and operated from 1940-1946. . . . Elmer Questell concluded a deal to take over the Nox Theatre, New Haven, Ill., from Henry Absher. . . . The 240-seat Illinois Theatre at Newman, Ill. was closed by Mr. and Mrs. Ralph Welch.

In compliance with a court order, the FCC has admitted the Broadcast House, Inc. to a five-way contest for TV Channel 11 in St. L. Other applicants for this channel are Columbia Broadcasting System, St. Louis Amuse. Co., St. Louis Telecast, Inc., and 220 Television, Inc. . . . Renovation and remodeling of the Roxy Theatre building at Flora, Ill. is underway. . . . Fox-Midwest, which has been operating the 458-seat Majestic at Jacksonville, Ill., purchased the theatre building from the Woods Estate. . . . Dr. Sam Marshall has arranged to have Mike Edell and Cliff Mantle operate the Park Drive-In at Benton, Ill., including booking and buying. . . . Andy Dietz concluded a deal to represent Confection Cabinet in this territory.

Earl Ferrell and Geraldine Tweitty are building a 350-car ozoner about a mile from East Prairie, Mo. with a March 15 opening in view. . . . Eddie Rudolph, Jr., who operated the State at Columbia, Ill. before it was destroyed by fire, has joined the sales staff of Republic. . . . Reported that the old Sun Theatre, also known as the Lyn, may be used by the St. L. Boxing Club for a series of weekly bouts to be televised. . . . Two men were indicted by a Clayton, Mo. grand jury for robbery of $1,000 from Howard Zulauf, mgr. of the Esquire Theatre. . . . The special committee on plans for the annual joint meeting of MPTO of St. L. and Kansas-Missouri Theatre Assn. has appointed Tom Edwards of Farmington, Mo. as gen. chairman. Others on the local committee are Bess Schulter, St. L.; Pete Gloriod, Poplar Bluff, Mo.; Eddie Clark, Metropolis, Ill., and Bill Williams, Union, Mo. . . . Fox Midwest's Orpheum at Cape Giradeau, Mo. was closed for an indefinite period.

SALT LAKE CITY

Many tie-ins preceded the opening of "The Glenn Miller Story" at the Centre Theatre last week. Helen Garrity Yorke, formerly with Inter-mountain and now field representative for U-I, was back in Salt Lake City in connection with the film. . . . Mgr. Gilman of United Intermountain went to Boulder, Colo. on business pertaining to his Motorena Drive-In . . . RKO held a trade showing of the controversial "French Line." . . . New booker at Universal is Art O'Connell, who comes here from Omaha and has had 35 years in the film business.

The Gem Theatre and five Utah ozoners formerly under Consolidated Theatres will be managed by the Utah Drive-In Theatre Corp. Arthur L. Sutton will continue as mgr. of the Gem, which was completely renovated and is now CinemaScope equipped, and George R. Zischank will be in charge of the Hyland, Auditorium, Redwood and Airport drive-ins in Salt Lake and the Geneva in Orem. . . . Eagle Lion-Classics are working on saturation bookings for "Beat The Devil" for March 4 to April 4 showings. . . . Thomas A. McMahon resigned as mgr. for Republic and vacancy was filled by Jim Ecker of Denver.



Phil Silvers (seated), star of United Artists' "Top Banana," takes over the company's New York home office to ad lib some novel campaign ideas to (l to r): Ed Peskay, producer's representative; B. G. Kranze, general sales mgr.; and William J. Heineman, v.p. in charge of distribution. Phil is currently making a personal appearance tour in behalf of the film version of his smash Broadway musical presenting the entire original cast.

SAN FRANCISCO

Ted Galanter, western press representative for M-G-M is in Los Angeles and San Diego to make plans for the "Gypsy Colt" tour, starting from there March 1. John Norcop of S.F. will handle the tour in northern Calif. . . . Walter Chenoweth returned to the Curran and his former job of treas. He was replaced in that post at Cinerama by Charles Minehart of the Diablo Guide, Walnut Creek. . . . Robert Palmer, who before going into the Navy was publicist for Paramount here, is now handling public relations of United Cerebral Palsy in N.Y.C. . . . Bayview Theatre, formerly under Robert Lippert banner, is now being operated by the employees of George M. Mann's Affiliated Theatres.

F. S. Hatcher was to close the Dos Palos at Dos Palos on Feb. 13, the same date scheduled for closing the Vista, Rio Vista, by Phil Zenovitch. . . . Arch Booking and Buying Service has the Maribel, Scott, account since Roy Cheverton sold out to Roy B. Case. . . . Burglars gained entrance to the 99 Drive-In north of Stockton by cutting the hasp of the front door with a hacksaw. They took cigarets, candy and gum. . . . John Novak, who emphasized his objections to "The Nebraskan" in 3-D last Dec. by punching mgr. Donald Haley of the Paramount Theatre, was convicted of distributing the peace and fined $200 or 30 days in jail. Haley has since become mgr. of the Downtown Paramount, Los Angeles.

Coast Notes

Columbia Pictures will distribute the film version of Graham Greene's "The End of the Affair." David Rose will produce the novel, in England, with Deborah Kerr in the top femme lead. A male star of equal importance will be announced to play opposite her. Greene's story is that of a girl whose entire philosophy of life is changed when she goes through the terrors of a bombing in London.

* * *

Warwick Productions has completed negotiations for three Technicolor commitments for its next three Columbia releases, following a series of meetings between Irving Allen and A. R. Broccoli and Kay Harrison, managing director of Technicolor, Ltd. "A Prize of Gold," to be directed by Mark Robson and "Cockelshell Heroes" will be the first of two films to utilize the new commitment. . . . "The Rawhide Years," a novel by Norman A. Fox, was bought by U-I and handed to Stanley Rubin to produce. The book was published last year by Dodd, Mead and Company.

* * *

Sam Marx was signed to a producer contract last week by Edward Muhl, U-I vice-president in charge of production. He recently returned from a European trip, during which he wrote the screen play of the British picture, "Duel in the Jungle," which starred Dana Andrews and Jeanne Crain. He checks in at U-I Feb. 22 . . . Producer Sam Weisenthal has reactivated his Olympic Productions. He has two Frank Gruber western novels on his production slate, they are "Bitter Sage" and "Salt River." Both properties will star a big name male lead.



President Celal Bayar (l.) of Turkey is greeted at the Universal-International studio by Edward Muhl, production chief, while Alfred E. Daff, executive vice-president, looks on.

Pix Investments Safer: Rapper

While the financing of stage production ventures seems to get more and more hazardous for the investor, good production methods, level-headed administration, and good stories have just about completely eliminated the element of chance in the returns on Hollywood production investments, Irving Rapper declared last week.

"Financing Broadway presentations," he declared, "is a long-shot gamble, any way you figure it, and it is significant that even here the surest way to get the investor's money back is through eventual sale to movies.

"Whereas it is a rare play that returns its investment, on the other hand it is a rare movie which does not make a profit. A good story, primarily, sometimes but not always some name stars, and good sound business administration methods combined with getting a good picture turned out economically is just about a sure-fire formula in Hollywood."

Rapper currently has two pictures in release, "Forever Female," a Paramount release, and "Bad For Each Other," which he directed for Columbia.

Title Changes

R-K Productions: "**The Golden Mistress**" is the new title for "Treasure of the Untamed." (Stars John Agar and Rosemarie Bowe; Harry Rybnick and Richard Kay produced).

Columbia: "**Drive A Crooked Road**" is the new title for "Speedy Shannon," previously called "The Little Giant." (Stars Mickey Rooney; Jonie Taps produced and Richard Quine directed).

Stanley-Warner: "**Cinerama Holiday**" is the new title for "Thrill of Your Life." (Stars John and Betty Marsh; Louis de Rochemont producing).

United Artists: "**Southwest Passage**" will be the title of "Camel Corps," earlier called "Camels West." (Edward Small produced; Ray Nazzaro directed).

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Bob Clampett, producer of "Time for Beany," and Director Frank Tashlin have signed a deal to co-produce a full length color cartoon film, "Cecil," based on the character of Cecil, the Sea-Sick Sea Serpent, co-star of the "Time for Beany" television series. The original screen play by Clampett is a comedy-satire which calls for the serpent to be adopted by a family of humans. Lionel Barrymore will be sought to introduce and narrate the film. Tashlin, who is completing his directorial assignment on RKO's "Susan Slept Here," will direct "Cecil."

* * *

Donna Reed asked for and was granted a release from her contract with Columbia Pictures. . . . Dore Schary, M-G-M studio head, announced that Debbie Reynolds has been signed to a new long term contract, and that the company's outstanding group of young players will be given more important roles during the coming year than ever before. Miss Reynolds is set to co-star with Jane Powell and Edmund Purdom in "Athena," scheduled for an early start, and in "Hit the Deck." . . . Glenn Denning was cast in a top role in Warner Brothers' "Battle Cry" and joins the company now shooting on an island near Puerto Rico. Raoul Walsh is directing.

* * *

Herbert Wall will write the script of "Dentistry Without Fear," feature film with Dr. Lawrence Harris, which Humanity Productions will make at RKO Pathe Studios starting soon. . . . Larry Harmon has signed Herbert McCall to write the original screen play of "Jane Addams," feature film based on the life of the founder of the Chicago Settlement House and Nobel Prize Winner. Rights to the material have been cleared with the Addams family.

* * *

Richard Quine, who is currently winding up a two-year directorial contract at Columbia, was signed by Universal-International to direct the forthcoming Technicolor musical, "Three Gobs in Paris," starring Tony Curtis, Gene Nelson and Paul Gilbert. Quine has directed a number of musicals at Columbia and is now directing "The Killer Wore A Badge," his last picture under his contract there. "Three Gobs in Paris" is scheduled to start next month with Albert J. Cohen producing. U-I also purchased "All That Heaven Allows," a novel by Edna Lee and Harry Lee and assigned the property to Ross Hunter to produce. The story is a modern romantic drama set in a small town and deals with a wealthy widow who falls in love with her young gardener.

* * *

Gary Cooper has returned from Mexico from location of 20th Century-Fox's "Garden of Evil" and has begun conferences with his representative I. H. Prinzmetal regarding upcoming film plans. Cooper reports to Warner Bros. this week to set up his schedule for "Daniel Boone," which Milton Sperling will produce and then huddles with Harold Hecht and Burt Lancaster regarding the starting date of "Vera Cruz," for which he will return to Mexico.

* * *

Producer Hugo Haas has completed arrangements with Leonard Goldstein to borrow Cleo Moore for a steller role in his eighth indie production, "Hit and Run," to go before the cameras in March. Miss Moore has left for personal appearances with "Bait," a Haas production.

* * *

Richard Carlson reports to U-I this week to start his directorial assignment on "Shadow Valley." The adventure film was packaged by Carlson, who will not appear before the cameras in this film. . . . Betty Hutton has returned to Hollywood with her husband and has resumed work on her independent film, "Some of These Days," the life story of Sophie Tucker. . . . Carl Dudley finished shooting "Winter Serenade," a two-reel Vistamara short subject in Sun Valley, Idaho in Eastman color. Dudley announced that he is planning a full slate of Vistarama short subjects for theatrical release in addition to his features and industrial and television subjects. Besides the short subjects, Dudley has two camera crews covering the U. S. for his upcoming Vistarama feature, "The Fabulous Land."

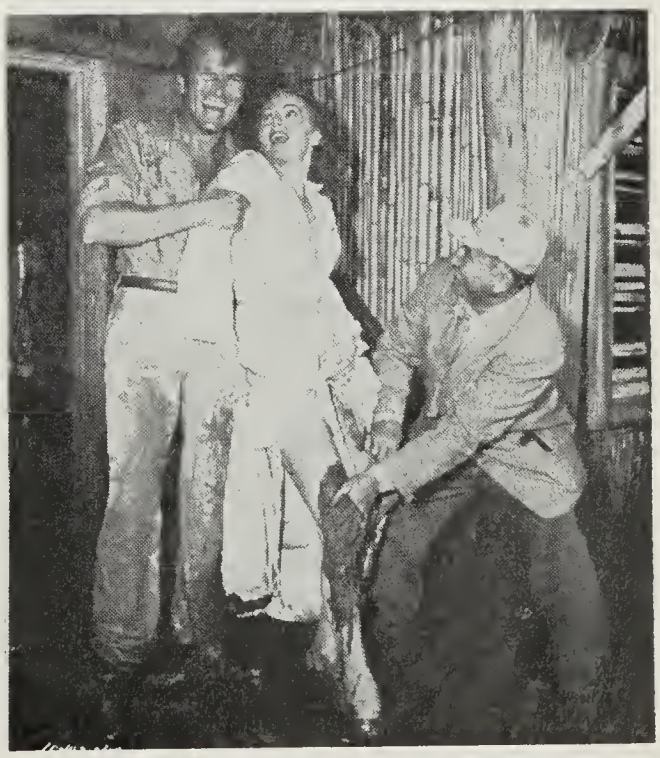
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In regard to short subjects, which seem to be the subject of revised interest of late, Producer Frank Ferrin left for New York to discuss a theatre distribution deal on the color short, "Tiger Shikar in India," which he filmed for the Indian Government.

* * *

Virginia Van Upp, who returns to Germany shortly to make final preparations for the filming there of "The Big Whisper," which she wrote and will produce for Republic release, has gained the support of Lou Wasserman, MCA head in Hollywood, in

(*Continued on next page*)



Preparing for a scene in Paramount's "Jivaro" are stars Fernando Lamas and Rhonda Fleming, getting a mud treatment from director Edward Ludwig.

Anthony Mann Stresses Realism In His Motion Picture Projects

"I believe in making motion pictures that have realism and the human touch," Director Anthony Mann stated in his Paramount office. Mann is preparing "Strategic Air Command," which Samuel Briskin is producing and which will star James Stewart and June Allyson.

Mann has a reputation of not making a picture unless he believes in it heart and soul. This, perhaps, is a good explanation why his motion picture record is studded with hits. He is enthusiastic about "Strategic Air Command," a picture which he believes has to be made. The story for the film was written by Beirne Lay, Jr. Valentine Davies was called in later for additional writing chores.

Film will be lensed in color and is going to be made for wide screen. Mann expects to shoot on location using Carswell Air Base in Texas, and McDill Air Base in Florida.

Mann calls the Strategic Air Command, which is often referred to as SAC, as America's first line of defense. It is an air arm, he explains, that is trying to prevent a war. It is in constant readiness and manned by our country's finest pilots, men who are dedicated to their work.

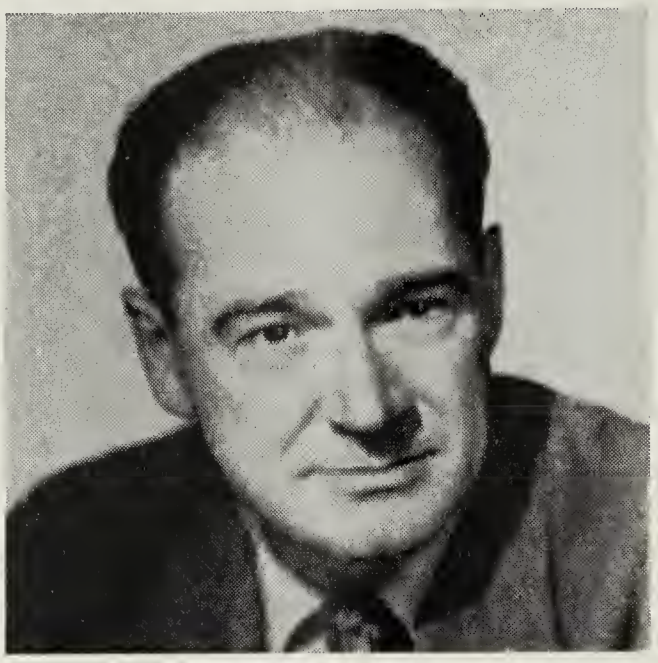
"This is one of the really great air stories about a subject which has never been dealt with on the screen," Mann explained. "It will educate as well as it entertains."

The Strategic Air Command has a striking power to any part of the globe and within a matter of hours they can strike anywhere. Mann has plans for making a highly exciting picture. He is working with the co-operation of the Air Force through Gen. Curtis LeMay. He plans to shoot completely on location.

The story he is going to take and tell in graphic strokes on the screen is that of a pilot, James Stewart, who has spent six years in the Air Force and after discharge is recalled to active duty in the Strategic Air Command, where he is told they need mature men of judgment.

Mann plans to do a lot of aerial work and his cameraman will be William Daniels, who won the Academy Award for "The Naked City."

Mann came to Hollywood via Broadway, where his first Broadway show was "The Squall," in which he played a top role, as well as serving as assistant stage manager.



ANTHONY MANN

He directed eight hit Broadway shows after that, including "New Faces," and "So Proudly We Hail."

In 1941, he came to Hollywood, where he was placed under contract to Paramount. His first motion picture as a director was "Dr. Broadway." Later he moved to Republic, and then to RKO, where he directed his own original story, "Desperate," then wrote "Follow Me Quietly."

He did "T-Men," "Reign of Terror" then the powerful "Border Incident" at M-G-M. For the same studio, Mann made "Side Street," which was filmed on location in New York, followed by "Devil's Doorway" starring Robert Taylor, on location in Colorado. He made the three smash hit James Stewart starrers at U-I: "Bend of the River," "Winchester 73" and "Thunder Bay." At M-G-M, he did the Stewart starrer, "The Naked Spur."

He is also smiling over the film, "The Glenn Miller Story," which starred Stewart and which he directed.—R. B.



On the set of Warner Bros.' "The Talisman," Director David Butler chats with film's star, Rex Harrison, as wardrobe woman Marjorie Best prepares the actor for a scene.

Texas Debut Lends Snap To Para's 'Red Garters'

(*Continued from page* 17)

ing honorary memberships to the Texas Order of the Royal Red Garter, a chartered organization accepted in seal by the Texas Secretary of State. She visited the daily newspaper offices with Royal Red Garter memberships for city editors. In each office she removed a bright red garter from her leg and wrapped the Order in it.

The merchants' associations and civic groups of Austin contributed their efforts to the occasion. Streets and store fronts were decorated with welcome banners for the Hollywood stars, who joined in parades down the city's principal streets. Day and night radio spot announcements further plugged the premiere, supplemented by merchants cooperative ads.

Further bally for the opening was provided by a song stint of Guy Mitchell, who entertained the throng the day of the opening before the State Theatre. The same day the stars journeyed out to the campus of the University of Texas, where Mitchell and Gene Barry pinned red garters on the legs of some of the schools co-eds.

HOLLYWOOD

(*Continued from preceding page*)

her effort to secure Montgomery Clift for the starring role in this picture about present day Germany. Clift would play the role of an American newspaperman who falls in love with a beautiful DP girl. Wasserman is trying to arrange Clift's picture commitments to enable him to accept Miss Van Upp's proferred role.

* * *

Edward Muhl, U-I vice-president in charge of production, assigned "Rim of the Caprock" to Howard Pine to produce as his first picture under his recently signed producer contract. The story, based on the novel by Noel M. Loomis, is a western set in the Oklahoma territory in the 1870's. Russell Hughes has been signed to write the screen play. . . . Joanne Dru has been signed by Hal Wallis to co-star with Dean Martin, Jerry Lewis and Zsa Zsa Gabor in "The Big Top," forthcoming Technicolor circus comedy which goes on location in Phoenix, Arizona this week. The film is being directed by Joseph Pevney and the Clyde Beatty circus will provide the background for the film which was written by Don McGuire.

* * *

Betsy Palmer, a TV actress, has been signed by Columbia for the second femme lead in "Mister West Point," a film lensed in Technicolor, which John Ford will direct and producer Robert Arthur will put before the cameras at the U. S. Military Academy next month with Tyrone Power and Maureen O'Hara heading the cast.

* * *

Rosalind Russell will leave her New York musical hit, "Wonderful Town," after the Saturday performance of Apr. 3 to fulfill her commitment with RKO Radio Pictures, Miss Russell is to star in the Technicolor musical, "The Girl Rush," which is budgeted at $2,500,000. This will be her first musical in motion pictures. It will have an all-star cast and will be in one of the wide screen processes.

* * *

Herbert J. Yates, president of Republic Pictures, announced the purchase of the screen rights to the Maurice Walsh novel, "Spanish Lady," to be used as a starring vehicle for Vera Ralston. "Spanish Lady," a modern melodrama with a mystery angle, has a Scotland background. It will be filmed in Trucolor by Consolidated. . . . George Sherman has announced "The Lost Command," based on his own original screen play as his first independent production to follow "Dawn at Socorro," which he is now winding up for U-I. The director has just signed a new U-I contract which is non-exclusive, and calls for one picture annually for the next three years.

* * *

Producer Edwin H. Knopf is conferring with Dore Schary, M-G-M studio head, on plans for filming "The Glass Slipper," starring Leslie Caron. With Charles Walters set to direct, the picture based on the Cinderella story reunites the star, producer, writer and director of "Lili." "The Glass Slipper" is being adapted to the screen by Helen Deutsch from the play by Eleanor and Herbert Farjeon, with music by Clifton Parker.

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Aug. 9th	5325	Topeka (Sepiatone)	69	Bill Elliott, Phyllis Coates
Aug. 23rd	5307	Affair in Monte Carlo (Technicolor)	75	Merle Oberon, Richard Todd, Leo Genn
Aug. 30th	5320	Clipped Wings	65	Leo Gorcey, Huntz Hall, June Vincent
Sept. 6th	5204	The Rose Bowl Story (reissue)	73	Marshall Thompson, Vera Miles, Keith Larsen
Sept. 13th	5317	Mexican Manhunt	71	George Brent, Karen Sharpe, Hillary Brooke
Sept. 20th	5334	Fighting Lawman	71	Wayne Morris, Virginia Grey
Sept. 27th	5403	Royal African Rifles (Color)	76	Louis Hayward, Veronica Hurst
Oct. 4th	5430	Yellow Balloon	80	Andrew Ray, Kathleen Ryan
Oct. 11th	5327	Hot News	60½	Stanley Clements, Gloria Henry
Oct. 25th	5407	Jennifer	73	Ida Iupino, Howard Duff
Nov. 8th	5406	Jack Slade	90	Mark Stevens, Dorothy Malone, Barton MacLane
Nov. 15th	5422	Vigilante Terror (Sepia)	70	Bill Elliott, Mary Ellen Kay
Nov. 29th	5402	Fighter Attack (Color)	80	Sterling Hayden, Joy Page, J. Carroll Naish
Dec. 6th	5321	Private Eyes	64	Leo Gorcey, Huntz Hall, Joyce Holden
Dec. 20th	5335	Texas Bad Man	62	Wayne Morris, Elaine Riley
Nov./Dec.	5436	Six Gun Decision	53½	Guy Madison, Andy Devine
Nov./Dec.	5437	Two Gun Marshall	52	Guy Madison, Andy Devine
Nov./Dec.	5438	Border City Rustlers	54	Guy Madison, Andy Devine
Nov./Dec.	5438	Secret of Outlaw Flats	53½	Guy Madison, Andy Devine
Jan. 10th	5315	The Golden Idol	71	Johnny Sheffield, Anne Kimbell
Jan. 17th	5331	Yukon Vengeance	68	Kirby Grant, Mary Ellen Kay
Jan. 31st	5408	World For Ransom	80	Dan Duryea, Gene Lockhart, Marion Carr
Feb. 7th	5405	Highway Dragnet	70	Joan Bennett, Richard Conte Wanda Hendrix
Feb. 21st	5423	Bitter Creek	74	Wild Bill Elliott, Beverly Garland
Feb. 28th	S1	Riot In Cell Block II	80	Nevile Brand, Emile Meyer, Annabel Shaw
Mar. 7th	5418	Paris Playboys	62	Leo Gorcey, Veala Vann, H. Hall
Mar. 21st	S2	Dragonfly Squadron	83	John Hodiak, Barbara Briton, Bruce Bennett
Mar. 28th	5414	Loophole	80	Barry Sullivan, Dorothy Malone
Apr. 4th	5410	Pride of the Blue Grass (Color)	71	Lloyd Bridges, Vera Miles
Apr. 11th	5426	Cheyenne Crossing	—	Wayne Morris
Apr. 25th	5404	Arrow In The Dust (Tech.)	—	Sterling Hayden, Colleen Gray, Keith Larsen

COLUMBIA

July	553	Let's Do It Again	95	Jane Wyman, Ray Milland, Aldo Ray
July	535	The Last Posse	73	Broderick Crawford, John Derek, Wanda Hendrix
July	549	Flame of Calcutta	70	Denise Darcel, Patric Knowles
Aug.	604	The 5000 Fingers of Dr. T. (Tech.)	88	Peter Lind Hayes, Mary Healy, Hans Conrad, Tommy Rettis
Aug.	606	Cruisin' Down The River (Tech.)	81	Dick Haymes, Audrey Totter, Billy Daniels
Aug.	536	Mission Over Korea	86	John Hodiak, John Derek, Audrey Totter, Maureen O'Sullivan
Aug.	608	Valley of the Headhunters	67	Johnny Weissmuller, Christine Larsen
Aug.	605	The Stranger Wore A Gun (Tech.-3-D)	81	Randolph Scott, Claire Trevor
Sept.	616	From Here To Eternity	118	Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra, Donna Reed
Sept.	609	China Venture	83	Edmond O'Brien, Barry Sullivan, Jocelyn Brando
Sept.	610	Conquest of Cochise (Tech.)	70	John Hodiak, Robert Stack, Joy Page
Sept.	611	Sky Commando	69	Dan Duryea, Frances Gifford, Touch Conners
Sept.	.....	The Untamed Breed (Reprint)	79	Sonny Tufts, Barbara Britton, George "Gabby" Hayes
Oct.	615	The Big Heat	90	Gloria Grahame, Glenn Ford
Oct.	612	Slaves of Grey Law	82	Richard Conte, Linda Christion
Oct.	613	Combat Squad	72	John Ireland, Lon McCallister
Nov.	621	Paris Model	81	Marilyn Maxwell, Paulette Goddard, Eva Gabor
Nov.	622	Prisoners of the Casbah (Tech.)	78	Gloria Grahame, Cesar Romero, Turhan Bey
Nov.	617	Gun Fury (Tech.-3-D)	83	Rock Hudson, Donna Reed Haynes
Nov.	513	Last of the Pony Riders	59	Gene Autry Champion, Smiley Burnette
Dec.	626	Killer Ape (Tech.-3-D)	68	Johnny Weissmuller
Dec.	618	The Nebraskan (Tech.-3-D)	68	Phil Carey, Roberta Haynes
Jan.	624	Bad For Each Other	83	Charlton Heston, Lizabeth Scott, Dianne Foster
		El Alamein	67	Scott Brady
Jan.	619	Paratrooper (Tech.)	87	Alan Ladd, Leo Genn, Susan Stephen
Jan.	628	Drums of Tahiti (Tech.-3-D)	73	Dennis O'Keefe, Patricia Medina
Jan.		Singin' in the Corn (Reprint)	64	Judy Canova
Feb.	623	The Wild One	79	Marlon Brando, Mary Murphy, Robert Keith
Feb.	625	Charge of the Lancers	74	Paulette Goddard, Jean Pierre Aumont
Feb.		Jesse James vs the Daltons (Tech.-3-D)	65	Brett King, Barbara Lawrence
Feb.	630	Miss Sadie Thompson (Tech. 3 D or 2 D Special)	91	Rita Hayworth, Jose Ferrer, Aldo Ray

Westerns

July	575	Pack Train	57	Gene Autry, Smiley Burnette, Gail Davis
Sept.	576	Saginaw Trail	56	Gene Autry, Smiley Burnette, Conne Marshall

I. F. E.

American Dialogue

1953

September	The Secret Conclave	80	Henry Vidon
October	The Young Caruso	77	Gina Lollobrigida, Voice of Mario Del Monaco
October	Three Girls From Rome	85	Lucia Bose, Cosetta Greco, Liliana Bonfatti
October	Little World of Don Camillo	96	Fernandel, Gino Cervi
November	The White Hell of Pitz-Palu	75	Hans Albers
December	Lure of the Sila	74	Silvana Mangano, Vittorio Gassman, Amedeo Nazzari
Jan. 1954	The Golden Coach (Technicolor) Road Show	105	Anna Magnani
Jan. '54	The Greatest Love	116	Ingrid Bergman, Alexander Knox
Feb. '54	Sensualita	91	Eleonora Rossi-Drago, Amedeo Nazzari

Subtitled (English)—Italian Dialogue

1953

September	Bellissima	108	Anna Magnani, Walter Chiari
December	Times Gone By	106	Vittorio DeSica, Gina Lollobrigida

LIPPERT PRODUCTIONS

1953-54

Aug. 7th	5301	Spaceways	76	Howard Duff, Eva Bartok
Sept. 4th	5315	Project Moon Base	63	Donna Martell, Ross Ford, Hayden Rorke
Sept. 11th	5303	Norman Conquest	79	Tom Conway, Eva Bartok, Joy Shelton
Sept. 18th	5313	The Iron Mask (Re-Release)	72	Douglas Fairbanks
Sept. 25th	5314	Mr. Robinson Crusoe (Re-Release)	69	Douglas Fairbanks
Oct. 2nd	5306	Undercover Agent	69	Dermot Walsh, Hazel Court
Oct. 9th	5222	The Fighting Men	63	Special Cast
Oct. 16th	5316	Shadow Man	77	Cesar Romero
Oct. 23rd	5225	Sins of Jezebel (Anscocolor)	74	Paulette Goddard, George Nader, John Hoyt, Eduard Franz
Nov. 27th	5302	Man From Cairo	82	George Raft, Gianna Maria Canale
Dec. 4th	5304	Terror Street	83	Dan Duryea
Dec. 11th	5318	Limping Man	76	Lloyd Bridges
Jan. 1st	5317	White Fire	82	Scott Brady, Mary Castle
Jan. 15th	5321	Hollywood Thrill Makers	60	James Gleason
Jan. 22nd	5305	Black Glove	—	Alex Nicol
Feb. 12th	5325	Queen of Sheba	99	Special Cast
Feb. 19th	5324	We Want A Child	—	Special Cast
Mar. 5th	5309	Blackout	—	Dane Clark
Mar. 19th	5311	Fangs of the Wild	—	Charles Chaplin, Jr., Margia Dean, Onslow Stevens
Apr. 2nd	5310	Heat Wave	.....	Alex Nicol, Hillary Brooke
Apr. 16th	5308	Cowboy (Eastman Color)	.....	Special Cast

METRO-GOLDWYN-MAYER

1952-53

July	341	Dangerous When Wet (Technicolor)	97	Esther Williams, Jack Carson, Denise Darcel
	342	Lili (Technicolor)	81	Leslie Caron, Mel Ferrer
	343	Ride, Vaquero (Tech.)	91	Robert Taylor, Ava Gardner, Howard Keel
	344	Main Street To Broadway	102	Tallulah Bankhead, Ethel and Lionel Barrymore
August	345	The Band Wagon (Tech.)	112	Fred Astaire, Cyd Charisse, Jack Buchanan
	346	Affairs of Dobie Gillis	73	Debbie Reynolds, Bobby Van
	347	Big Leaguer	71	Edward G. Robinson, Vera Ellen, Jeff Richards
	348	Latin Lovers (Tech.)	104	Lana Turner, John Lund, Ricardo Montalban

1953-54

September	401	Half A Hero	71	Red Skelton, Jean Hagen
	402	Terror on a Train	72	Glenn Ford, Anne Vernon
	403	The Actress	90	Spencer Tracy, Jean Simmons, Teresa Wright
October	404	Mogambo (Technicolor)	116	Clark Gable, Ava Gardner, Grace Kelly
	405	Torch Song (Technicolor)	90	Joan Crawford, Michael Wilding, Gig Young

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
	406	Take The High Ground (Anscocolor)	101	Richard Widmark, Karl Malden, Elaine Stewart
November	407	All the Brothers Were Valiant (Technicolor)	95	Robert Taylor, Stewart Granger, Ann Blyth
	408	Kiss Me Kate (Tech.) 2-D or 3-D	109	Kathryn Grayson, Howard Keel
December	409	Escape From Fort Bravo (Ansco Color)	98	William Holden, Eleanor Parker
	410	Easy to Love (Tech.)	96	Esther Williams, Van Johnson
January	412	Give A Girl A Break (Technicolor)	82	Marge & Gower Champion, Debbie Reynolds
	413	Knights of the Round Table (Color Cinema-Scope)	115	Robert Taylor, Ava Gardner, Mel Ferrer
	414	The Great Diamond Robbery	69	Red Skelton, Cara Williams

PARAMOUNT

1952-53

Aug.	5225	Shane (Technicolor)	117	Alan Ladd, Jean Arthur, Van Heflin, Brandon de Wilde
Aug.	5227	Arrowhead (Technicolor)	105	Charlton Heston, Jack Palance, Mary Sinclair

1953-54

Sept.	5301	Roman Holiday	119	Gregory Peck, Audrey Hepburn
Sept.	5302	The Caddy	95	Dean Martin, Jerry Lewis, Donna Reed
Oct.	5303	The War of the Worlds (Technicolor)	85	Gene Barry, Ann Robinson
Oct.	5304	Little Boy Lost	95	Bing Crosby, Nicole Maurey, Christian Fourcade, Claude Dauphin
Oct.	5305	Those Redheads From Seattle 3-D (Tech.)	90	Teresa Brewer, Guy Mitchell, Rhonda Fleming
Nov.	5306	Flight to Tangier 3-D (Technicolor)	90	Joan Fontaine, Jack Palance, Corinne Calvet
Nov.	5307	Botany Bay (Tech.)	94	Alan Ladd, James Mason, Patricia Medina
Dec.	5309	Here Come the Girls (Technicolor)	78	Bob Hope, Arlene Dahl, Rosemary Clooney, Tony Martin.
Jan.	5308	Cease Fire 3-D	75	Korean GI's
Jan.	5311	Jivaro (Technicolor)	91	Fernando Lamas, Rhonda Fleming, Brian Keith
Jan.	5312	Forever Female	93	Ginger Rogers, William Holden, Paul Douglas, Pat Crowley
Feb.	5310	Money From Home (Tech., 3-D)	100	Dean Martin, Jerry Lewis
	5330	Money From Home (Tech., 2-D)	100	
Feb.	5313	Alaska Seas	78	Robert Ryan, Jan Sterling, Brian Keith, Gene Barry
Mar.	5314	Red Garters (Tech.)	91	Rosemary Clooney, Jack Carson, Guy Mitchell, Pat Crowley, Joanne Gilbert
Mar.	5315	The Naked Jungle (Tech.)	95	Eleanor Parker, Charlton Heston
Mar.-Apr.	5351	Javanese Dagger (Featurette Special)	27	Paul Douglas
Mar.-Apr.	5352	Falstaff's Fur Coat (Featurette Special)	27	Paul Douglas
Mar.-Apr.	5353	The Missing Passenger (Featurette Special)	27	Paul Douglas
Mar.-Apr.	5354	The Final Twist (Featurette Special)	27	Paul Douglas
Mar.-Apr.	5355	The Sable Scarf (Featurette Special)	27	Paul Douglas
Mar.-Apr.	5356	The Wedding Gift (Featurette Special)	27	Paul Douglas
Apr.	5316	Casanova's Big Night (Tech.)	—	Bob Hope, Joan Fontaine, Audrey Dalton, Basil Rathbone

RKO-RADIO

1953-54

August	491	The Sword and The Rose (Technicolor)	92	Richard Todd, Glynis Johns
Aug.	493	Stage Door (Re-release)	91	Katherine Hepburn, Ginger Rogers, Luicille Ball
Aug.	484	Without Reservations (Re-release)	101	John Wayne, Claudette Colbert, Don DeFore, Ann Triola
Sept.	481	Top Hat (Re-release)	81	Fred Astaire, Ginger Rogers, Edward Everett Horton
Sept.	486	Suspicion (Re-release)	99	Cary Grant, Joan Fontaine
Oct.	404	Marry Me Again	73	Marie Wilson, Robert Cummings, Ray Walker
Oct.	406	Appointment In Honduras (Technicolor)	79	Ann Sheridan, Glenn Ford, Zachary Scott
Oct.	488	Out of the Past (Re-release)	97	Robert Mitchum, Jane Greer
Oct.	487	Follow the Fleet (Re-release)	110	Fred Astaire, Ginger Rogers, Randolph Scott
Oct.	405	Louisiana Territory (3-D) (Technicolor)	65	Documentry
Nov.	461	Decameron Nights (Technicolor)	87	Joan Fontaine, Louis Jourdan, Godfrey Tearle, Binnie Barnes
Jan.	409	Killers From Space	71	Peter Graves, Barbara Bestar
Feb.	408	She Couldn't Say No	89	Jean Simmons, Robert Mitchum
Feb.	407	French LiLne (3-D) (Technicolor)	102	Jane Russell, Gilbert Roland, Arthur Hunnicutt, Mary McCarty
Feb.	452	The Best Years of Our Lives (re-release)	170	Frederic March, Myrna Loy, Dana Andrews
Feb.	469	Rachel and The Stranger (re-release)	93	Loretta Young, Robert Mitchum, William Holden
Feb.	470	Valley of the Sun (re-release)	54	Lucille Ball, James Craig
Feb.	494	Rob Roy (Technicolor)	87	Richard Todd, Glynis John
Mar.	—	Carnival Story (3-D) (Technicolor)	—	Anne Baxter, Steve Cochran, Lyle Bettger
March	471	Tall in the Saddle (Re-release)	87	John Wayne, Ella Raines
March	472	Enchanted Cottage (Re-release)	91	Dorothy McGuire, Robert Young
March	410	Dangerous Mission	75	Victor Mature, Piper Laurie, William Bendix, Vincent Price
April	—	Son of Sinbad (3-D) (Technicolor)	—	Dale Robertson, Sally Forrest, Mari Blanchard, Lili St. Cyr, Vincent Price
April	473	Mr. Blandings Builds His Dream House (Re-release)	94	Cary Grant, Myrna Loy
April	474	They Won't Beblieve Me (Re-release	95	Robert Young, Susan Hayward
April	493	Pinocchio (Technicolor) (Re-release)	87	Walt Disney

REALART

July	302	Hannah Lee (Color-3D)	74	McDonald Carey, Joanne Dru, John Ireland
August	355	Uncle Tom's Cabin (Re-issue)	111	Virginia Grey, George Seigman
September	060	Counselor at Law (Re-issue)	88	John Barrymore, Bebe Daniels
September	264	Pittsburgh (Re-issue)	91	John Wayne, Marlene Deitrich
September	127	Green Hell (Re-issue)	87	Douglas Fairbanks, Jr., Joan Bennett
September	128	Gung Ho (Re-issue)	90	Randolph Scott, Robert Mitchum
September	098	Eagle Squadron (Re-issue)	100	Robert Stack, Diana Barrymore
October	181	Keep 'Em Flying (Re-issue)	85	Abbott & Costello
October	032	Buck Privates (Re-issue)	84	Abbott & Costello
October	295	Scarlet Street (Re-issue)	102	Joan Bennett, Dan Duryea
October	299	Seven Sinners (Re-issue)	86	John Wayne, Marlene Deitrich

REPUBLIC

Aug. 5th	5232	Down Laredo Way	54	Rex Allen, Slim Pickens, Doris Drake
Aug. 8th	5243	Bandits Of The West	54	Allan "Rocky" Lane, Eddy Waller, Cathy Downs
Sept. 8th	5244	El Paso Stampede	54	Allan "Rocky" Lane, Eddy Waller, Phyllis Coates
Sept. 28th	5233	Shadows of Tombstone	54	Rex Allen, Slim Pickens, Jeanne Cooper
Dec. 1st	5211	Champ For A Day	90	Alex Nicol, Audrey Totter, Charles Winninger, Hope Emerson
Dec. 15th	5234	Red River Shore	54	Rex Allen, Koko, Slim Pickens, Lynn Thomas
Jan. 1st	5212	Trent's Last Case	90	Michael Wilding, Margaret Lockwood, Orson Welles
Feb. 1st	5213	Sea of Lost Ships	85	John Derek, Wanda Hendrix, Walter Brennan, Richard Jaeckel
Feb. 10th	5331	Phantom Stallion	54	Rex Allen, Slim Pickens, Carla Balenda
Feb. 15th	5224	Crazylegs	88	Elroy "Crazylegs" Hirsch, Lloyd Nolan, Joan Vohs
Mar. 1st	5301	Flight Nurse	90	Joan Leslie, Forrest Tucker, Arthur Franz
April 1st	5302	Geraldine	90	John Carroll, Mala Powers, Jim Backus, Stan Freberg
May 15th	5303	Jubilee Trail	103	Vera Ralston, Joan Leslie, Forrest Tucker, John Russell, Ray Middleton, Pat O'Brien
June 1st	5304	Hell's Half Acre	91	Wendell Corey, Evelyn Keyes, Elsa Lanchester
June 15th	—	Laughing Anne	—	Wendell Corey, Margaret Lockwood, Forrest Tucker Ronald Shiner

TWENTIETH CENTURY-FOX

1953

July	324	White Witch Doctor (Tech.)	96	Susan Hayward, Robert Mitchum
July	323	The Glory Brigade	82	Victor Mature
July	307	The Farmer Takes a Wife (Tech.)	81	Betty Grable, Dale Robertson ,Thelma Ritter, John Carroll
July	325	The Kid From Left Field	80	Dan Dailey, Anne Bancroft
July	355	Road House (re issue)	95	Richard Widmark, Ida Lupino, Cornel Wilde
July	354	Kiss of Death (re issue)	99	Richard Widmark, Victor Mature, Brian Donlevy

FEATURES—Calendar of 1952-53 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
July	330	Dangerous Crossing	75	Jeanne Crain, Michael Rennie
Aug.	329	Inferno (3-D and Technicolor)	83	Robert Ryan, Rhonda Fleming, William Lundigan
Aug.	326	Gentlemen Prefer Blondes (Technicolor)	91	Jane Russell, Marilyn Monroe, Charles Coburn
Aug.	327	C. S. Forester's Sailor of the King	83	Jeffrey Hunter, Michael Rennie, Wendy Hiller
Sept.	331	Mister Scoutmaster	87	Clifton Webb, George Winslow, Edmund Gwenn, Frances Dee
Sept.	328	City of Bad Men (Tech.)	82	Jeanne Crain, Dale Robertson, Richard Boone, Lloyd Bridges
Sept.	332	A Blueprint For Murder	76	Joseph Cotten, Jean Peters, Gary Merrill
Sept.	356	Broken Arrow (Tech.) Re-release)	93	James Stewart, Jeff Chandler, Debra Paget
Sept.	357	I Was A Male War Brde (Re-release)	105	Ann Sheridan, Cary Grant
Oct.	333	Thy Neighbor's Wife	77	Hugo Haas, Cleo Moore
Oct.	334	Vicki	85	Jeanne Crain, Jean Peters, Elliott Reid
Oct.		The Robe (CinemaScope-Technicolor))	133	Richard Burton, Jean Simmons, Victor Mature, Michael Rennie
Nov.	336	How To Marry a Millionaire (CinemaScope-Technicolor)	96	Marilyn Monroe, Betty Grable, Lauren Bacall
Nov.	365	Fallen Angel (Re-issue)	97	Alice Faye, Dana Andrews, Linda Darnell
Nov.	366	Forever Amber (Re-issue)	140	Linda Darnell, Cornel Wilde, George Sanders
Nov.	367	A Yank In The R.A.F. (Re-issue)	97	Tyrone Power, Betty Grable
Nov.	346	Inferno (2-D-Tech.)	83	Robert Ryan, Rhoda Fleming, William Lundigan
Dec.	337	Beneath The 12-Mile Reef (CinemaScope-Tech.)	102	Robert Wagner, Terry Moore, Gilbert Roland
Dec.	339	Man Crazy	79	Neville Brand, Christine White
Dec.	340	Man In The Attic (Panoramic Prod.)	82	Jack Palance, Constance Smith, Byron Palmer
		1954		
Jan.	401	King of the Khyber Rifles (CinemaScope-Tech.) De Luxe	99	Tyrone Power, Terry Moore, Michael Rennie
Jan.	402	Three Young Texans (Tech.)	99	Mitzi Gaynor, Jeff Hunter, Keefe Braselle
Jan.	358	Keys of the Kingdom (Re-issue)	99	Gregory Peck, Thomas Mitchell
Feb.	403	Hell and High Water (CinemaScope-Tech.) De Luxe	103	Richard Widmark, Bella Darvi
Feb.	404	The Siege At Red River (Technicolor)	—	Van Johnson, Joanne Dru
Mar.	406	Gorilla at Large (Tech.) (3-D) (2-D)	—	Cameron Mitchell, Ann Bancroft, Lee J. Cobb
Mar.	407	Night People (CinemaScope-Tech.) De Luxe		Gregory Peck, Broderick Crawford, Rita Gam

UNITED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
July 10th	5318	Return To Paradise (Technicolor)	103	Gary Cooper, Roberta Haynes
July 15th	5319	Fort Algiers	78	Yvonne de Carlo, Carlos Thompson
July 17th	5317	The Moon Is Blue	99	William Holden, Maggie McNamara
July 22nd	5316	My Heart Goes Crazy Technicolor	78	Sid Fields, Greta Gynt
July 24th	5317	Gun Belt (Technicolor)	77	Geo. Montgomery, Tab Hunter, Helen Westcott
July 31st	5321	Vice Squad	87	Edward G. Robinson, Paulette Goddard
Aug. 7th	5324	Melba (Technicolor)	113	Patrice Munsel, Robert Morley
Aug. 12th	1176	Captain Scarlett (Tech.)	75	Richard Greene, Leonora Amar
Aug. 14th	5323	I, the Jury	87	Biff Elliot, Peggy Castle
Aug. 21st	5301	The Gay Adventure	82	Burgess Meredith, Paula Valenska
Aug. 28th	5325	War Paint (Pathe Color)	89	Robert Stack, Joan Taylor
Sept. 1st	5315	No Escape	76	Lew Ayres, Marjorie Steele
Sept. 4th	5326	Sabre Jet (Color)	96	Robert Stack, Coleen Gray
Sept. 11th	5327	99 River Street	83	John Payne, Evelyn Keyes
Sept. 18th	5328	The Joe Louis Story	88	Coley Wallace, Hilda Simms
Sept. 25th	5322	The Fake	80	Dennis O'Keefe, Coleen Gray
Sept. 30th	5329	Donovan's Brain	81	Lew Ayres, Nancy Davis
Oct. 2nd	5330	Man in Hiding	79	Paul Henried, Lois Maxwell
Oct. 9th	5331	Steel Lady	84	Rod Cameron, Tab Hunter
Oct. 16th	5332	Dragon's Gold	—	John Archer, Hillary Brooks
Oct. 23rd	5333	The Village	98	John Justin, Eva Dahlbeck
Oct. 23rd		Fan-Fan The Tulip	—	Gerard Phillipe, Gina Lollobrigida
Oct. 30th	5334	Crossed Swords (Color)	99	Errol Flynn, Paola Mori
Nov. 2nd	5335	Stranger On The Prowl	82	Paul Muni, Joan Lorring
Nov. 13th	5336	Shark River	80	Steve Cochran, Carole Mathews
Nov. 18th		The Man Between	101	James Mason, Claire Bloom
Nov. 20th	5337	Capt. John Smith & Pocahontas (Color)	75	Anthony Dexter, Jody Lawrance
Nov. 27th	5338	Song of the Land (Color)	71	Narration—J. Henry Steele, Marvin Miller
Dec. 2nd	5344	Yesterday & Today	57	70-year cavalcade of movies — narrator George Jessel
Dec. 18th		The Captain's Paradise	78	Alec Guiness, Yvonne de Carlo
Jan. 1st	5341	The Great Gilbert & Sullivan (Technicolor)	105	Robert Morley, Maurice Evans
Jan. 8th	5345	Wicked Woman	77	Beverly Michaels, Richard Eagan
Jan. 15th		Algiers (re-release)	—	Hedy Lamarr
Jan. 22nd		Go, Man, Go	82	Dane Clark, Harlem Globetrotters
Jan. 29th	5346	Riders to the Stars (Color)	80	Wm. Lundigan, Herbert Marshall, Richard Carlson
Jan. 29th		Conquest of Everest (Technicolor)	78	Documentary — narrated by Meredith Edwards

UNIVERSAL

1952-53

Release Date	Release No.	Production	Time (min.)	Cast
Aug.	327	Thunder Bay (Technicolor)	103	James Stewart, Joanne Dru, Gilbert Roland, Dan Duryea
Aug.	328	The Man From The Alamo (Technicolor)	79	Glenn Ford, Julia Adams
Aug.	329	Abbott and Costello Meet Dr. Jekyll and Mr. Hyde	75	Bud Abbott, Lou Costello, Boris Karloff
Sept.	331	The Stand at Apache River (Technicolor)	77	Stephen McNally, Julia Adams
Sept.	332	The Golden Blade (Tech.)	80½	Rock Hudson, Piper Laurie
Sept.	330	Wings of the Hawk (Tech.) (3D)	80½	Van Heflin, Julia Adams
Sept.	336	Wing of the Hawk (Tech.) (2D)	80½	Van Heflin, Julia Adams
Oct.	333	The All-American	83	Tony Curtis, Lori Nelson
Oct.	334	East of Sumatra (Tech.)	82	Jeff Chandler, Marilyn Maxwell
Nov.	401-2	The Glass Web 3-D	81	Edw. G. Robinson, John Forsythe, Marcia Henderson
		2-D	81	
Nov.	403	Back to God's Country (Technicolor)	78	Rock Hudson, Marcia Henderson, Steve Cochran
Nov.	404	The Veils of Bagdad (Technicolor)	82	Victor Mature, Mari Blanchard, Virginia Field
Dec.	405	Tumbleweed (Technicolor)	80	Audie Murphy, Lori Nelson, Chill Wills
Dec.	406	Walking My Baby Back Home (Technicolor)	95	Donald O'Connor, Janet Leigh
Jan.	407	Forbidden	85	Tony Curtis, Joanne Dru
Jan.	408	War Arrow	78	Maureen O'Hara, Jeff Chandler, Suzan Ball
Jan.	409	Border River	80½	Joel McCrea, Yvonne De Carlo
Feb.	412	The Glenn Miller Story	116	J. Stewart, J. Allyson
Feb.	410	Taza, Son of Cochise	79	Rock Hudson, B. Rush
March	415	Creature From The Black Lagoon	—	R. Carlson, J. Adams
March	413	Ride Clear of Diablo	—	Audie Murphy, Dan Duryea, Susan Cabot
March	414	Saskatchewan	—	Alan Ladd, Shelly Winters

WARNER BROS.-FIRST NATIONAL

1952-53

Release Date	Release No.	Production	Time (min.)	Cast
July 11th	223	The Charge at Feather River	96	Guy Madison, Frank Lovejoy, Helen Westcott
Aug. 1st	225	The Master of Ballantrae	89	Errol Flynn, Beatrice Campbell
Aug. 15th	226	So This Is Love	101	Kathryn Grayson, Merv Griffin
Aug. 29th	224	Plunder of the Sun	82	Glenn Ford, Diana Lynn
		1953-54		
Sept. 5th	301	Island In The Sky (Available with Warner-Phonic Sound)	109	John Wayne, Lloyd Nolan, Walter Abel
Sept. 19th	303	The Moonlighter Photographed in Natural Vision 3-Dimension	77	Barbara Stanwyck, Fred MacMurray
Sept. 26th	304	The Beggar's Opera Special Engagements Only (Color by Technicolor)	94	Laurence Olivier
Oct. 3rd	305	A Lion Is In The Streets Color by Technicolor)	88	James Cagney, Barbara Hale, Anne Francis
Oct. 17th	306	Blowing Wild (Available with Warner Phonic Sound)	90	Gary Cooper, Barbara Stanwyck, Ruth Roman, Anthony Quinn
Oct. 31st	307	So Big	101	Jane Wyman, Sterling Hayden, Nancy Olson, Steve Forrest
Nov. 7th	309	Key Largo (Re-release)	101	Edward G. Robinson, Humphrey Bogart, Lauren Bacall
Nov. 7th	310	Treasure of Sierra Madre (Re-release)	126	Humphrey Bogart, Walter Huston
Nov. 14th	311	Calamity Jane (Color by Technicolor) (Available with Warner Phonic Sound)	101	Doris Day, Howard Keel
Nov. 28th	302	The Diamond Queen (Color)	80	Fernando Lamas, Arlene Dahl
Dec. 12th	313	Thunder Over the Plains (Color by WarnerColor)	82	Randolph Scott, Lex Barker, Phyllis Kirk
Dec. 26th	314	Three Sailors and a Girl (Technicolor)	95	Jane Powell, Gordon MacRae, Gene Nelson
Jan. 2nd	312	Hondo (in 3-D) (Color by WarnerColor)	—	John Wayne, Geraldine Page
Jan. 16th	315	His Majesty O'Keefe (Technicolor)	92	Burt Lancaster, Joan Rice
Jan. 30th	316	The Eddie Cantor Story (Technicolor)	116	Keefe Brasselle, Marilyn Erskine

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

1952-53

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	5416	Loves A Poppin,	2	June 11	16
Color Favorites (Tech.) (Re-Issues)	5613	Mother Hen's Holiday	1	June 18	7
"	5614	The Dream Kids	1	July 9	7½
"	5615	The Rocky Road To Ruin	1	Aug. 6	8½
Comedy Favorites (Re-Issues)	5436	Hot Water	2	July 16	18½
World of Sports	5809	Dude Ranch Sports	1	July 23	9½
Screen Snapshots	5859	Hollywood's Pair of Jacks	1	June 18	10½
"	5860	Out West in Hollywood	1	July 23	10½
Mr. Magoo (Tech.)	5704	Magoo's Masterpiece	1	July 31	7
Jolly Frolics	5505	Christopher Crumpet	1	June 25	7
Animal Cavalcade	5653	Greyhound Capers	1	July 30	8½
"	5654	The Three Big Bears	1	Aug. 27	8
Thrills of Music	5856	Shorty Sherock & Orch.	1	June 4	8½
Candid Microphone	5555	No. 5	1	June 11	10
Topnotchers	5901	Beyond the Frontier	1	June 11	10
"	5902	This Is Versailles	1	June 25	10½
Stooges 3-D	5440	Spooks	2	June 15	16
"	5441	Pardon My Backfire	2	Aug. 15	16

1953-54

All Star	6411	Oh Say Can You Sue	2	Sept. 10	16
"	6412	A Hunting They Did Go	2	Oct. 29	16½
"	6413	Down the Hatch	2	Nov. 26	17½
"	6414	Doggie In The Bedroom	2	Jan. 7	16½
Stooges	6401	Rip, Sew & Stitch	2	Sept. 3	17
"	6402	Bubble Trouble	2	Oct. 8	16½
"	6403	Goof on the Roof	2	Dec. 3	16½
"	6404	Income Tax Sappy	2	Feb. 4	16½
"	6405	Spooks (2-D)	2	Mar. 18	16
Color Favorites (Tech.) (Re-Issues)	6601	Carnival Courage	1	Sept. 3	7
"	6602	Fiesta Time	1	Oct. 8	7½
"	6603	Room and Bored	1	Nov. 5	7
"	6604	A Boy, A Gun And Birds	1	Nov. 26	7½
"	6605	Skeleton Frolic	1	Dec. 17	7½
"	6606	Tree For Two	1	Jan. 7	7½
"	6607	Way Down Yonder In The Corn	1	Jan. 28	7
"	6608	Dog, Cat & Canary	1	Feb. 28	6
"	6609	The Egg Yegg	1	Mar. 31	7½
Assorted-2-Reel Favorites	6421	Wife Decoy	2	Sept. 17	17
"	6422	Silly Billy	2	Oct. 22	18
"	6423	Strife Of The Party	2	Dec. 17	16
"	6424	Oh Baby	2	Feb. 11	18½
"	6425	Two Nuts in a Rut	2	Mar. 11	18
World of Sports	6801	Assault & Mat-tery	1	Sept. 24	10
"	6802	Hockey Thrills and Spills	1	Oct. 15	9½
"	6803	Snow Speedsters	1	Nov. 12	10½
"	6804	Battling Big Fish	1	Dec. 17	11
"	6805	Gauchos Down Uruguay Way	1	Feb. 18	11
"	6806	The Magic	1	Mar. 25	—
Screen Snapshots	6851	Hollywood Stuntmen	1	Sept. 17	10½
"	6852	Hollywood Laugh Parade	1	Oct. 22	10
"	6853	Men of the West	1	Nov. 19	10
"	6854	Hollywood's Great Entertainers	1	Dec. 24	10½
"	6855	Memories In Uniform	1	Jan. 2	10½
"	6856	Hollywood Stars To Remember	1	Feb. 25	10½
"	6857	Hollywood Goes to Mexico	1	Mar. 25	—
Thrills of Music	6951	George Towne & Orch.	1	Sept. 24	10
"	6952	Boyd Raeburn & Orchestra	1	Nov. 26	11
"	6953	Claude Thornhill & Orch.	1	Dec. 24	11
"	6954	Machito Orch.	1	Feb. 4	10½
Candid Microphone	6551	No. 1	1	Sept. 10	9½
"	6552	No. 2	1	Dec. 10	9½
"	6553	No. 3	1	Feb. 18	9½
"	6554	No. 4	1	Mar. 18	—
Comedy Favorites	6431	Half Shot At Sunrise	2	Oct. 15	15
"	6432	Meet Mr. Mischief	2	Dec. 17	16
"	6433	Love At First Fright	2	Jan. 14	16
"	6434	Get Along Little Hubby	2	Feb. 25	19
"	6435	Slappily Married	2	Mar. 4	16½
Mr. Magoo	6701	Magoo Slept Here	1	Nov. 19	7
"	6702	Magoo Goes Skiing	1	Dec. 31	7
U.P.A. Cartoon Specials	6509	A Unicorn in the Garden	1	Sept. 24	7
"	6510	The Tell-Tale Heart	1	Dec. 17	8
U.P.A. Assorted (Tech.)	6501	Bringing Up Mother	1	Jan. 14	7
"	6502	Ballet Oop	1	Feb. 11	7½

METRO-GOLDWYN-MAYER

1952-53

Cartoon (Tech.)	W-445	TV of Tomorrow	1	June 6	7
" "	W-446	Wee Willie Wildcat	1	June 20	7
Pete Smith Spec.	S-459	Dogs 'N Ducks	1	June 27	10
" "	S-460	Ancient Cures	1	July 11	8
Gold Medal Reprint Cartoons (Tech.)	W-466	Flirty Birdy	1	July 4	7
Fitzpatrick Travel Talks	T-417	Delightful Denmark	1	June 27	8
"	T-418	Copenhagen—City of Towers	1	July 18	9
Prophecies of Nostradamus	R-422	Let's Ask Nostradamus	1	June 6	10
"	R-423	Nostradamus & The Queen	1	Aug. 29	10

1953-54

Cartoon (Tech.)	*W-531	Just Ducky	1	Sept. 5	7
" "	W-532	Half Pint Palomino	1	Sept. 26	7
" "	*W-533	Two Little Indians	1	Oct. 17	7
" "	*W-534	Life With Tom	1	Nov. 21	8
" "	*W-535	Three Little Pups	1	Dec. 26	7
" "	*W-536	Puppy Tale	1	Jan. 23	7
" "	*W-537	Posse Cat	1	Jan. 30	7
" "	*W-538	Drag Along Droopy	1	Feb. 20	8
" "	W-539	The Impossible Possum	1	Mar. 20	7
Pete Smith Spec. (Technicolor)	*S-551	It Would Serve 'Em Right	1	Sept. 12	10
"	*S-552	This Is Living?	1	Oct. 10	9
Gold Medal Reprint (Cartoons (Tech.)	*W561	Swingshift Cinderella	1	Oct. 3	8
"	*W-562	Springtime For Thomas	1	Nov. 7	8
"	*W-563	The Bear That Couldn't Sleep	1	Dec. 5	9
"	W-564	Northwest Hounded Police	1	Dec. 19	8
"	*W-565	The Milky Waif	1	Jan. 9	7
"	W-566	Uncle Tom's Cabana	1	Feb. 6	8
"	*W-567	Trap Happy	1	Mar. 6	8
Fitzpatrick Travel Ttalks	*T-511	Seeing Spain	1	Oct. 17	8
"	*T-512	In The Valley of The Rhine	1	Nov. 28	9
"	*T-513	Looking At Lisbon	1	Dec. 26	9
"	*S-553	Landlording It	1	Nov. 7	9
"	*S-554	Things We Can Do Without	1	Dec. 5	9
"	*S-555	Film Antics	1	Jan. 2	8
"	*S-556	Ain't It Aggravatin'	1	Feb. 6	8
"	*S-557	Fish Tales	1	Mar. 13	8
"	*S-558	Do Someone A Favor	1	Apr. 10	9
"	S-559	Out For Fun	1	May 8	10

PARAMOUNT

1952-53

Sportlight	R12-11	Wee Water Wonders	1	July 10	9
"	R12-12	Collegiate Circus Champs	1	Aug. 14	9
Popeye (Tech.)	E12-6	Toreadorable	1	June 12	9
"	E12-7	Baby Wants a bottle	1	July 24	9
"	E12-8	Firemen's Brawl	1	Aug. 21	9
Herman & Katnip (Tech.)	H12-4	Drinks on the Mouse	1	Aug. 28	7
Pacemaker	K12-6	Hurricane Hunters	1	Aug. 7	10
Casper (Tech.)	B12-5	By the Old Mill Scream	1	July 3	7
"	B12-6	Little Boo Peep	1	Aug. 28	7
Kartune (Tech.)	Q12-6	No Place Like Home	1	July 31	7
Noveltoon (Tech.)	P12-6	Surf Bored	1	July 17	7

1953-54

Cartoon (Tech.)	S13-1	The Wee Men	1	Oct. 2	10
"	S13-2	The Enchanted Square	1	Oct. 2	10
"	S13-3	Cheese Burglar	1	Oct. 2	7
"	S13-4	The Stupidstitious Cat	1	Oct. 2	7
"	S13-5	Much Ado About Mutton	1	Oct. 2	8
"	S13-6	Naughty But Mice	1	Oct. 2	7
Headliner	A13-1	Tuna	1	Oct. 2	9
"	A13-2	Timber Athletes	1	Oct. 2	9
"	A13-3	Try And Catch Me	1	Oct. 2	9
"	A13-4	Who's Who in Animal Land	1	Oct. 2	10
"	A13-5	Bundle From Brazil	1	Oct. 2	10
"	A13-6	Broncs and Brands	1	Oct. 2	9
Popeye (Tech.)	E13-1	Popeye, The Ace of Space (3-D)	1	Oct. 2	7
"	E13-2	Shaving Muggs	1	Oct. 30	7
"	E13-3	Floor Flusher	1	Jan. 1	6
Pacemaker	K13-1	The Spirit of Seventy	1	Oct. 2	9
"	K13-2	Society Man	1	Dec. 25	9
"	K13-3	The Room That Flies	1	Feb. 5	—
Sportlight	R13-1	Rocky Mountain River Thrills	1	Oct. 2	9
"	R13-2	Mother Was A Champ	1	Nov. 6	9
"	R13-3	Choosing Canines	1	Nov. 13	9
"	R13-4	Rough Ridin' Yougsters	1	Dec. 4	9
"	R13-5	Water Swimphony	1	Dec. 18	9
"	R13-6	Angling For Thrills	1	Jan. 22	9
Topper	M13-1	Rowdy Raccoons	1	Oct. 2	10
"	M13-2	Uncommon Sense	1	Jan. 29	10
Caspar (Tech.)	B13-1	Do Or Diet	1	Oct. 16	10
"	B13-2	Boos and Saddles	1	Dec. 25	7
"	B13-3	Boo Moon (3-D)	1	Jan. 1	8
"	B13-4	Zero The Hour	1	Feb. 26	—
Noveltoon (Tech.)	P13-1	Huey's Ducky Daddy	1	Nov. 20	7
"	P13-2	The Seapheme Court	1	Jan. 29	7
"	P13-3	Crazy Town	1	Feb. 12	—
Herman & Katnip (Tech.)	H13-1	Northwest Mousie	1	Dec. 18	7
"	H13-2	Surf and Sound	1	Feb. 19	—

RKO-RADIO

1952-53

Walt Disney Cartoons (Tech.)	34110	Father's Week End	1	June 20	7
"	34111	How to Dance	1	July 11	6
"	34112	The New Neighbor	1	Aug. 1	7

1953-54

RKO-Pathe Specials	43101	Shark Killers	2	Oct. 2	15
"	43102	This Is Little League	2	Oct. 30	15
"	43103	The Magic Streetcar	2	Dec. 18	20
My Pal (Re-Release)	43201	My Pal	2	Aug. 7	22
"	43202	Pal's Adventure	2	Sept. 4	20
Ray Whitley (Re-Release)	43401	A Western Welcome	2	Aug. 21	18
"	43402	Rhythm Wranglers	2	Sept. 18	19
Edgar Kennedy (Re-Release)	43501	Unlucky Dog	2	Aug. 7	15
"	43502	Trouble or Nothing	2	Aug. 21	18
"	43503	Wall Street Blues	2	Sept. 4	17
"	43504	Motor Maniacs	2	Sept. 18	18
"	43505	Do or Diet	2	Oct. 2	18
"	43506	Heading For Trouble	2	Oct. 16	18
Leon Errol (Re-Release)	43701	Gem Jams	2	July 31	18
"	43702	He Forget to Remember	2	Aug. 14	17
"	43703	Birthday Blues	2	Aug. 28	17
"	43704	Let's Go Stepping	2	Sept. 11	17
"	43705	It Shouldn't Happen to a Dog	2	Sept. 25	18
"	43706	Maid Trouble	2	Oct. 9	18
Specials (Technicolor)	43301	Prowlers of the Everglades	3	Aug. 14	32
Specials (Eastman-Color)	43001	Holiday Island	2	Aug. 14	15
Walt Disney (Technicolor)	44101	Football (Now and Then)	1	Oct. 2	7
"	44102	Rugged Bear	1	Oct. 23	6

SHORT SUBJECT RELEASES (CONTINUED)

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
"	44103	Working for Peanuts	1	Nov. 13	7
"	44104	How to Sleep	1	Dec. 4	7
"	44105	Canvas Back Duck	1	Dec. 25	7
"	44106	Spare the Rod	1	Jan. 15	7
"	44107	Donald's Diary	1	Feb. 5	.....
"	44108	The Lone Chipmunks	1	Feb. 26	.....
"	44109	Dragon Around	1	Mar. 19	.....
"	44110	Grin and Bear It	1	Apr. 9	.....
"	44111	The Social Error	1	Apr. 30	.....
"	44112	Chips Ahoy	1	May 21	.....
Mickey House Re-Release (Tech.)	44801	Mickey's Birthday Party	1	Aug. 21	8
"	44802	The Pointer	1	Aug. 28	7
"	44803	Tiger Trouble	1	Aug. 14	8
"	44804	The Nifty Nineties	1	Sept. 4	7
"	44805	Mr. Mouse Takes a Trip	1	Sept. 11	8
"	44806	The Whalers	1	Sept. 18	8
Sportscopes	44301	Ben Hogan	1	Sept. 4	8
"	44302	Bat Boy	1	Oct. 2	8
"	44303	Best In Show	1	Oct. 30	8
"	44304	Wild Birds Winging	1	Nov. 27	8
"	44305	Summer Schussboomers	1	Dec. 25	8
"	44306	Railbird's Album	1	Jan. 22	8
"	44307	Golfing with Demaret	1	Feb. 19	.....
Screenliners	44201	Running the Red Blockade	1	Sept. 18	8
"	44202	Herring Hunt	1	Oct. 16	8
"	44203	Laughs of Yesterday	1	Nov. 13	8
"	44204	Ocean to Ocean	1	Dec. 11	8
"	44205	Report on Kashmir	1	Jan. 8	10
"	44206	Fire Fighters	1	Feb. 5	8
"	44207	Golden Gate	1	Mar. 5	.....
Sports Specials	43901	Football Headliners	2	Dec. 11	16
"	43801	Basketball Headliners	2	Apr. 16	.....
Specials (Eastman Color)	44401	Motor Rhythm (3-D)	1	Sept. 18	8
"	44501	Motor Rhythm (2-D)	1	Sept. 18	8
Adventures in Music	44601	Melody (3D)	1	June 12	10
"	44701	Melody (2-D)	1	June 12	10

REPUBLIC

Serial	5283	Jungle Drums Of Africa	12 Ep.		
"	5284	Return of Captain Marvel (Formerly titled "Adventure of Captain Marvel)	12 Ep.		
"	5381	Canadian Mounties vs. Atomic Invaders	12 Ep.		
"	5382	Return of Captain America (re-release of Capt. America)	15 Ep.	Sept. 30	.....
"	5383	Trader Tom of the China Seas	12 Ep.	Jan. 11	.....
Short Subjects	9222	Singapore	1	June 1	9
" "	9223	Germany	1	Aug. 1	9
" "	9224	Japan	1	Oct. 1	8
" "	9225	Hong Kong	1	Jan. 15	9
Commando Cody Adventures	5274	Robot Monster of Mars	3	July 3	30
"	5275	Hydrogen Hurricane	3	July 10	30
"	5276	Solar Sky Riders	3	July 17	30
	5277	S.O.S. Ice Age	3	July 24	30
	5278	Lost In Outer Space	3	July 31	30
"	5279	Captives of the Zero Hour	3	Aug. 7	30

TWENTIETH CENTURY-FOX

1953

Terrytoon (Tech.)	5315	Little Roquefort in Friday the 13th	1	July	7
" "	5316	Mighty Mouse in When Mouse-hood Was in Flower	1	July	7
" "	5317	Terry Bears in Open House	1	August	7
" "	5318	Heckle & Jeckle the Talking Magpies in Bargain Daze	1	August	7
" "	5319	Aesops Fables. Sparky, The Firefly	1	September	7
" "	5320	Little Roquefort In Mouse Menace	1	September	7
" "	5321	Teddy Bears in the Relucant	1	October	7
" "	5322	Dimwit in How to Keep Cool	1	October	7
" "	5323	Dinky In the Timid Scarecrow	1	November	7
" "	5324	Heckle & Jeckle The Talking Magpies in Log Rollers	1	November	7
" "	5325	Mighty Mouse in Spare the Rod	1	December	7
" "	5326	Terry Bears in Growing Pain	1	December	7
Lew Lehr (Re-Release)	9382	Grunters and Groaners	1	July	10
Movietone (New Camera)	6303	Kamikaze	1	August	10
"	6304	Impact of Tragedy	1	October	10
"	6305	Calamity Strikes	1	November	10
"	6306	Focus On Fate	1	December	10
"	3307	Sports Immortal (re-release)	1	July	10
Sport	3303	Morning Light	1	July	9
"	3304	Unusual Sports	1	October	9
"	3305	Laurentian Sports Holiday	1	October	9
"	3306	The Golden Glover	1	December	9

1954

Terrytone (Tech.)	5401	Little Roquefort in Runaway Mouse	1	January	7
" "	5402	Dimwit In How To Relax	1	January	7
" "	5403	The Helicopter (Re-release)	1	January	7
" "	5404	Heckle & Jeckle the Talking Magpies in Blind Date	1	February	7
" "	5405	Nonsense Newsreel	1	February	7
" "	5406	Much Ado About Nothing (Re-release)	1	February	7
" "	5407	Mighty Mouse in the Helpless Hippo	1	March	7
" "	5408	Terry Bears In Pet Problems	1	March	7
" "	5409	The Frog and the Princess (Re-release)	1	March	7
" "	5410	Little Roquefort in Prescription For Percy	1	April	7
" "	5411	Heckle and Jeckle the Talking Magpies in Satisfied Customers	1	April	7
" "	5412	Mighty Mouse in the Wreck of the Hesperus (Re-release)	1	April	7
Sport	3401	Unititled	1	February	.....
"	3402	Unititled	1	April	.....
See It Happen (Movietone)	6401	Unititled	1	February	.....
"	6402	Unititled	1	April	.....

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)

UNIVERSAL

1952-53

Musical Featurette	8306	Harry James and the Music Makers	2	May 7	15
" "	8307	Music On The Double	2	May 28	15
" "	8308	Surprising Suzie	2	July 30	15
" "	8309	Camp Jamboree	2	Oct. 8	15
" "	8310	Fabulous Dorseys	2	Oct. 22	15
" "	8311	Nat King Cole—Russ Morgan's Orch.	2	Oct. 29	15
Variety View	8344	Deadly Drums	1	May 4	8
"	8345	Bolivar Bonanza	1	Sept. 7	8
"	8346	Behind the Wall	1	Sept. 21	8
"	8347	Rip Van Winkle Returns	1	Oct. 5	8
"	8348	Fun For All	1	Oct. 19	8
The Earth and its Peoples	8368	Factories, Mines & Waterways	2	May 18	21
"	8369	British Trade and Industry	2	June 15	21
"	8370	Farmer-Fisherman	2	July 13	21
"	8371	The Lumber States	2	Aug. 10	21
"	8372	Mountain Farmers	2	Sept. 3	20
"	8373	Adobe Village	2	Oct. 5	19
Woody Woodpecker Cartune (Tech.)	8325	The Mouse and the Lion	1	May 11	6
"	8326	Operation Sawdust	1	June 15	6
"	8327	The Flying Turtle	1	June 29	6
"	8328	Wrestling Wrecks	1	July 20	6
"	8329	Maw and Paw	1	Aug. 10	6
"	8330	Belle Boys	1	Sept. 14	6
"	8332	Hoot Noon	1	Oct. 12	7
"	8333	The Hypnotic Hick	1	Aug. 26	6
"	8334	Chilly Willy	1	Oct. 26	6
Color Parade	8381	Fiesta Frolics	1	June 8	9
"	8382	King of the Sky	1	July 13	10
"	8383	Calypso Carnival	1	Aug. 10	9½
"	8384	Three Years to Victory	1	Oct. 19	.....

1953-54

Musical Featurette	9101	Carnival In April	2	Nov. 10	15
" "	9302	David Rose & His Orch.	2	Dec. 24	15
" "	9303	Hawaiian Nights	2	Jan. 22	15
Variety View	9341	Byways To Broadway	1		8
"	9342	Bow River Valley	1		8
"	9343	Brooklyn Goes To Chicago	1	Feb. 22	8
Woody Woodpecker Cartune (Tech.)	9322	Socko In Morocco	1	Jan. 18	7
Color Parade	9381	Go South Amigos	1	Feb. 8	.....

VITAPHONE

1952-53

Technicolor Specials	9008	Where The Trade Wind Plays	2	July 4	20
Featurettes	9106	Looking At Life	2	July 18	20
Blue Ribbon Cartoons (Tech.)	9310	Mighty Hunters	1	June 13	7
"	9311	The Fighting 69½	1	July 11	7
"	9312	Sniffles Takes A Trip	1	Aug. 1	7
"	9313	Wacky Wild Life	1	Aug. 29	7
Joe McDoakes Comedy	9406	So You Have Your Dog	1	Aug. 1	10
Sports Parade	9508	Desert Killer	1	June 27	9
"	9509	Ride A White Horse	1	July 25	9
"	9510	A Danish Sport Delight	1	Aug. 15	9
Vitaphone Novelties	9606	Head Over Heels	1	June 20	10
"	9607	The Spirit of West Point	1	Aug. 8	10
M.M. Cartoons (Tech.)	9717	There Auto Be A Law	1	June 6	7
"	9718	Tom-Tom Tomcat	1	June 27	7
"	9719	Wild Over You	1	July 11	7
"	9720	Duck Dodgers In the 24½ Century	1	July 25	7
"	9721	Plop Goes The Weasel	1	Aug. 22	7
"	9722	Cat-Tails For Two	1	Aug. 29	7
Bugs Bunny Specials (Tech.)	9729	Hare Trimmed	1	June 20	7
"	9730	Bully For Bugs	1	Aug. 8	7
Melody Master (Bands) (Re-issues)	9805	Vincent Lopez & Orch.	1	June 6	9
"	9806	Spade Corley Band	1	Aug. 22	9

1953-54

Technicolor Specials	1001	Gone Fishin	2	Sept. 12	17
"	1002	Romance of Louisiana	2	Oct. 10	13
"	1003	North of the Sahara	2	Nov. 7	17
"	1004	Don't Forget To Write	2	Dec. 5	17
Featurettes	1101	Minstrel Days	2	Sept. 26	20
"	1103	Pills for Thrills	2	Nov. 21	20
Blue Ribbon Cartoons (Tech.)	1301	Old Glory	1	Sept. 12	7
"	1302	Walky, Talky Hawky	1	Oct. 17	7
"	1303	Birth of a Nation	1	Nov. 7	7
"	1304	Eager Beaver	1	Nov. 28	7
"	1305	Scent—imental Over You	1	Dec. 26	7
Joe McDoakes Comedy	1401	So You Think You Can't Sleep	1	Oct. 31	10
"	1402	So You Want to be an Heir	1	Dec. 19	10
Sports Parade (Tech.)	1501	Royal Mounties	1	Sept. 19	9
"	1502	Sea Sports of Tahiti	1	Oct. 24	9
"	1504	Arabians in the Rockies	1	Dec. 12	9
Vitaphone Novelties	1601	Hit 'Im Again	1	Sept. 5	10
"	1602	Say It With Spills	1	Oct. 24	10
"	1603	Magic Movie Moments	1	Dec. 26	10
M. M. Cartoons (Tech.)	1701	A Street Cat Named Sylvester	1	Sept. 5	7
"	1702	Zipping long	1	Sept. 19	7
"	1703	Easy Peckin's	1	Oct. 17	7
"	1704	Catty Cornered	1	Oct. 31	7
"	1705	Of Rice & Hen	1	Nov. 14	7
"	1706	Cats A-Weigh	1	Nov. 28	7
"	1707	Punch Trunk	1	Dec. 19	7
Bugs Bunny Specials (Tech.)	1723	Duck! Rabbit, Duck!	1	Oct. 3	7
"	1724	Robot Rabbit	1	Dec. 12	7
Melody Master Bands	1801	Desi Arnaz & Band	1	Oct. 3	9
"	1802	Hal Kemp & Orch.	1	Nov. 14	9

"SOMETIMES LIFE CAN BE WONDERFUL AND THEY WERE TO MY NEW MOVIE. AND WHAT'S EVEN MORE WONDERFUL IS THAT WE'RE DOING GREAT. MY NEW MOVIE THAT IS. SOMEBODY TOLD ME WE'RE SOCKO IN N.Y. AND BOFFO IN PHILLY. WHATEVER THAT MEANS."*



**Translation:* Judy means that business for Columbia's "It Should Happen to You" has been sensation at Loew's State, New York and at the Stanley, Philadelphia.

COLUMBIA PICTURES presents

JUDY HOLLIDAY in

IT SHOULD HAPPEN TO YOU!

co-starring **PETER LAWFORD** with MICHAEL O'SHEA

and introducing **JACK LEMMON**

Story and Screen Play by GARSON KANIN

Produced by FRED KOHLMAR • Directed by GEORGE CUKOR

THE Independent FILM JOURNAL

DEVOTED *to the* BEST INTERESTS *of the* MOTION PICTURE INDUSTRY

In this issue

EWS

OMNIBUS BILL HALVING THEATRES' TICKET TAX PRESENTED IN HOUSE

ARGEST IMAGE CLAIMED FOR PARA'S VISTAVISION

USHINSKY SUPERSCOPE DEMONSTRATION SET

SKOURAS STANDS FIRM ON STEREOSOUND, SETS MORE EIDOPHOR TESTS

COMPO LAUNCHES TRADE AD SERIES

RODGERS LEAVES METRO BUT STAYS IN INDUSTRY

EVIEWS

pages 12, 20, 21

3, No. 4 March 6, 1954

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I SAW—I HEARD!

I AM excited — more excited about the future of the industry than I have ever been during my 40 years in the industry.

I came to Hollywood to find out what to expect in the way of product and what to look forward to with respect to technological advancements in screen presentation.

With these objectives in mind, I visited those studios which are developing new methods of exhibition. Here is a thumbnail description of my visit together with a summary of my intentions with respect to my own theatre operations as a result of what I saw and what I heard.

From my first visit with Dore Schary, M-G-M production chief, my stay in Hollywood was enlivened

(See Page 5)

THE BIGGEST

M-G-M PICTURES TOP THEM AL

"Mogambo" started the Hit Parade in October, launch ing a new M-G-M record of 8-pictures-in-a-row at th famed Music Hall! Now "THE LONG, LONG TRAILER" is delighting audiences of the world's mos famous theatre, with a terrific line-up of other big M-G-M hits to follow one after another. On Broadway an across the nation it's a happy celebration as M-G-M' 30th Anniversary rolls merrily along!

"MOGAMBO" (TECHNICOLOR)

"KISS ME KATE" (COLOR)

"EASY TO LOVE" (TECHNICOLOR)

CINEMASCOPE "KNIGHTS OF THE ROUND TABLE" (COLOR)

Now Playing! "THE LONG, LONG TRAILER" (COLOR)

Next! "RHAPSO (TECHNICOLOR

"Just completed a great engagement!"

"Lucy and Desi off to a flying start!"

"Read the rave Trade reviews!"

Robert Taylor, Ava Gardner, Mel Ferrer, Anne Crawford

Lucille Ball, Desi Arnaz

Elizabeth Taylor, Vittorio Gassman, John Ericson

FOR THE BIGGEST!

THEY'RE FAVORITES AT THE MUSIC HALL!



Beth, Howard Keel, Fernando Lamas

William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern

SALUTE TO ED SULLIVAN'S "TOAST OF THE TOWN"

Approximately 50,000,000 people heard and saw the M-G-M Anniversary Show, Sunday night February 14th on CBS-TV's hour-long show! Never before has any company's line-up of pictures received such visual selling to the nation! M-G-M takes this opportunity to express gratitude to a great showman, Ed Sullivan, for a magnificent job!





SOMETHING DIFFERENT! SOMETHING NEW!

Now CINEMASCOPE gives your audiences a front-row seat to the fabulous $6.60 musical



just as Broadway cheered it... with all its songs, stars, dances and fun!

Edward L. Alperson presents LEONARD SILLMAN'S

NEW FACES



CINEMASCOPE

in glorious **COLOR** in the wonder of **STEREOPHONIC SOUND!**

starring RONNY GRAHAM · EARTHA KITT · ROBERT CLARY · ALICE GHOSTLEY · Directed by HARRY HORNER · Co-producer BERMAN SWARTTZ · Released by 20th CENTURY FOX

March 6, 1954
Vol. 33 No. 4

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

by a series of revelations which have come to pass from the dedicated labor of a group of men at each of the studios to produce the best in motion pictures with the most modern technical innovations. My convictions with regard to the unlimited horizons of our business were immeasurably strengthened by the demonstrations I witnessed, the product I was shown and the discussions that took place with the studio heads.

At Metro, I observed a strong lineup of pictures which included "Rose Marie," "A Bride For Seven Brothers," "Valley of the Kings," "Beau Brummel," and "Student Prince." I visited the lavish set of "Brigadoon," which is also being produced in CinemaScope and it should become one of the year's outstanding attractions. Exhibitors can look to a broadening of the CinemaScope presentation of M-G-M pictures. But "Executive Suite" in ordinary 2-D will undoubtedly be a box office as well as an artistic smash.

I was privileged to hear Arthur Loew's PerspectaSound, a most ingenious and superior one-track sound system which should ultimately be of considerable value in bettering the sound systems of many theatres which cannot afford stereophonic sound, provided that its price level is brought within reach.

In all probability, as time goes on, prints will be delivered in PerspectaSound so that all theatres will have this product available for exhibition. This, of course, depends entirely upon the studio's policy for the future which, as yet, has not been fully determined.

I then met with James R. Grainger and C. J. Tevlin, president and studio head at RKO, and was present at a demonstration of the remarkable Tushinsky lenses. These all-purpose lenses offer flexibility in presenting motion pictures in any ratio by an adjustment. A CinemaScope feature can be exhibited with the same efficiency and clarity as the CinemaScope lens now in use by means of the Tushinsky lens which has the added advantage of adaptability to all other ratios without a change of equipment. For clarity, utility, economy and general over-all usage, the Tushinsky lens is most practical and I will have more to say about this in my summary.

The next day, I visited with Jack Warner and his executive group at the Warner Studios, where I received one of the biggest thrills of my life. I saw a specially prepared trailer showing approximately ten forthcoming releases. Almost all of the Warner product is in CinemaScope. One thing made a deep impression on me. With each succeeding picture in CinemaScope, the technique and the pictures are greatly improved. Judging from what I saw, some of the best product to be released in years will come from this studio. I also saw most of "A Star Is Born" in CinemaScope and prior to cutting. This picture will probably be one of the best pictures you and I will ever exhibit.

The next day, I went to see Darryl F. Zanuck on the 20th Century-Fox lot. You only have to examine this company's product schedule to fathom the advances that are being made by this studio. Here, I visited the set of "The Egyptian." I have been to many studios but never have I seen such tremendous scope and expanse as is being achieved in this picture. This should achieve grosses equal to or greater than those of "The Robe." Mr. Zanuck and his associates are performing wonders and those theatres equipped for CinemaScope will get a bonanza delivery from this studio with their next six productions commencing with Gregory Peck's "Night People" right on through "The Egyptian."

I visited Paramount the next day, where with Barney Balaban and Y. Frank Freeman I attended a demonstration of that company's new Vistavision. I would have to describe the hues of the rainbow in order to give you any semblance of an idea of the clear and magnificent results attained by Paramount's Vistavision process. I advised Mr. Balaban and Mr. Freeman to arrange for demonstrations of this process in every area of the country in conjunction with the Tushinsky lenses.

Cecil B. DeMille joined us at lunch. This seasoned showman told me that after searching the entire field and testing every known technique, he decided to produce "The Ten Commandments" in Vistavision. He made a telling point when he said, "You know I can't look forward to producing many more pictures. I am now 73. I can't afford at this stage of my life to make

(*Continued on next page*)

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I Saw—I Heard!

(*Continued from preceding page*)

what may very well be my last picture — a bad one. I decided on Vistavision as the best medium in which this story should be told."

In the meantime, Paramount has an imposing array of product, having finished "Rear Window," "Sabrina Fair," "The Bridges at Toko-Ri," "Knock On Wood" and "White Christmas," and are coming along with "The Big Top" and "The Ten Commandments" in Vistavision. An unusual process was used in the screening of "Rear Window" and exhibitors will understand what I am referring to when they see the picture.

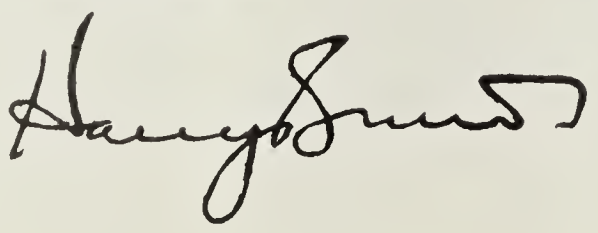
Summary: For those exhibitors who have not been to Hollywood, my remarks may carry an element of confusion. However, I am confident that from all these developments will come a singleness of purpose. The processes which I have described above are compatible to one another. This is made possible because of the Tushinsky lenses.

As an exhibitor with a great interest in the future of our business and as a 20th Century-Fox stockholder, I have advice for my good friends, Spyros Skouras, Al Lichtman and Darryl Zanuck. I am told that it is possible to adjust the CinemaScope lens in much the same manner as the Tushinsky lens so that it can be made compatible to any other aspect ratio the exhibitor may require and permit him to operate with one pair of lenses. If this is true, it should be done.

I am tremendously excited because I can see my theatres in the near future benefitting from a diversity of product and a flexibility of operation. I can be playing CinemaScope one day, Vistavision the next and a great 2-D picture after that. I know that the new techniques will continue to whet the public's appetite with each show bringing with it new vistas of entertainment.

THE INDEPENDENT has always striven to be a constructive critic of the industry scene and it is with great pleasure that I can report my delight with Hollywood. I found the top executives at the studios together with their staffs with a firm grasp of the industry's needs and continuously at work to fulfill these needs. I must congratulate these production leaders for conscientiously going about their task of keeping our business that which it has been and will always be—the greatest entertainment medium ever devised. The superior entertainment values and technical approaches are rapidly outdistancing our competition. Our "new look" will never be compatible with home showings.

For the first time in years, I am going to stop closing theatres and start buying them again. More than ever, I believe the future of the theatre business is in front of it and not behind it.



"Service"

Subscribers to THE INDEPENDENT may now secure their 1953 supplement of the compilation of theatrical films released on home television sets during the entire year. Previous supplements, dating back to the beginning of 1949, are likewise available on request.

We thank our readers who have written such appreciative letters to us for this exclusive service to the industry. It has been a difficult service to maintain. Through the years, we have even been threatened with damage suits and the like for maintaining these listings. But your interest has been our reward and we will continue to handle mail and telephone inquiries from theatre bookers and subscribers and let the chips fall where they may. "Service" to our readers means more than lip service with us.

Crusade For Freedom

All exhibitor associations have endorsed and pledged their maximum assistance to the Crusade For Freedom which supports Radio Free Europe, one of the most powerful economic weapons of peace available to the free world.

A Bing Crosby trailer of 66 second duration will be shown in theatres March 15th through March 21st. National Screen will forward a "Freedom Kit" with all necessary supplies to all participants. Your patrons will be invited to join President Eisenhower in support of the Crusade for Freedom by signing the Freedom Scroll and by making a contribution to Radio Free Europe in the lobby of your theatre.

Every exhibitor should join the theatre owners committee when called upon to do so by his regional chairmen so that the industry can achieve a maximum result for this worthy cause.

Right Direction

Last year, during the period between the passage of the Mason Bill by Congress and its veto by President Eisenhower, many adverse stories and editorial comments appeared in newspapers around the country. A good portion of these were based on a misunderstanding of the facts.

The first phase of COMPO's activity to offset such industry mis-information was launched last week with the publication of the first of 26 advertisements which COMPO is placing in "Editor and Publisher." These ads, designed to tell the industry's story, represent a substantial step in the right direction.

Skouras Stands Firm On CS Sound, Sets More Eidophor Tests

Reaffirmation of the 20th Century-Fox policy compelling use of stereophonic sound with CinemaScope pictures for all theatres, whether conventional or drive-in, was made this week by Spyros P. Skouras, company president, upon his return from a five-week trip abroad.

The 20th-Fox venture in Eidophor (big-screen theatre television in color) will be resumed in May, Skouras also disclosed. At that time, a commercial prototype of the system will be shipped from Switzerland and it will be used for demonstration purposes by the film company, he said.

The Eidorphor system had been fostered by Skouras as a means whereby major stage show attractions could be purveyed into theatres throughout the nation via closed circuit telecasts. A National Exhibitors Theatre Television Committee had been organized to secure video channels expressly for such big screen systems as Eidophor.

Skouras predicted that in England, where J. Arthur Rank is limiting his CinemaScope installations to key circuit houses, more vigorous competition between chains and independents for anamorphic pictures would take place due to numerous equipment sales to individual situations.

To date, 250 CinemaScope equipment orders have been placed with British dealers by exhibitors of that land, Skouras said. He foresaw a total of 500 British installations by the end of the year.

On the Continent, where the 20th-Fox prexy envisioned 2,500 CinemaScope installations by the close of 1954, Skouras said that demand exceeded supply. He added that he is endeavoring to persuade European manufacturers to turn out a wider variety of stereophonic sound equipment, suitable for theatres of every description, to ease the shortage.

So far as European production of CinemaScope pictures is concerned, the 20th-Fox chieftain noted that he had been approached by a number of producers and had consequently distributed licenses for anamorphic filming.

Largest Picture Claimed With Para's Vistavision

HOLLYWOOD. — Paramount Pictures unveiled this week the new Vistavision process which is said to present the largest film image ever seen on any theatre screen. Reaction to the initial demonstration was reported enthusiastic among industry leaders who attended the demonstration. Showing came several days after the Tushinsky brothers demonstrated their all-purpose lens system, a process which was also recommended by Paramount.

Barney Balaban, Paramount president, introduced Vistavision, which is said to eliminate grain and fuzziness while providing "an overwhelming picture with complete definition of focus." He stressed that Paramount's chief goal has been to develop a plan of screen presentation that small as well as large theatres can use with minimum expense.

In line with this policy, any additional sound installations are optional with the Paramount system. Balaban stated that in cases where an exhibitor does wish to install extra sound equipment, his company finds dimensional sound "simpler and less costly" than stereophonic sound, with results "approximately the same."

For exhibitors who wish to present anamorphic films, Balaban sugested that they use the type of lens system invented by Joseph and Irving Tushinsky. These lenses will be available to the industry in the immediate future, and the inventors are planning trade demonstrations of their system to be held throughout the country. Additional Vistavision showings are also planned.

Balaban pointed out that Paramount has no financial interest "directly or indirectly" in any of the products that could be used with the system.

For the Vistavision demonstration, conventional films were expanded to several varying ratios, including the standard CinemaScope one. Loren Ryder, Paramount research head, described the system as "an over-all process." Vistavision camera photographs an image area two and one-half times greater than any other camera, he stated.

The negative is then optically reduced to a standard size Movietone fine-grain release print which retains the negative resolution, reduces the negative grain and maintains the color saturation, Ryder explained. He added that this results in "the best large-screen picture that has been witnessed to date."

In introducing Vistavision, Balaban stated that his company acknowledges the debt the industry owes to leaders 'trying to find new and better methods not only of producing motion pictures but of presenting them on the screen."

The new process will be available to "any and all motion picture production companies and can be used by any theatre of any size," he stated. Inspiring the invention was the belief that height is equally as important as width, the speaker revealed. With that in mind, Paramount recommends that every exhibitor install the largest possible screen both in height and width.

This screen will permit the exhibitor to play pictures of any size and ratio he desires, Balaban stated. This is in accord with the expressed Paramount policy of "compatibility" and "flexibility."

He added that "every exhibitor knows that in order to present his pictures most effectively, he must have the best possible equipment." He then went on to recommend a seamless screen for use in theatres. Screen used in the Vistavision demonstration was a 62-foot Stewart Trans-Lux Luxuria seamless screen.

Reverting to the question of sound, Balaban revealed that dimensional sound from a single track will be available on Paramount pictures. An exhibitor wishing to use dimensional sound will have to install a sound control unit in his projection booth at an approximate cost of $1,500 he stated.

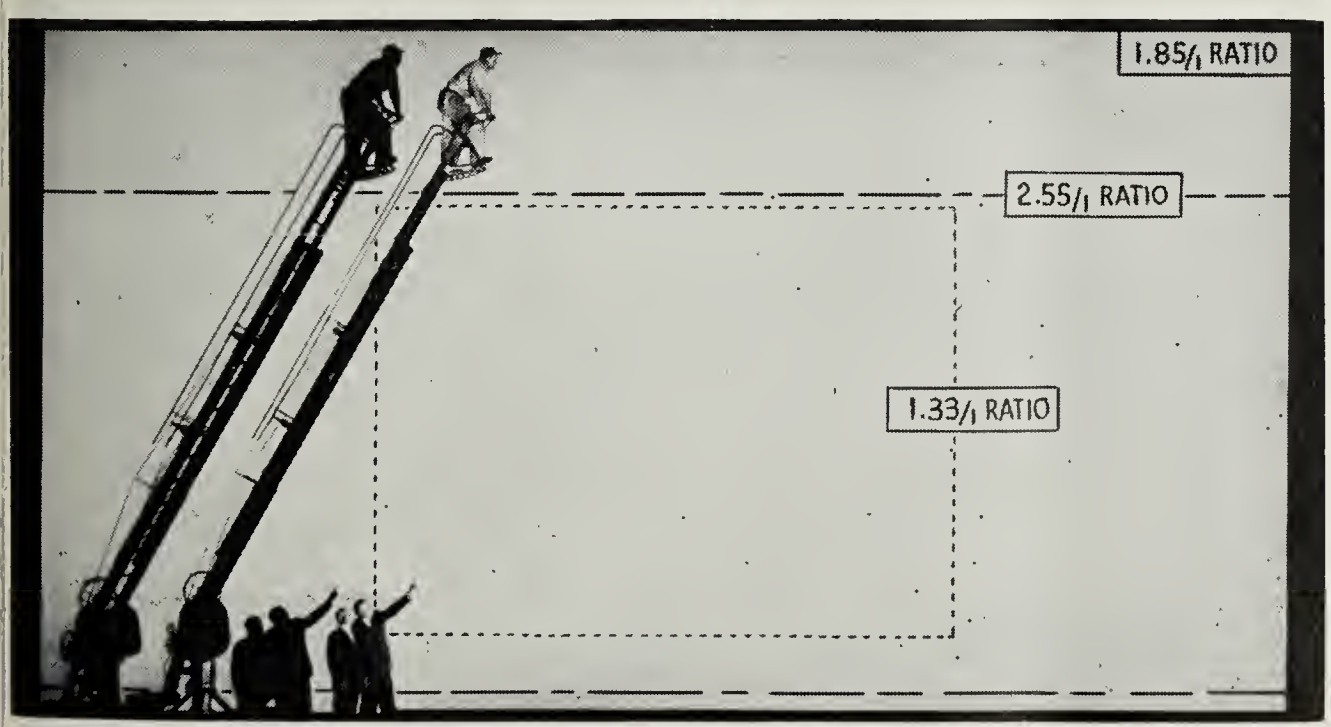
Through this system the sound will be directed to three horn units, one each at the left, center and right of the screen. If the exhibitor does not have the horn units available, he will need to purchase these in addition to the sound control unit at an addi-

(*Continued on page 16*)

SuperScope New Name For Tushinsky Lens

Hollywood.—Joseph and Irving Tushinsky announced this week that the trade name of their new variable anamorphic process will be SuperScope. RKO Radio, through its co-operation, will be the first licensee of the system, which will be shown publicly at a trade demonstration set for the RKO 86th St. Theatre, N. Y. C., March 22, and sponsored by RKO Theatres, TOA and National Allied.

SuperScope lenses are now in production and will be available in 60 days, the inventors revealed. They will come in aspect ratios of 1:2, 1:1.75 and, in special cases, at 1:2.66 at a contemplated price of $350 per lens. Paramount has announced that it will supply anamorphic prints in variable aspect ratios to exhibitors using the SuperScope projection lens.



Y. Frank Freeman, vice-president of Paramount Pictures, shows Adolph Zukor, Paramount board chairman, new Vistavision high and wide screen. Dotted line shows how ordinary motion picture screen size compares with Vistavision screen. Broken line shows comparison of 2.55/1 ratio screen with high 1.85/1 ratio Vistavision screen.

Allied Board Opposes Stereosound Policies

National Allied's board of directors has clarified the organization's position on stereophonic sound as affecting CinemaScope pictures, solidified plans leading to exhibitor entrance into a production company and decided to consider an answer to the MPAA invitation to discuss arbitration anew. Decisions were made at a meeting held late last week at New York's Warwick Hotel.

Allied's directors unanimously went on record as opposed to positions taken by both 20th Century-Fox and Loew's "requiring theatres to install full stereophonic equipment as a condition of licensing their CinemaScope pictures regardless of the appropriateness of theatres for such installation or their abilitv to pay therefor."

Decision to enter a production company as shareholders was made for purposes of supplanting "the present disastrous policies of such company with more liberal policies," according to Abram F. Myers, board chairman and general counsel.

Regarding arbitration, Myers stated that the MPAA offer to participate in renewed talks would be answered probably at a later date. Answer would be "carefully written and prepared," he said.

Myers disclosed that a proxy battle would, if necessary, be waged to effect changes in film company policy in the course of Allied's following through on its proposed stock purchase plan.

Entrance, via such purchases, into a production company will be made eventually, Myers disclosed, following completion of an investigation designed to encourage increased production on the part of independents.

The investigation would serve to supply a hypodermic needle to indie outfits, thus preventing the plight of the small exhibitor from growing "more desperate," the general counsel explained.

Proxy Tiff Augured

Myers, however, did not identify either the independent producers or picture companies which Allied had in mind with these ventures. He did say that conversations have already been started with one independent and others are set to follow in the near future.

Exploring the stock purchase plan for entrance into a major company is a special Allied committee which received direction from the board to continue in its efforts and take necessary steps to effectuate a concrete program.

At such time, the special committee will retire in favor of a new unit, composed of exhibitor-holders, that would work to bring the film company's policies and the attitude of its management to stockholders' attention, in acording with Securities and Exchange Commission rules, Myers added.

The special committee was authorized to furnish all interested theatremen with information on the stock buy plan, together with invitations for participation.

The Allied board, Myers said, is strongly convinced that a threat to the independent subsequent run exists in the film companies' policy of curtailing production and restricting the licensing of pictures.

He warned that unless such policy is abandoned soon, "it will destroy the entire industry by constricting the market to a point where it can no longer support even the

(*Continued on page* 15)

House Presented Omnibus Bill Halving Theatres' Ticket Tax

WASHINGTON.—Industryites working for removal of the 20 percent Federal tax on theatre admissions noted with interest the statement of George M. Humphrey, Secretary of the Treasury, who announced this week that he would approve "a selective reduction" in excise taxes. Humphrey stated that he did not agree with the proposed Republican program for a straight cut in all excise taxes to an even 10 percent.

Such a bill was introduced on the floor of the House this week by the Ways and Means Committee. Rep. Daniel A. Reed (R., N. Y.) who heads the committee, could not be reached for comment on Humphrey's statement. However, despite the expressed disapproval of the Reed bill by Secretary Humphrey, the measure is seen fairly certain of passing the house, after which it goes to the Senate for approval.

In last-minute voting the House Ways and Means Committee defeated two separate motions introduced on behalf of the industry. First one would have completely eliminated the 20 percent admission tax, but this measure was immediately defeated. Second measure would have eliminated the tax on tickets costing up to 50 cents. Committee was first deadlocked at 12-12 but then voted against the motion 13-12.

The omnibus tax measure goes to the Rules Committee from Ways and Means, and expectations are that a favorable House vote will take place early next week without amendments from the floor. Industry hopes for amendment to eliminate the admissions tax entirely or up to a stipulated price will rest with the Senate and its Finance Committee.

Although the mechanics of legislation seem to be working especially fast, COMPO'S tax committee has not yet given up hope of seeking complete tax relief for the industry. Approximately 30 exhibition leaders descended on the capitol this week to plead their case before the Ways and Means group, and they are now repeating their story to other members of Congress.

Up to the very last moment, these industry figures will try to convince the members of the House to vote in favor of complete tax repeal. Should they fail here, the theatre people will take their arguments to members of the Senate.

A vital factor in this year's campaign will again be the time element, as Congress has revealed its determination to settle the excise question before April 1.

That means that the tax question should be settled for the industry by that date. The measure introduced by Rep. Reed would take effect by April 1.

Meanwhile the COMPO tax committee continued to present its case for tax relief for the industry.Among the facts being presented are included those revealing that approximately 1,120 film theatres have gone out of business since April 1, while another 4,000 to 5,000 are staying open only because of hope of tax relief this year.

The Congressmen are being told that attendance dropped eight percent during 1953, with grosses dropping four percent. Report also notes the growing trend of grosses to be more and more concentrated in first-runs.

(*Continued on page* 16)

COMPO Begins Trade Ad Series

Placement of the first in COMPO's series of 26 goodwill advertisements in "Editor & Publisher," trade magazine for the newspaper industry, was made over the weekend, with follow-up ads, all full-page in size, scheduled to appear in succeeding weekly issues.

Prior to appearance in the magazine, proofs of the ad were distributed to film industry executives, trade papers and all state and Congressional district tax repeal campaign committees.

Under the heading, "Our Newspaper Friends Told Us to Tell You Our Story," the copy explains that the ad series is designed to tell the nation's press about the film business.

Main point in the copy was the expressed need of the industry to highlight the fact that despite "the crippling effects of a destructive tax" the film trade continues to be one of the nation's leading enterprises.

Stating the concern of the industry with the tax, copy went on to say that purpose of succeeding ads will "show you that this levy not only has damaged our business; it has cast its blight over stores in the neighborhood of empty theatres, over real estate values, has even cost newspapers advertising revenue."

Copy used in the first ad and, according to Robert W. Coyne, COMPO special counsel, for succeeding ads, "is the simple, straightford prose of a well-edited newspaper, rather than the inflated over-dramatized rhetoric so often used in advertising."

Coyne Explains Ads

Coyne added that the aim of the ads is to "persuade and inform, rather than sell, and the appeal is to reason rather than emotion." The COMPO executive pointed out, however, that the ads do not serve as "a cure-all that will end all unfavorable comment in newspapers."

Coyne explained that it is COMPO's wish "to point out that it is impossible to write ads that will please everybody." He invited comments from industry personnel and suggestions for ads that can be incorporated in the series.

Stressing the fact that the ad series represents "only one phase of COMPO's press program," Coyne emphasized that the "real work in obtaining a better press will be done by state and Congressional district tax committees."

He said that these units "will be asked shortly to call on their local newspaper editors and acquaint them with the latest facts" of the industry's tax campaign. Such facts, he disclosed, are being incorporated in a pamphlet which will be sent all tax drive workers.

Credit for the ad series was given to the newly formed COMPO Press Relations Committee, made up of Harry Mandel, chairman; Harry Goldberg, Art Arthur, Oscar A. Doob, Jerry Pickman and Kenneth Clark.



SENSATIONAL

REVIEWS!

"High potential!" — FILM DAILY • "Powerful!" — HOLLYWOOD REPORTER • "Outstanding! Contender for Academy Awards!" — BOXOFFICE • "Triumph!" — M. P. HERALD • "Compelling!" — HARRISON'S REPORTS • "The top of the list!" — N. Y. POST • "Excellent! Memorable!" — DAILY MIRROR • "Douglas and Robin do masterful jobs!" — N. Y. TIMES • "Inspired!" — N. Y. WORLD TEL. & SUN • "Shattering climax!" — L. A. EXAMINER

BUSINESS!

LOS ANGELES — Rialto, Ritz Theatres
7 SMASH WEEKS!
NEW YORK — Astor Theatre
SMASH OPENING!

Act of Love

THERE IS A WORLD OF DIFFERENCE BETWEEN AN ACT OF SIN AND AN ACT OF LOVE!

BENAGOSS PRODUCTIONS INC. presents KIRK DOUGLAS in "ACT OF LOVE"
An Anatole Litvak Production • Introducing DANY ROBIN with George Matthews • Robert Strauss • Richard Benedict
Serge Reggiani • Gabrielle Dorziat • Fernand Ledoux • Barbara Laage • Produced and Directed by ANATOLE LITVAK
Associate Producer Georges Maurer • Screenplay by IRWIN SHAW • From the novel by Alfred Hayes

TY PICTURES UA

35TH ANNIVERSA 1919 UA 195

Rodgers Resigns From Metro But Plans To Stay In Trade

26-Picture Slate Set By Columbia

Columbia Pictures has announced a production schedule of 26 top budget pictures for the rest of 1954, of which 17 are definitely set for Technicolor and four in CinemaScope. Three of the films will come from the newly aligned William Goetz Productions, three from Warwick Productions, to be made in Europe, and another British production to be made by David Rose.

Columbia's net profit, after taxes, of $1,910,000 for 1953's second 26 weeks was almost four times the amount registered for the corresponding 1952 period, when $247,000 was earned. Per share earnings for the 1953 half-year, at $2.41, showed an even greater increase over those of the previous year's period, at $.16. Company noted that the 1953 period net, before taxes, was $4,759,000, as against the 1953 period net, before taxes, of $824,000.

Heading the list is the CinemaScope-Technicolor "Three for the Show," starring Betty Grable and the Champions. Other CinemaScope-Technicolor films on the slate are "Joseph and His Brethren," "Speak to Me of Love" and "Fanfare for Eliabeth." Schedule lists the Technicolor "Mister West Point" and the following Technicolor westerns: "The Bandits," "Violent Men" and "Reminiscences of a Cowboy."

Also announced are "Phfft," the Technicolor musicals "My Sister Eileen," "Pal Joey," "The Franz Liszt Story" and "Debut"; "Jubal Troop" (T), "The Gilded Rosster" (T), "A Nice Place to Visit," "Picnic" (T), "Richard the Lion-Hearted" (T), and "River of the Sun" (T). From Goetz will come "Guys and Dolls," an untitled Danny Kaye starrer and "Dawn in the Sky."

One-Track 3-D System Available From Pola-Lite

A single-track 3-D projection unit, officially called the Pola-Lite System, and new 3-D glasses were announced available last week by Al O'Keefe, distribution vice-president of the Pola-Lite Co. He stated at a trade press luncheon that present 3-D films are not practical for small theatre owners because of the added expense.

The new Pola-Lite System, which is being offered in place of the Moropticon unit, has many improvements and refinements, O'Keefe stated. Price will be so low that every exhibitor can afford them, he added, and they will be available with Universal's "The Creature from the Black Lagoon" and "Taza, Son of Cochise."

The 3-D system clamps on to present projectors and can not go out of synchronization, according to the executive. The single-strip method also eliminates eye stain, he claimed. The new glasses are incuded in a package deal with the system, and they are fitted out with collapsible earpieces.

William F. Rodgers, former M-G-M sales manager, severed his last tie with the film company when his resignation from the post of a Loew's director became effective this week, although he had been re-elected to the board at the annual stockholders' meeting last week. The industry veteran stated that he was planning to remain within the industry in consultative, editorial and other posts.

Rodgers disclosed at a press conference this week that he was leaving Loew's because he feared that his other industry activities might conflict with his directorship. He revealed that he has already been approached by an exhibitor group interested in entering production and by a theatre circuit that wants him to serve as board chairman and consultant.

He is still considering the production proposal, he revealed, as well as the circuit's bid for a consultant. The board post he would not take, the former Loew's vice-president stated. Production-wise, he would consider offers to work out sales policies for certain pictures, but he would not become a producer's representative, he insisted.

Rodgers' contract with the film company was originally supposed to run until July 26, but he made arrangements back in October for the pact to end on March 1. That date marked the close of a 30-year association between the executive and the company. He expressed pride in having been with Loew's for so many years, and he said he regretted the move, though he thought it necessary.

He will occupy offices in the Americas Building, N. Y. C., on April 15, where he will henceforth conduct his business.

Color Video Set Rentals Inaugurated By Emerson

First color television sets to come from the Emerson Radio and Phonographic Corp. will be rented rather than sold to the public, according to a letter sent this week to 90 company distributors by Benjamin Abrams, Emerson president. Abrams explained that the sets would be rented on a monthly basis because his company did not believe that color TV offered enough yet to make people want to spend from $700 to $1,200 to buy receivers.

Abrams pointed out that initial sets have picture tubes of only 12½ inches, that there are at most only two hours of color programs now available and that service contracts on the sets run to about $250 a year.

New Technicolor Process

New Technicolor process for manufacturing improved Technicolor release prints was demonstrated this week in showings to the press of scenes from "White Christmas" and other Paramount pictures employing eight perforation negatives, that is, exposing two ordinary negative frames in place of one moving horizontally through a modified black and white camera.

EXHI-BITS

AB-PT, SW Win Time

WASHINGTON.—A six-month extension in American Broadcasting-Paramount Theatres divestiture deadlines and a five-month extension for Stanley-Warner Theatres were agreed to by the Justice Department, according to Justice Department sources.

The AB-PT extension sets the deadline back until September 3, and covers 61 theatres, with divestiture now 92 percent complete. The Stanley-Warner extension runs until August 31, and covers theatres in Troy, Albany and Johnstown which were added to the list in the original Warner decree following the Fabian acquisition of Stanley-Warner. The three theatres were required to be divested because Fabian and Warner controlled first run exhibition in those cities.

Query Answers Ordered

OKLAHOMA CITY.—U.S. District Judge Stephan Chandler has filed a memorandum opinion ordering 10 distributors and exhibitors to answer all questions asked by Robert D. Curran and H. T. Braucht, former owners of the Home State theatre here. Plaintiffs charge the defendants conspired to keep them from booking first-run films. The 10 firms are State Theatres, Inc., Columbia, Loew's, Paramount, RKO Radio, 20th Century-Fox, Universal, Warner Bros. Pictures, Warner Bros. Theatres and Cooper Foundation.

Run Request Countered

CHICAGO.—In answer to the request of the Balaban and Katz Corp. that Judge Michael Igoe suspend the one-week limit on runs for neighborhood B&K houses, attorney Thomas McConnell contended last week that nothing has changed since the courts denied a similar appeal one year ago. McConnell's statements and counter claim were filed with Judge Igoe's court.

Operation Permitted

An order signed last week by Federal Court Judge Thomas Murphy will permit National Theatres to operate a situation under construction at Trona, Calif. Robert B. Coons, vice-president of the American Potash & Chemical Corp., signed an affidavit stating that the theatre, located in a valley with a 5,000 person drawing potential, is important to the employes of the company. The Department of Justice sanctioned the move.

Circular Screen Invented

CHAMPAIGN, ILL.—Professor Josef Cohen, of the University of Illinois, has announced the invention of a circular screen for use with completely round theatres. Patrons would sit within the circle and be surrounded by the image. Prof. Cohen stated that his device uses standard lenses and film and only one projector. He foresees use of only one half of the circle because "no one would really be interested in a picture behind himself."

Loew's Earnings Trend Called OK

Loew's, Inc., is in the midst of a "good" trend of earnings with the second quarter promising to be at least as strong as the first, Charles C. Moskowitz, vice-president and treasurer told an SRO crowd at the annual stockholders meeting held at the home office last week. He added that the trend applies both to the production and exhibition facets of the company.

Meeting, presided over by Leopold Friedman, vice-president and secretary, who substituted for the absent Nicholas M. Schenck, president, was notable for the overflow crowd attending. More than 125 standees crowded into the ante-room as the home office little theatre filled up to capacity.

Highlights of the meeting included the following: introduction of a plan to cut pension costs in half, an optimistic report on CinemaScope, disclosure of refusal to enter into television and the re-election of all directors.

Reduction of the company's contribution to the retirement plan, scheduled for the 12-month period beginning March 1, should save an estimated $2,200,000, Friedman revealed. Employe benefits will be reduced 50 percent for the period, it was learned.

CinemaScope Potential Seen

Statements on CinemaScope came from Joseph R. Vogel, vice-president, who noted that the process has added considerably to the drawing power of films. He added that the full potential of the medium has not yet been realized and that there will be many improvements made in photography and stereophonic sound.

Many future films will be lensed for "big screen" Vogel stated additionally. Some of these will be for anamorphic projection, but he refused to estimate what the percentage might be. To criticism that "big screen" was "hard on the eyes," he answered that this is true only when conventional films are blown up, but not when picture are actually shot for the extra width.

Loew's decision not to sell its films to video or to produce any films for that medium was expressed by Moskowitz. He explained that the company now has 16,000 exhibitor customers and that "we'd study a long time" before it would give them further competition.

The company has been besieged by an increasing number of anti-trust suits, which now total 213, Friedman told the meeting. Moskowitz revealed that the firm has been reducing its talent contract commitments for the past 18 months.

Federal Agency Desires More Overseas Filming

WASHINGTON. — More production, wider theatrical distribution abroad and closer liaison with Hollywood are reported to be the key factors in plans of the U. S. Information Agency for an expanded film program in the coming year. The USIA has asked Congress for $6,963,600 for its overseas motion picture program in fiscal year 1955, an increase of almost $4,000,000 over the current year's budget.

Production plans, acording to Theodore C. Streibert, USIA chief, include more anti-Communist themes and films in support of our foreign policies.

FINANCIAL REPORTS

AA Sets Stock Vote

HOLLYWOOD.—Allied Artists stockholders will vote at a special meeting called for March 23 on a plan to increase the company's capital stock by authorizing 150,000 shares of $10 par cumulative preferred stock. Proceeds, amounting to $1,275,000, would be used for expanding the company's production program and general operating purposes, Steve Broidy, AA president, revealed this week.

The company's consolidated net profit for the 26 weeks ended Dec. 26, rose to $180,871, after deducting $181,000 for taxes, while net for the first half of the previous fiscal year was $166,771. Gross income for the latest 26-week period was reported as $5,359,196, which is an increase from the $4,540,684 announced for the corresponding period of the previous year. Current figures are unaudited.

Republic Lists Net

Consolidated net income of $679,217.15, after a tax deduction of $800,000 has been reported for the fiscal year ended Oct. 31 by Republic Pictures. Figures are somewhat behind the $759,603.72 consolidated net reported for the previous year. Gross revenue for the year, at $37,265,034.70 ran ahead of 1952's $33,085,510.72.

Herbert J. Yates, company president, stated in the annual stockholders report that Republic will "continue to pursue a policy of watchful waiting" until a "definite pattern" has been established for film exhibition in the U.S. He stated that "regardless of the new techniques, the ultimate success of a picture depends upon its entertainment quality." Company's foreign business continued to improve, he added.

Decca Holders Informed

Stockholders of Decca Records, Inc., were urged not to be misled by statements of George L. Lloyd, former director who is seeking to unseat Milton R. Rackmil as president of Decca and its subsidiary, Universal Pictures. Warning came in a letter sent out over the weekend, which charged that Lloyd's statements are "amazing, shocking and misleading."

Lloyd had described Rackmil as a "one-third part-time president," to which the Decca management answered that the executive gives his full time to Decca and Universal. The Decca letter stated additionally that Rackmil's total compensation from both companies was believed less than that paid to chief executives of comparable firms.

While defending the Rackmil regime, the letter pointed out that when he took office in 1949, Decca stock was selling at $7 a share and the annual dividend rate was 50 cents. Per share price quoted for the present time was $10, while 70 cents annually has been paid since 1951, the letter stated. Decca owns about two-thirds of Universal.

Technicolor Notes Profit

Technicolor, Inc., reported a net profit of $2,371,735 for 1953, an increase from the $2,069,206 earned in the previous year. Per share earnings were equivalent to $1.23 for 1935 against $1.09½ for the year before. Dividends per share were $1.10 in 1953 and $1 in 1952, while net sales were $37,701,770 in 1953 and $33,020,559 in the previous year. Profit before taxes was announced as $7,425,-569 in 1953, up from $6,340,282 in 1952.

Dr. Herbert T. Kalmus, company president noted that 1953 saw a record in both profits and business. He revealed that 106 feature films were produced in the color process in 1953, against the previous record of 97 the year before. Thus far 99 features have been contracted for 1954. Technological changes were held responsible for a substantial decline in earnings for the fourth quarter, but Kalmus expressed confidence that his company would solve these problems.

Kodak Shows Record

ROCHESTER.—Eastman Kodak Co. has reported that its pre-tax earnings of $133,449,-168 for 1953 were the largest on record and six percent above $126,288,192 in 1952. Consolidated net earnings, third highest to date, were $50,171,153, or 10 percent above $45,-803,851 in 1952. Earnings were equivalent to $2.86 a share against $2.74 a share in the previous year.

Earnings per share were reduced by 14 cents because of the increase in shares resulting from the five percent stock dividend paid in May, the company explained. Dividends declared on common stock in 1953 were $1.85 per share, compared with $1.80 in 1952. Chief cause of rising business was named increased interest in color photography.

GPL Pays Dividend

Board of General Precision Equipment Corp. has declared a dividend of 40 cents per share on the company's common stock, a dividend of 72½ cents per share on the $2.90 cumulative convertible preferred stock, $1.25 per share on the $5 cumulative preferred stock, series A, and on convertible preference stock, series B, C and D. All dividends are payable March 15 to holders of record March 5.

Arthur Asks Regular BO Prices For CinemaScope

Suggestion that CinemaScope features be shown at regular box office admission prices to shape the new process into a "mass entertainment medium" has been made by Harry C. Arthur Jr., chairman of Southern California Theatre Owners Association, to Spyros P. Skouras, 20th Century-Fox president.

According to Arthur, whose ideas were broached in the course of a series of letters to the film company, a policy of low admission "will result not in lesser grosses, but rather, will raise the over-all per-capita attendance at theatres, and at least equal, or surpass" present CinemaScope grosses.

Arthur, who contended that the raised prices preclude "millions of our bread-and-butter fans who simply cannot afford the luxury of high admissions," was told by Al Lichtman, 20th-Fox distribution director, that the price charged was up to the exhibitor alone.

Lichtman noted that distributors are prohibited from fixing admission prices and that the general price boost throughout the country over the past several years was due to higher costs. He reminded Arthur that the latter had shown "The Robe" in St. Louis at regular prices while most other theatres employed upped scales but 20th-Fox made no complaint.

Staff Reviews

"Rose Marie"

(M-G-M) CinemaScope Eastman Color 106 Min.

Cast: Ann Blyth, Howard Keel, Fernando Lamas, Bert Lahr, Marjorie Main, Joan Taylor, Ray Collins.

Credits: A Mervyn LeRoy production; Directed by LeRoy; Screen play by Ronald Millar and George Froeschel; Based on the operetta of the same name.

The magnificent expanse of mountain, lake and stream that spans the northwest portion of Canada is reproduced in more breath-taking and lavish a manner than one could imagine as background for an operetta in this CinemaScope, Eastman Color version of the perennial favorite, "Rose Marie." Enhanced also by the star names of Ann Blyth, Howard Keel and Fernando Lamas, the tuneful Rudolf Friml-Herbert Stothart score, and an excellent comic performance from Bert Lahr, this picture should fare exceedingly well in the general market.

From the three-sided romance of the original operetta,involving a Mountie, a girl of the backwoods and a fur trapper, the screen play emerges as intricate, often poignant narrative. There is heartbreak, pathos, humor and action in this film. Pacing is sure, allowing sufficient footage for numerous ballads and for a short but highly colorful production number occurring midway in the proceedings. This is a typical Busby Berkeley affair, replete with tom-toms, totem and modern terpischorean trappings against an Indian background. As the first major dance number to be exhibited in CinemaScope, it reveals a great potential for big musical productions in the anamorphic process.

As "Rose Marie," Miss Blyth sings a couple of numbers, including the famous "Indian Love Call," which she delivers in duet with Lamas. Keel acquits himself well with the title song, a spirited march and a ballad. A specialty number with comic overtones is magnificently rendered by Lahr. While not participating in the singing, Marjorie Main and Ray Collins contribute amply to the comic support of the story.

Special merit is due "Rose Marie" for both its color and sound. In Eastman Color, the hues and shadings of the Canadian outdoors are captured with a great degree of fidelity. The stereophonic process lends added reality to voice and sound, especially when mountain echoes are heard reverberating in faraway repetitions that bounce in varying volume from one loud speaker to another.

Picture receives a magnificent visual opening, as Keel, the Mountie, locates Miss Blyth, an orphaned girl, in the Canadian forests. Taking her to his outpost, he soon falls in love; but her affections are drawn towards Lamas, a trapper. Complications ensue when Lamas is convicted for a murder he did not commit. But all ends well, with Keel stepping aside for Lamas.

"Executive Suite"

(M-G-M) 104 Min.

Cast: William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch, Tim Considine.

Credits: Produced by John Houseman; Directed by Robert Wise; Screen play by Ernest Lehman; Based on the novel by Cameron Hawley.

A powerful and gripping drama about the kingpins of a large corporation, pungently enacted by an all-star cast, qualifies in a multitude of departments as candidate for the top ticket-seller of the season. Primarily, and most importantly, "Executive Suite" is superior motion picture entertainment. From a novel opening to a provocative climax that will send many a viewer home with something to talk about, the picture commands the interest. It was mounted with a great deal of production slickness; contains dialogue that is terse, to the point and often witty; has a swift and breezy pace, building up suspense at every turn.

One strong reason for predicting success for "Executive Suite" can be found in the popularity of the picture's source, the best-selling novel of the same name. Theme of book and film alike has universal appeal: what happens within the inner sanctum of a large corporation after the president dies. "Executive Suite" discloses that a struggle for power, with an urgency and violence comparable to actual warfare, ensues. This conflict gives each member of the cast sufficient opportunity to emerge as a recognizable type and also allows for the generation of much suspense. Audiences will be wondering throughout the course of the footage who will fill the dead man's shoes.

Story finds William Holden, Fredric March, Walter Pidgeon, Paul Douglas and Dean Jagger, the vice-presidents, up in the air upon the sudden death of their president. March's opportunism at boosting himself for the top spot alienates Holden and Pidgeon, who want Jagger as president. But Jagger seeks retirement and Holden, fearing March will forsake progress for the quick buck if elected, announces himself as a candidate. The climax finds Holden in control.

Expertly blended into this main story are a number of snappy sub-plots. One relates how Douglas, a philandering husband, and Shelley Winters, his mistress, break up. Another shows how Holden, an engineer, resolves an inner conflict between creating design and winning power. A third details the rapid rise and decline of a stock market speculator's fortune.

Collection of marquee bait, which includes Barbara Stanwyck, June Allyson and Louis Calhern, besides Holden, March, Pidgeon, Douglas and Miss Winters, garners able support from the featured performances of Nina Foch, Tim Considine and Jagger. Credit Director Robert Wise for an expert weld of the many and diverse story threads; Ralph E. Winters for a superb editing job, and Producer John Houseman for keen box office sense in the casting. It is significant, if minor, that "Executive Suite" employs absolutely no music to achieve dramatic effect. The story alone was sufficient.

"Phantom Of The Rue Morgue"

(Warner Bros.) WarnerColor 3-D 84 Min.

Cast: Karl Malden, Claude Dauphin, Patricia Medina, Steve Forrest, Allyn McLerie, Veola Vonn.

Credits: Produced by Henry Blanke; Directed by Roy Del Ruth; Screen play by Harold Medford and James R. Webb; From Edgar Allen Poe's "Murders in the Rue Morgue."

A sensational shocker, fortified by 3-D for additional thrills, "Phantom of the Rue Morgue" should draw heavily on the market that follows exploitation pictures for extremely solid grosses. Tale, adapted loosely from the Edgar Allan Poe mystery classic, is a rather unpleasant and frequently ghastly affair. It depicts a police chase for the culprit who mutilates and kills a series of pretty damsels in Paris a century ago. As such, a wealth of atmosphere is injected into the story by shots of gaslit streets, murky alley ways and ramshackle roofs over which the killer flees. Search for the killer's identity and manner in which he is caught help generate suspense.

"Phantom of the Rue Morgue" contains a number of highly exploitable situations. The culprit of the story is a massive ape, directed under the hypnotic spell of a mad professor to kill beautiful women. Wherever the ape strikes, mayhem and blood are the results. In 3-D and WarnerColor, some horrifying scenes of slaughter are thus presented. Cast, direction and story emphasize the tale's gruesome aspects.

After a series of violent murders have been committed, Police Inspector Claude Dauphin finds himself at a loss in determining the identity of the murderer. When a new death occurs, clues point to Steve Forrest, a professor, who is arrested. Forrest, discerning that the crimes were too brutal for a human to commit, thinks the culprit was an ape. Latter is discovered in the zoo owned by Karl Malden, rival professor who loves Patricia Medina, Forrest's girl. When Patricia rejects Malden, the ape is let loose. A last minute rescue attempt by police ends in the deaths of Malden and the ape. Forrest and Patricia clinch.

"Casanova's Big Night"

(Paramount) Technicolor 86 Min.

Cast: Bob Hope, Joan Fontaine, Basil Rathbone, Audrey Dalton, Hugh Marlowe, Arnold Moss, John Carradine, John Hoyt, Hope Emerson, Robert Hutton, Lon Chaney, Raymond Burr, Frieda Inescort, Primo Carnera, Frank Puglia, Vincent Price.

Credits: Produced by Paul Jones; Directed by Norman Z. McLeod; Written for the screen by Hal Kanter and Edmund Hartmann; Based on a story by Aubrey Wisberg; Song by Jay Livingston and Ray Evans.

Bob Hope's millions of fans will have a rollicking good time watching their hero masquerade as the dashing lover of several centuries ago, Casanova, in this Technicolor frolic. In the course of Hope's adventures, he tangles with a group of demanding creditors, the treacherous Doge of Venice, Italy's top swordsman, and a conniving jailbird. Sword play, chases and other assorted slapstick encounters are the result. The majority of these escapades are charged with sure-fire, laugh-getting situations; frequently the humor borders on the hilarious, sometimes it is riotous.

This is a big production, replete with fanciful backgrounds of the canals of Venice and striking costumes. Helping along with the gags is Joan Fontaine, Hope's co-star and romantic vis-a-vis, and an unusually effective supporting cast. Especially noteworthy are the comic performances of Basil Rathbone, Arnold Moss, John Carradine, Lon Chaney, Primo Carnera and Vincent Price.

Gags begin to gather momentum once the main situation has been established. It seems that the real Casanova, Vincent Price, is penniless and forced to flee France. When an offer of money is made to the great lover in return for the stealth of a maiden's petticoat in Venice, Casanova's creditors force Hope, a tailor's apprentice, to assume the cavalier's identity. Accompanied by Miss Fontaine, Hope runs through assorted adventures in Venice and manages to sing one song. Finally, his identity is discovered and he is tossed in jail. His escape and climactic tussle with the heavies, led by Arnold Moss, provides the film with a slam-bang conclusion capped by a trick fadeout.

"Saskatchewan"

(Univ.-Int'l.) Technicolor 87 Min.

Cast: Alan Ladd, Shelley Winters, J. Carroll Naish, Hugh O'Brien, Robert Douglas, George Lewis.

Credits: Produced by Aaron Rosenberg; Directed by Raoul Walsh; Story and screen play by Gil Doud.

Red coated Mounties battle the Indians in this fast-paced Technicolor action drama of the pioneer Pacific Northwest. Film should do well in its market, where its appeal will be bolstered

(*Continued on page* 20)

NOT SINCE *Frankenstein*

HAS HORROR PAID OFF LIKE THIS!



RECORD BUSINESS: Doubled the gross of any previou U-I picture at Broadway-Capitol Theatre, Detroit.

RECORD BUSINESS: Set all-time house record, Centu Theatre, Grand Rapids, Mich.

RECORD BUSINESS: Set all-time house recor Lucon Theatre, East Lansing.

RECORD BUSINESS: Set all-time U house record, Capitol Theatre, Kal mazoo.

RECORD BUSINESS: Set all-time U house record, Franklin Theatr Saginaw.

RECORD BUSINESS: Set all-time U house record, Family Theatre, Monro

RECORD BUSINESS: Set all-time U house record, Strand Theatre, Flin

RECORD BUSINESS: Set all-time U house record for regular admission filr Strand Theatre, Pontiac.

and Out-grossed Mississippi Gambler, Wasl ington Theatre, Bay City.

Out-grossed Mississippi Gambler and Be of the River, Riviera Theatre, Port Huro

CREATURE FROM THE BLACK LAGOON

AVAILABLE IN BOTH 3D AND 2D

Universal International

Starring

RICHARD CARLSON · JULIA ADAMS with RICHARD DENNING

ANTONIO MORENO

Directed by JACK ARNOLD · Screenplay by HARRY ESSEX and ARTHUR ROSS · Produced by WILLIAM ALLAND · A Universal-International Pictu

Goldwyn, Johnston Exchange Rekindled Over Code Meeting

HOLLYWOOD.—Latest gambit in the Samuel Goldwyn-Eric Johnston exchange of parries concerning possible revision of the industry's Production Code has come from the producer, who last weekend attacked Johnston's denial that he had ever promised to call a meeting of producers to discuss the code. Goldwyn called the Johnston statement "contrary to the facts."

Goldwyn insisted that Johnston had assured him that such a meeting would be called, and he added that he had "sufficient confidence in his integrity to believe it was not necessary to ask him to put that in writing." The producer stated that he sees he "was wrong in that respect."

The last statement sprang from a remark made by Johnston in a cable he sent Goldwyn from Sao Paulo, where he is attending the Brazilian film festival. In that wire the MPAA head denied any promise of a meeting and closed with the statement that "in view of what you (Goldwyn) are now saying, I wish our conversation had been put in writing."

Johnston is due back from the festival by this weekend, at which time it is seen possible that he will call a meeting of the MPAA board. He is slated to stay in this country only two weeks before he departs for Europe and the Middle East.

Awaits Code Conclave

Speaking at the Screen Writers Guild annual awards dinner last week, Goldwyn told the group that he had received Johnston's assurance that the latter would call a meeting "to discuss the entire question." The producer added that he has been "patiently awaiting his call for such a meeting."

Goldwyn called on the MPAA executive to "let us know whether he will go through with his promise or whether the statement of his companies is a repudiation, which he accepts, of the assurance he gave me on this point." The reference to the statement was the affirmation of the code principles issued by the heads of eight member companies of the MPAA two weeks ago.

That statement created a "straw man" and evaded the question, Goldwyn asserted. If the company presidents "oppose any changes whatever in the code, they are in disagreement with a greater number of the men who actually produce films in Hollywood," stated the producer, who added that his own record of production under the code speaks for itself.

Goldwyn insisted that he is in favor of industry self-regulation and approves of the idea of a code but thinks that the present one should be changed. While he claimed he did not have time at that moment to discuss specific changes, he did reveal that he thinks the code should approve the production of films dealing with narcotic problems.

The film producer stated that he would never make a picture outside of the code and is "entirely opposed to any changes or departures from the basic principles of morality, decency and good taste on which the code is founded." However, the "world has moved" in the past 25 years, Goldwyn stated, and he thinks the code should move with it. He commended Joseph I. Breen, code administrator, for being "honest and helpful."

Spanish Film Sales Blocks Investigated

Investigation into the alleged suppression of competition in the distribution of Spanish-made pictures and the latest proposal for an agreement between the MPEA and French film producers will be made by a special committee of the Independent Motion Picture Distributors Association.

Committee will also lodge the Association's complaint with the Federal Trade Commission that Italian Films Export has been stifling the free trade of Italian-language pictures in the U. S.

Downing Invites Leaders To Help In Variety Fete

Russell V. Downing, Music Hall executive who is serving as chairman of the dinner committee for the First Annual Variety Club Heart Award Dinner, is forming a national committee to assist in the industry's tribute to William J. German at the Waldorf-Astoria Hotel on May 6. German will receive the New York Variety Club's first Heart Award for his efforts as president of the club's Foundation to Combat Epilepsy.

Among the industry leaders who have already accepted Downing's invitation to serve are Barney Balaban, Nate Blumberg, Steve Broidy, Leonard Goldenson, James R. Grainger, Arthur Krim, Milton Rackmil, Herman Robbins, Sol Schwartz, Spyros P. Skouras, Herbert J. Yates and Harry Brandt, who will handle dinner arrangements.

Documentary Release Set

A 10-minute documentary on the role of women in the armed forces since the Revolution was unveiled last week by the Defense Department. Film, called "Price of Liberty," was produced by Warner-Pathe News and is slated for a March 26 release to theatres.

Cole Lauds NSS Trailer Handling

Col. H. A. Cole, board chairman of Texas Allied and co-chairman of Texas COMPO, revealed last week that a survey conducted in the Dallas office of National Screen Service showed the percentage of error in handling trailers and advertising accessories to be less than 1/20 of one percent. The exhibitor leader praised NSS for its contribution to the industry.

Survey showed that of 366,584 items shipped from the office during January, 187 complaints of error were reported. In order to get these materials out of the office and into the hands of the transportation companies, each item had to pass through nine NSS employes, the survey disclosed.

Among the elements found most responsible for error were similar titles, similar or wrong code numbers, transposition of booking data to billing and shipping records and transportation failures. Exhibitors neglected to return 465 trailers and 1,130 accessories, while 190 trailers and 545 accessories were irreparably damaged during the period.

Cole revealed that Texas Allied is issuing a special bulletin urging members to return all material promptly and to exert more care in the handling of NSS property. He added that he was firmly convinced that NSS is an "indispensable organization" to the industry and deserves its maximum support.

Safety Film Tests Held; Lower Fire Rates Target

Tests illustrating the difference in the burning of safety acetate film and regular nitrate film have been held at the Eastman Kodak Rochester plant, according to Emanuel Frisch, president of the Metropolitan Motion Picture Theatres Association. Nine tests were held "to educate public officials" on acetate film and to convince them of it safety, the exhibitor leader explained.

Frisch revealed that Eastman Kodak was preparing a report on the tests to be submitted to fire insurance companies. This is being done in the hope that fire insurance rates for theatres will soon be lowered.

FILMS TELEVISED FEB. 20 to MAR. 5

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	*Cast*	*Original Release Date*
Almost A Bride	Shirley Temple	
Bad Men of Arizona	Buster Crabbe	
Buffalo Stampede	Randolph Scott	
Challenge of the Frontier		
Charlie Chan At Treasure Island	Sidney Toler	Fox 9-11-39
Charlie Chan in Honolulu	Sidney Toler	Fox 12-20-38
Charlie Chan in Rio	Sidney Toler	Fox 8-22-41
Cyclone Ranger	Bill Cody	Spectrum Pic. 3-20-35
Grief Street		Chesterfield Pic. 10-16-31
The Lisbon Story	David Farrar	
Loyal Heart	Percy Marmot	
Leavenworth Case	Donald Cook	Rep. 1-6-36
A Man Betrayed	Eddie Nugent	Rep. 1-8-37
Mark of Terror		
The Man About The House	Kieron Moore	Fox 1-28-49
Mr. Peek A Boo	Joan Greenwood	UA 9-25-51
Montana Mike	Robert Cummings	
Murder Cruise	Sidney Toler	
Paper Gallows	Dermot Walsh	Eagle Lion 11-8-50
Prison Nurse	Marian Marsh	Rep. 3-4-38
Those Kids From Town	Percy Marmot	
Unknown Island	Virginia Grey	Film Classic 11-18-48
Vienna Waltzes	Anton Walbrook	
Welcome Mr. Washington	Peggy Cummins	

Cohn Views U-I Foreign Business Setting A Record

Foreign business of Universal-International is heading for the third record year in a row, Ben Cohn, assistant foreign manager, disclosed at a trade press meeting last week. Current figures are running ahead of last year's by a "substantial percentage," he announced, attributing the rise to "greater receptivity of U-I action pictures" and more "big" films from the company.

Cohn spoke on his return from a seven-country European jaunt in which he visited France, Germany, Belgium, Norway, Sweden, Denmark and Holland. Everywhere he found film business good with big pictures bigger than ever, the executive stated. Only limitations were governmental, such as earning ceiling and high taxes.

He hit out specifically against the taxes involved in dubbing films, which may even be increased according to current reports. Such taxes provide a dangerous burden to American films, he stated. This is especially true in small towns, for which markets Univeral's action films are particularly suitable, he revealed.

Reveals "Flexible" Policy

Theatre building is on the increase in Europe, especially in bombed-out areas, the speaker disclosed. As a typical example he cited Cologne, which had two theatres left standing after the war and now has 68 situations. The shortage of theatres still continues, he stated, and this, coupled with long runs granted many local films, contributes to a serious theatre shortage for American product in many areas.

Television offers no competition overseas, and the exhibitors are not worried about business, he stated. For this reason, there is no great rush for CinemaScope abroad, as there was in this country. A house can't play to more than 100 percent capacity, he explained; therefore, why spend money on expensive equipment?

As for Universal's CinemaScope plans, the company has a "wide and flexible policy" on the new medium for the foreign field. With "The Robe" being the only anamorphic film Cohn found playing in European houses, he couldn't come to any conclusions, he explained. He judged that this film did better business in religious countries than in non-religious ones.

CS Policy Stated

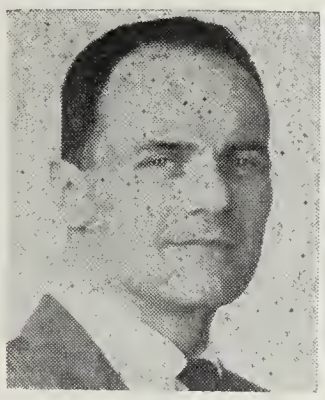
Universal is shooting its CinemaScope films in all forms and it will serve its foreign customers "according to their requirements," stated Americo Aboaf, U-I's foreign manager. He added that deals will be made that will be also be considered most profitable for his company.

While slightly hesitant about any predictions concerning CinemaScope, Cohn stated definitely that he noticed a great interest in wide screen in the countries he visited. Public sentiment has been very favorable, and it is relatively inexpensive to install, he explained.

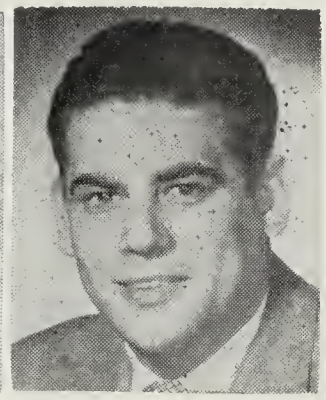
He learned of no new developments concerning the French pacts, Cohn stated. He thought it was "criminal" that his company can only export seven films to that country, when it could easily use a 15-film limit. Universal's previous limit was 11, he revealed.

NEW APPOINTMENTS

Realignment of the Paramount home office advertising, publicity and exploitation department, under Jerome Pickman, director of advertising, publicity and exploitation, places Herb Steinberg, formerly in charge



CHAMPION



STEINBERG

of home office publicity, as national exploitation manager, and Burt Champion as home office publicity manager. Champion will administer the overall publicity operation and retains direction of the company's radio and television promotional activities. Sid Mesibov was assigned to handle national tie-ups and special promotions.

William O'Donnell, divisional manager of Texas Consolidated Theatres for the past 14 years, resigned that post to become vice-president and general manager of Trans-Texas Theatres, Inc. O'Donnell's executive assistant in the new group will be another former Interstate man, Torrence Hudgins.

His booking staff includes James E. Brassell and Raymond Willie, Jr. W. E. Mitchell was designated to replace O'Donnell at Texas Consolidated. Mitchell, former personnel manager of the chain, has had a varied background in newspaper and theatre work.

Bernard L. Green, a practicing Trenton, N.J., attorney for 16 years, was appointed general counsel for Walter Reade Theatres. He will supervise all legal activities for the chain and its allied interests.

Herbert H. Greenblatt, formerly mid-western district manager for RKO Radio, was promoted to central division manager, with headquarters remaining in Chicago. Promotion was part of a new organizational plan set up by the company. J. Herbert MacIntyre, formerly western district manager, was named western division manager.

Harry Gittleson was promoted to the post of executive assistant to the general sales manager at the same company. He had been sales administrative manager prior to his promotion.

Stanley W. Prenosil, veteran newspaper man, has been hired as the New York press contact man in the new COMPO press relations set-up. Prenosil will contact newspapers, news agencies and commentators and will help prepare material for use by the tax committee.

Stanley Gross was promoted to district manager for Stanley Warner's Wisconsin theatres, replacing Harry Mintz, resigned. Gross, who will also supervise publicity, had been city manager in Appleton, Wisc.

Alan Larkin was appointed M-G-M manager of Indonesia, succeeding Abdul Wahab, resigned. Larkin has been with the company since 1941, recently managing the Perth branch in Australia.

Six exploiteers have been set by Allied Artists to handle the campaign for "Riot in Cell Block 11" in that many regions. They include Jack Leewood in Texas, Blake McVeigh in Philadelphia, Pittsburgh, Cleveland, Washington and Baltimore; Harry Hollander in the midwest, George Bannon in the Southwest, Michael Zala in New England, and Jim Schiller on the west coast.

James F. Pattinson, 20th Century-Fox's general sales manager in Great Britain, was promoted to managing director of the office, succeeding William J. Kupper, resigned. Pattinson will function as "head of the company in Britain." Albert Cornfield, managing director for Continental Europe, Scandinavia, the Middle East and North Africa, will supervise the British office also.

Franciso Rossi was appointed RKO Radio's general manager of Cuba, succeeding Pedro Saenz, resigned. Rossi will continue to serve as the company's manager of the Panama office, which includes Central America, Jamaica and Curacao. He has been active in that post since 1950.

Allied Board Strikes Out At Stereophonic Policies

(*Continued from page* 8)

limited production necessary to supply the surviving theatres."

Following the board meeting, it was disclosed that a national drive-in convention would be staged annually under Allied sponsorship. The recent conclave for airers, held in Cincinnati, was so successful that a demand had arisen for annual affairs of similar nature, it was pointed out.

The 1955 meeting will take place in St. Louis from Feb. 7-10 at the Chase Hotel. A tentative schedule for the 1956 affair places the meet in Cleveland for the first week of February at the Hollenden Hotel.

Meanwhile, directors voted to hold Allied's regular national convention at the Sherman Hotel, Chicago, October, 1955. This year's conclave has already been set for Milwaukee, Nov. 12-14, at the Schroeder Hotel.

Another action of the meeting saw a vote to revive summer board meetings. Event will take place in White Sulphur Springs, W. Va., Aug. 24-25. It will be preceded by a spring board meeting, in Minneapolis, May 10-11, at the Nicollet Hotel.

Earlier, the board authorized the restoring of regional vice-presidents. Ben Marcus, Allied prexy, was directed to name not less than three and not more than seven such officers.

New Firm Sets Five Pix

New foreign film distribution firm, Helene Davis Pictures Corp., Inc., will release five European pictures in 1954: "Caroline Cherie," "Secret Document-Vienna," "Virgin of the Rhine" and "None More Wicked," all French, and "Illicit Interlude," Swedish. All five, said to be prize-winning films, will have English titles.

News From London

Twentieth Century-Fox has opened the Carlton Theatre, Haymarket, as a Cinema-Scope showcase in London's West End. The Carlton is being equipped with Miracle Mirror screen and full stereophonie sound, including 26 horns around the auditorium and three behind the screen.

* * *

Opinion of most British exhibitors is that they still have a fair chance to obtain relief from the entertainment tax. With the campaign now in full swing, an all-industry deputation has visited Treasury officials, and they have reported the feeling that a good Government will probably expect a proportion of any tax reduction to be passed on to the public.

This remains a problem for theatre owners who feel that even with tax removal they would still be in a shaky position and could not find any surplus to pass on to patrons. Profit margins are said to be lower than ever, with costs rising and new media presenting the need for equipment investments.

* * *

The Board of Trade has released figures which show that reeeipts from film admissions during 1953 were 37,699,000 pounds in 1953, a decrease from 38,500,000 pounds of the previous year. This downward trend, reflected in other entertainment media, is said to be due to eompetition from television. Last quarter figures show that a slight increase in film admissions has been noted.

* * *

The quota of British films that local exhibitors will be required to show during the year beginning Oct. 1, 1954, will remain at 30 percent for first features and 25 percent for second features, according to an announcement in Parliament. Moves are afoot to have the quota increased with three different figures set for first features, supporting films and documentaries. This is not likely to be considered for another year.

* * *

M-G-M's Film Festival marking the eompany's 30th anniversary was a major event on the London entertainment calendar. Princess Margaret attended the charity premiere of "Kiss Me Kate" and was presented with a special pair of gold-rimmed 3-D glasses.

Best Years Of Industry To Come: Sam Goldwyn

The film industry's best years are ahead, acording to Sam Goldwyn in a copyrighted interview in U.S. News and World Report, an independent weekly news magazine published in Washington. A new prosperous era of quality rather than quantity will also see "a growing relationship of motion picture and television," Goldwyn said.

The industry is learning that a fine story is the foundation for success, and that this foundation must be sacrificed if production is to be kept at high levels. More than competition from television, the flood of inferior pictures depressed the industry, he insisted. Cinemascope is probably a great development but "a bad story will be twice as bad on a big screen."

Nebraska Honors Zanuck

Darryl F. Zanuck, production chief of 20th Century-Fox, will be honored by the state of Nebraska, his home, in connection with the opening of his company's "Night People" at the Orpheum Theatre, Omaha, on March 11. He will receive the Nebraska Centennial's tribute for his contribution to film progress.

"French Line" Preview Shuttered To Exhibitors By Memphis Blue Pencil

MEMPHIS.—When RKO's "French Line" had its local preview, not only the film but a group of exhibitors were banned at the screening. Lloyd T. Binford, head of the local censor board, called on local police to help him enforce his order that only exhibitors whose invitations he had personally approved were to be admitted.

Binford stated that he had told R. V. Reagan, RKO's Memphis branch manager, that the preview of the film was just an advertising stunt "because he knew that we weren't going to let that show play here." He added that "no Memphis exhibitor was approved for admittance because the show would probably be banned from Memphis."

Spencer Steinhurst, RKO's southeastern publicist, stated that he "had never heard of such action before." The preview was a regular trade screening and all exhibitors were invited. M. A. Lightman, head of the Malco eircuit, at whose house the film was sereened, stated that he had used his house merely as a courtesy and not beeause he intended using the film.

Lightman added that he would support the Breen office by not showing a picture that did not carry a code seal, whieh "French Line" lacks. The film was booked into nearby Sun Set Drive-In, at West Memphis, Ark.

Para Vistavision Picture Extolled

(*Continued from page 7*)

tional cost of $2,000, it was learned.

In recommending the lenses invented by the Tushinsky brothers, Balaban explained that "with these expanding prismatic lenses, the exhibitor can present any squeeze print ranging in ratio from 1.33:1 up to 3:1. An exhibitor can also present any standard print with these lenses by setting them at a 1:1 ratio and then using the apertures to determine the aspeet ratio, he explained.

The Tushinsky system, which was also highly praised at its demonstration last week, will be directly competing with every anamorphic and wide screen process. The brothers, employed in the RKO Radio Pictures studios, have reportedly developed lenses that ean project any image in virtually any ratio.

Exhibitors will need no special screen to use the Tushinsky lenses, it was revealed, as RKO tested the process with a stretehed canvas covered with two coats of aluminum. Lenses reportedly fit any projection maehine and can straighten out any distortion caused by angle projection.

Further claims made for the system are that it can be used with flat or eurved sereens interchangeably, that theatres can use present screen heights and merely widen their screens as far as possible, and that different width shots can be interested by eombining different lenses.

The Tushinsky demonstration was held at the studios of RKO Radio, whieh reportedly is backing the process. Company has used the system in shooting 'Susan Slept Here," "The Big Rainbow," and "Four Desperate Men."

Under another name, Tushinsky Brothers, Ine., the inventors are arranging for a series of trade shows aeross the country. Hollywood showing was attended by such people as Leonard Goldenson, American Broadcasting-Paramount Theatres prexy; Paul Raibourn, Paramount vice-prexy; Walter Reade, Jr., TOA president; Harry Brandt, head of Brandt Theatres, and Wilbur Snaper, president of New Jersey Allied.

House Of Representatives Receives Omnibus Bill Halving Ticket Tax On Film Theatre Admissions

(*Continued from page 8*)

Activity within the industry to fight for tax removal included the decision of the Southern California Theatre Owners Association to discontinue its private campaign and join with COMPO in a unified tax fight.

The SCTOA had been fighting for tax exemption on all theatre admissions of less than 75 cents, while COMPO has been plugging for complete removal. Arthur is reported to have agreed to work with COMPO on behalf of total elimination of the excise tax.

In order to win Congressional support for complete elimination of the tax, the industry must first overcome strong Republican feeling in favor of the measure put forth by House Speaker Joseph Martin (R., Mass.). Latter wants all excise taxes cut to 10 percent.

COMPO faces the task of convincing the legislators that a cut to 10 pereent is not enough to keep theatres from closing. Some hope came as a result of a report issued by Democrats on the House-Senate economic committee, which called for "a drastic reduction of all excise taxes on necessities and semi-luxuries."

Another source of optimism was to be found in the statement of Sen. Andrew F. Schoeppel (R., Kans.) who told the Senate at the weekend that he hopes this session of Congress will eliminate the admission tax. Sen. Walter F. George (D., Ga.) ranking minority member of the Senate Finance Committee, suggested elimination of some exeise taxes and reduction of others.

Speaking of the plight of the film business, Schoeppel told the Senate that "it is a matter of common knowledge that the industry is experiencing serious economic problems." He added that the exhibitors in his state "are under great pressure as a result of declining box office."



Universal-International presents

JOHN PAYNE
MARI BLANCHARD
DAN DURYEA

SHOWDOWN AT LARAMIE!...

where Shanessey rules with a loaded gun and waits for Jeff Harder to make his play...and blaze a trail for the Iron Horse through the town they said was too tough to break!

RAILS INTO LARAMIE

COLOR BY *Technicolor*

with

JOYCE MacKENZIE · BARTON MacLANE

Directed by JESSE HIBBS · Screenplay by D. D. BEAUCHAMP and JOSEPH HOFFMAN · Produced by TED RICHMOND

Universal International

"...Pictures with that Universal appeal"

Campaigns Publicize "Act Of Love"



Millinery window display featuring Dany Robin, who co-stars with Kirk Douglas in United Artists' "Act of Love," plugged the film's run at the Astor Theatre, N.Y.C.



Flower shops throughout Greater New York backed up opening of UA's "Act of Love" at the Astor Theatre with these window displays, which tied up the campaign with Valentine's Day.



Dany Robin, Kirk Douglas' co-star in UA's "Act of Love," posed for a "Silver Screen" picture layout to spotlight the film for a fan mag.



Miss Robin chats with Margaret Arlen in one of 26 television and radio stints arranged as part of the pre-selling campaign for UA's "Act of Love."



Astor Theatre, N.Y.C., sponsored this contest for its run of UA's "Act of Love."



Eye-catching models patrolling the Times Square area distributed specially-packaged Beechnut gum giveaways plugging run of UA's "Act of Love" at the Astor Theatre, N.Y.C.

PARATROOPER" IS BEING GRABBED BY THE SMARTEST SHOWMEN IN AMERICA! EVERY KEY RUN IS SET IN THE FIRST SIX WEEKS OF RELEASE! AND BUSINESS IS SENSATIONAL EVERY-WHERE ON THE LATEST BIG ONE FROM COLUMBIA!



COLUMBIA PICTURES presents

ALAN LADD

PARATROOPER

also starring

LEO GENN

Color by TECHNICOLOR

introducing Susan Stephen • Screenplay by RICHARD MAIBAUM and FRANK NUGENT • Story by Hilary St. George Saunders, adapted from his book, "The Red Beret" • Produced by IRVING ALLEN and ALBERT R. BROCCOLI • Directed by TERENCE YOUNG

A WARWICK PRODUCTION

Staff Reviews

(*Continued from page* 12)

by the star names of Alan Ladd and Shelley Winters. Plot concerns the unorthodox procedures taken by Ladd, a subordinate Mounty officer, to head of a major Indian war. His superior officer objects to his methods, finally causing the men to mutiny on Ladd's side. A secondary plot, which merges with the primary one, details the unhappy plight of Shelley Winters, falsely accused of murder.

"Saskatchewan" provides a steady stream of action to keep the fans interested throughout its running time. An exciting canoe chase, several big Indian battles and a fortress evacuation all help to keep the pot boiling. Most of these scenes have been beautifully photographed against some awe-inspiring authentic regional backgrounds. There is also strong romantic interest as Miss Winters' private drama is gradually unfolded and she finally clinches with Ladd. Latter's tactics are finally justified after several suspenseful close-calls, and his superior officers bow to his experience once the situation is saved.

●

"Riding Shotgun"

(Warner Bros.) WarnerColor 75 Min.

Cast: Randolph Scott, Wayne Morris, Joan Weldon, Joe Sawyer, James Millican, Charles Buchinsky.

Credits: Produced by Ted Sherdeman; Directed by Andre de Toth; Screen play by Tom Blackburn; From a story by Kenneth Perkins.

Here is a Randolph Scott western that carries a walloping load of suspense in its story of one man's attempts at trying to save a deaf-eared town from slaughter at the hands of an outlaw gang. Utilizing a tightly-knit script, effective WarnerColor photography, and an able supporting cast, "Riding shotgun" should summarily rack up hefty grosses in the action and general market alike.

Short on running time but heavy on story, picture was neatly put together to hold an audience spellbound for most of the way. Scott plays his role well, trying desperately to stave off the murderous raid and at the same time catch up with his mortal enemy, James Millican, who is leading the raid. Gun-slinging and fisticuffs are made the most of during the proceedings, with a rapid-fire gun battle providing the climax.

Story, heightened somewhat by intermittent narration from Scott, begins with a stagecoach robbery that succeeds in drawing the sheriff and his posse out of a town which James Millican, gang leader, intends to sack. Scott, arriving to tip off the townspeople, is mistaken for one of the gang and held at bay. Millican arrives unnoticed, proceeds to kill off and rob the town, as Scott eludes his pursuers to tangle with the gang. He defeats Millican and is cleared by the citizenry.

●

"Dangerous Mission"

(RKO) 3-D Technicolor 75 Min.

Cast: Victor Mature, Piper Laurie, Vincent Price, William Bendix, Betta St. John.

Credits: Produced by Irwin Allen; Directed by Louis King; Screen play by Horace McCoy, W. R. Burnett and Charles Bennett; Story by McCoy.

A cat-and-mouse game between an unscrupulous killer and a detective is unfolded in workmanlike fashion against the vastly picturesque locale of Glacier National Park in Montana in this Technicolor melodrama. Starring Victor Mature, Piper Laurie, Vincent Price and William Bendix, picture has more than a sufficient supply of box office names to carry top program billing. Action fans will supply the best audience response, for "Dangerous Mission" specializes exclusively in wild, cliff-hanging exploits, a forest fire and similiar close-call situations. In 3-D, these shots are effective. A modicum of suspense is generated by means of some plot tricks which serve to cloak the identity of the killer for a goodly portion of the proceedings.

Mature, playing a mystery man who arrives in the National Park just after a murder has been committed back east, sets the suspense elements in motion. Apparently, his game is Price, a vacationer interested in Miss Laurie and Betta St. John. But when word reaches Mature that Price is the killer, he snaps into action, saves Miss Laurie from a sudden death and trekks over a glacier after Price. Latter is crushed under an ice avalanche. Miss Laurie and Mature clinch.

●

"Beat The Devil"

(United Artists) 92 Min.

Cast: Humphrey Bogart, Jennifer Jones, Gina Lollobrigida, Robert Morley, Peter Lorre, Edward Underdown, Ivor Barnard.

Credits: A Santana-Romulus Production; Directed by John Huston; Screen play by Truman Capote and Huston; From the novel by James Helvick.

A successful box office response should be accorded this John Huston production, which boasts a triple-threat star team of Humphrey Bogart, Jennifer Jones and Gina Lollobrigida, plus a diverting adventure tale that is related with comic overtones. Following an off-beat plot about a band of shady characters that plans to seize a uranium mine in Africa, the picture moves in setting from Italy to aboard ship to North Africa, then back to Italy. Humor springs from the spoofing given the main situations, the romantic interludes between the principals and the odd traits of the various villains.

Besides the general audience potential, a sizable art house following should be found for "Beat the Devil." Picture has the Huston name, the class appeal of Truman Capote (who collaborated on the screen play), the Italian settings and the presence of Miss Lollobrigida in her first English-speaking role. The locales, photographed on the spot, are tasteful and depicted with artistry.

In "Beat the Devil," Bogart softens his usual tough-guy style with some light, humorous lines and situations. He is cast as a soldier of fortune who has thrown in his lot with the uranium-minded mobsters, headed by Robert Morley. Following a series of romantic complications in which Bogart neglects Miss Lollobrigida, his wife, for Miss Jones, the group sets sail for Africa and the uranium mines. A shipwreck occurs and the group lands in the hands of hostile Arabs instead; is deported back to Italy where all except Bogart end up in jail.

●

"Bait"

(Columbia) 79 Min.

Cast: Cleo Moore, Hugo Haas, John Agar, Emmett Lynn, Bruno Ve Sota, Sir Cedric Hardwicke.

Credits: Produced and directed by Hugo Haas; Screen play and story by Samuel W. Taylor.

Hugo Haas has come up here with an adult melodrama, which is well-made and brimming over with exploitation possibilities. Basing his film on the human triangle, the older man, the young woman and the young man, Haas has fashioned an interesting and well-acted picture, which is fast paced and has some excellent photographic work in it. Another noteworthy item along with a fine performance by Haas, is the performance of shapely Miss Moore, who has improved considerably as an actress and in this film turns in a convincing job as the sexy blonde used as bait in Haas' plot to outwit his young partner, John Agar.

Haas, who in the past has handled adult themes with great skill, repeats in this film. He is a gold miner who has been babbling about a lost mine for years. He talks John Agar, a farmer, into going along with him and staking him. Haas' previous partner froze to death and some people belive it to be Haas' fault. When they discover the lost mine, Haas devises a plot to go back on his deal with Agar. He marries Cleo Moore, a young lady with a shady past, and using her as bait, keeps throwing Cleo and Agar together by devious means hoping to catch Agar in a compromising situation and kill him under the unwritten law. The film has an extremely clever introduction with Sir Cedric Hardwicke as the devil explaining his operating procedure.

●

"Loophole"

(Allied Artists) 79 Min.

Cast: Barry Sullivan, Charles McGraw, Dorothy Malone, Don Haggerty, Mary Beth Hughes, Don Beddoe.

Credits: Produced by Lindsley Parsons; Directed by Harold Shuster; Screen play by Warren Douglas; Original story by George Bricker and Dwight V. Babcock.

"Loophole" is an interesting suspense melodrama and should be a strong supporting feature. There are many situations where this film could top-line a bill, however. Film has a Los Angeles background and almost a semi-documentary effect in its telling. There's plenty of suspense until the last 18 minutes when the story line fizzles a bit. Despite this, there's enough excitement here to please every type of film fan. The film is well cast with Barry Sullivan, Charles McGraw, Dorothy Malone, Don Beddoe and Mary Beth Hughes all fine. Film's title has exploitation value and the basic premise, the almost perfect crime, is an additional exploitation peg.

Barry Sullivan is the chief teller of a bank, who has $50,000 stolen from him. The crime, performed to near perfection by Don Beddoe, who poses as a bank examiner, takes on explosive proportions when Sullivan doesn't report his loss until a weekend has passed and becomes the prime suspect and the target of rough insurance investigator Charles McGraw. The showdown comes after Sullivan has taken a lot of physical and mental punishment. He tracks Beddoe and Mary Beth Hughes down and proves himself innocent. It is the last portion of the film, where the actual ending is stretched out unnecessarily that slows down the film after 61 minues of tension.

●

"Battle Of Rouge River"

(Columbia) Technicolor 71 Min.

Cast: George Montgomery, Richard Denning, Martha Hyer, John Crawford, Emory Parnell, Michael Granger.

Credits: Produced by Sam Katzman; Directed by William Castle; Screen play and story by Douglas Heyes.

This cavalry and Indians melodrama will get its best response as a supporting feature in the action market. Film's top assets are some excellent Technicolor camera work, a rapid pace and a tip-top performance by Martha Hyer, who is rapidly climbing up to the top rank of leading ladies with each performance. George Montgomery, who turns in a good performance, will help the film marquee-wise. "Battle at Rogue River" manages through these performances and those of the supporting players to rise above its script. Dialogue is fine, but the story is loaded with cliches that are pretty familiar by now to film-goers. Sam Katzman as per usual has mounted the film expertly and the battle sequences are well-staged.

Story has to do with the establishment of a peace between the Indians and the white men

in Oregon. George Montgomery, a ramrod cavalry officer, takes over the command of an Army post, which has been taking a terrific lacing from the Indian forces of Chief Michael Granger. Montgomery working for peace is battled by Richard Denning, who secretly with his partners, is inciting the Indian wars for profit. The villians are exposed with Denning and his buddies getting their just reward and Montgomery convincing Chief Granger that peace will reign.

●

"Overland Pacific"

(United Artists) Color 73 Min.

Cast: Jack Mahoney, Peggie Castle, Adele Jergens, William Bishop.

Credits: A Reliance Production; Directed by Fred F. Sears; Screen play by J. Robert Bren, Gladys Atwater and Martin Goldsmith; Story by Frederic Louis Fox.

Such basic ingredients for familiar story requirements as hostile Commache Indians, the approach of a railroad and wily depredations of land speculators who want to make a quick re-sale killing are on view here. These elements indicate obvious playing time and just what sort of program they are intended for. Color by Color Corp. of America is a few shades off its more recent good tintings. Somewhat below the standard of past similar story performances, "Overland Pacific" may garner a fair to middling take from juvenile sessions. In proper spectacular style, the Indians attack, are repulsed. There are also the standard number of knock-down, drag-out brawls, pistol play, shootings in the back, violent demise from arrows.

The road is nearing Oaktown, in Commanche country. Jack Mahoney comes on the scene to investigate Commanche depredations and soon learns they are inspired by whites who gave them rifles to make things hot. Railroad workers are attacked. Work comes to a halt. When it is started again William Bishop shows his hand and there is a pitched battle. When the air clears Bishop is dead, the Indians flee in defeat, the road goes on and Peggie loves Jack.

Foreign Films

"April 1, 2000"

(Martin J. Lewis) GERMAN 84 Min.

Cast: Josef Meinrad, Hilde Krahl, Hans Moser, Paul Hoerbiger.

Credits: A Wien Film Production; Produced by Ernst Marboe; Directed by Wolfgang Liebeneiner; Scenario by Rudolf Brunngraber and Marboe.

A clever mixture of satire, spectacle, music and science-fiction, "April 1, 2000" should please art house audiences well enough to meet a much better fate here than most post-war German-language productions. Film has a strong political theme, expressing the hope of the Viennese people that the four Allied powers will soon leave the city. Picture never gets too serious though, because it is endowed with that special brand of humor and lightness that has become a trademark of Viennese operetta.

Set in the year 2000, picture describes, tongue-in-cheeck, the upheaval caused by the Austrian president's declaring the city of Vienna free from foreign rule. The world council immediately charges him with trying to cause war and puts both him and his country on trial. For defense, he goes back in time to periods of past Viennese greatness, allowing for most of the film's spectacle and musical scenes. When seen in a New York City art house, the audience seemed to be having a wonderful time. The German-speaking patrons did the most laughing, but the rest were helped by a good set of English titles.

"Genoese Dragnet"

(IFE) ITALIAN 106 Min.

Cast: Charles Rutherford, Lianella Carell, Cesare Danova.

Credits: A Fortunato Misiano Production for Romana Film; Directed by Guido Brignone; Screen play by Brignone, G. Cataldo, Gaetano Loffredo and G. Prosperi; Story by Loffredo.

"Genoese Dragnet" should find its best market in houses catering to Italian-speaking audiences, who will find suitable entertainment fare in this modern Italian-language crime hunt. Film relates the workings of the Genoese justice department as it tracks down the guilty parties in the kidnaping-murder of a little girl. It starts out with a documentary-like approach but often deserts this technique as it becomes involved in melodramatic entanglements. Crux of the drama is the unfortunate situation of a poor young married couple who are unwillingly involved in the crime. Throughout the unspooling of the plot, an attempt is made to set the story in a definite social milieu. While supplying one brand of interest, this causes the film to ramble. The parts are all well played, and the production and English titles up to par.

TV Novelty Seen Ending

WASHINGTON.—The "novelty period" of television has ended for 56 percent of an estimated 28,000,000 set owners, according to a report released by the Radio-Electronics-Television Manufacturers Association. Motion pictures, sports and other competing entertainment fields will henceforth find TV less frightening, the report claims.

Although report predicted between 750 and 1000 TV stations by 1957, it insisted that henceforth films, sporting events and other competing attractions will be bought or rejected by the public strictly on merit.



REGIONEWS

ALBANY

Claims and counter-claims were advanced at a hearing before Public Service Commission Examiner Morris Goldfarb on the petition of Smith Howell Film Delivery Service for a 10% hike in tariffs to theatres of the Albany and Buffalo exchange areas. A 10% had been granted last Aug. and a previous one of like amount following a 25% jump in 1947. Attorney Howard M. Antevil represented the Schine chain and Leonard L. Rosenthal the Smalley Theatres and northern N. Y. independents, contending that the increase was not warranted.

Many ozoners in the area slated to relight Easter week-end. F. Chase Hathaway has scheduled opening of the Hoosick at No. Hoosick for March 20. . . . Leo Rosen, former chief barker of the local Variety Club and lately TV consultant to Fabian Theatres in N. Y., returned here as a sales executive with WROW-TV.

ATLANTA

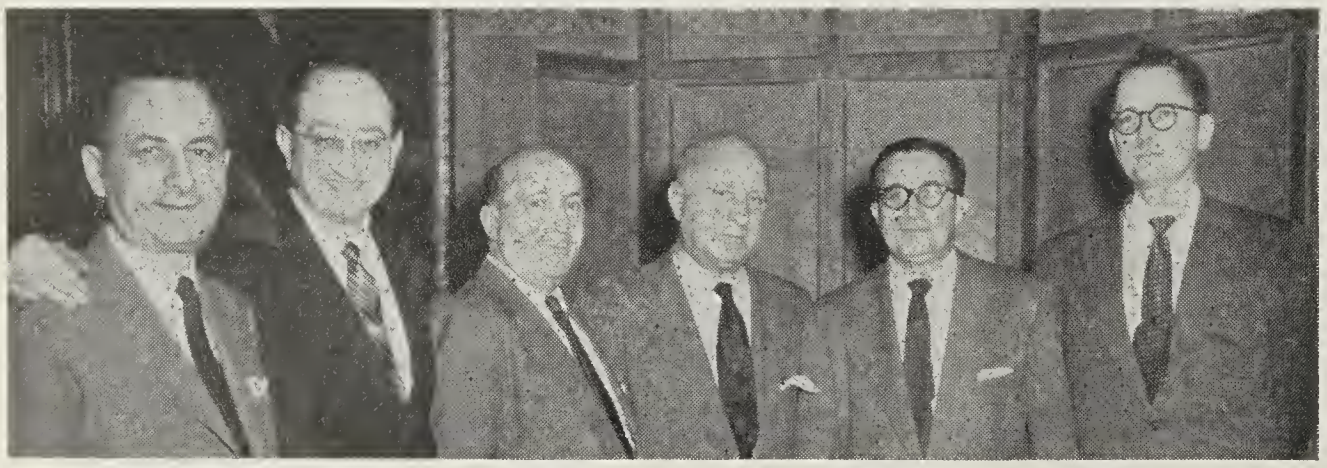
The 1,194-seat Carib in Clearwater, Fla., claimed to be the first in the South specially designed for CinemaScope, was completed at a cost of $400,000. James E. Casale was architect. Owners of the combination theatre and store project are Anast N. Notopoulos, Pennsylvania theatre owner, and Philip Voulis, Chicago businessman. . . . Mgr. W. H. Luttrell, reports installation of a wide screen at the Roane Theatre, Rockwood, Tenn. Similar installations were made at the Seminole, Homestead, Fla.; Beachman, Orlando, Fla.; Ritz, Centerville, Ala.; Martin's Strand at Marietta, Ga.

Contracts have been signed for a new 17x36 screen, special lenses and stereophonic sound for the Sunrise Theatre, Ft. Pierce, Fla. . . . The Ritz at Bartow, Fla., managed by Carlton Bowden, has been equipped with new seats. . . . Fire destroyed the Hinson Theatre, Sneeds, Fla. Only the outside walls were left standing. . . . Dan Sangaree, mgr. of the DeSoto, Arcadia, Fla. won $500 in the Florida State Theas. contest, based on management. . . . Ygnacio Carbonell, owner of the Strand, Key West, Fla. reports that more than $15,000 is being spent in improvements at the theatre.

Changes in Martin Theas. personnel include transfer of James R. McGriff from mgr. of the Martin Theatre, Talladega, Ala. to Isle-Of-View Drive-In at Panama City, Fla., with George Slaughter taking over at the Martin; Julian Studsill from mgr. of the Fendley Drive-In at Andalusia, Ala. to city mgr. at Brewton, Ala., with Max Fletcher replacing him at Andalusia. . . . The Do Drive-In at Mobile, Ala. had its first all night show from 5 P.M. to 3 A.M., presenting four features. . . . Brainerd Theatre was first of the Chattanooga, Tenn. nabes to inaugurate CinemaScope and stereophonic sound, at cost of $17,000.

Starlite Drive-In at Ft. Lauderdale, Fla. reopened after long shuttering. . . . The uncensored version of "Moon Is Blue" opens for a week's run at the Tower, Atlanta, on March 8. . . . Installation of 3-D equipment, which necessitated renovation and enlargement of the projection booth, was completed at George S. Owen's Royal Theatre, Opp, Ala. . . . Until late spring, the Blounts Drive-In at Oneonta, Ala. will be open only two nights a week. . . . Kay Exchanges have taken over "Lady Takes A Chance," retitled "Cowboy and the Girl," formerly handled by RKO. . . . A new ozoner for colored patrons of Mobile, Ala. is the Savoy #45, which holds 250 cars. . . . Salmon, blue and brown is the new color scheme at the Colony Theatre in Winter Park, Fla.

Jim Stansel, formerly with Independent Theatres in Chattanooga, Tenn., appointed mgr. of Ranch Drive-In, Hartselle, Ala. . . . J. C. Steely, Warner booker, back at his desk after a visit to the hospital. . . . The annual Old Newsboys Day drive for the Mountain View Home will be held on May 14. . . . In-car heaters were installed at the Starlite Drive-In, Rossville, Ga. . . . Dixie Amuse. Co. closed its Twin City, Twin City, Ga. because of poor business. . . . Decatur Theatre, Decatur, Ga. installing stereophonic sound. . . . Kermit C. Stengel, v.p. of Crescent Amuse., Nashville, Tenn., has been elected president of the company, succeeding the late R. F. Baulch. Stengel is also a v.p. of Southeastern TOA.



Exhibitor leaders pledge all-out cooperation to "Crusade For Freedom" campaign on behalf of Radio Free Europe, headed by Barney Balaban, Paramount Pictures prexy and N.Y. State chairman. L to R: Louis A. Novins, asst. to Balaban and Crusade for Freedom v.p.; Emanuel Frisch, MMPTA pres.; Harry Brandt, ITOA pres.; Balaban; Wilbur Snaper, ATO of N.J. pres.; and Dick Pitts, representing Walter Reade, Jr., TOA pres. During week of March 15-21, exhibitors will show a Bing Crosby trailer and collect signatures on Freedom Scrolls and Truth Dollars in their lobbies.

BOSTON

The motion picture industry will be given a mammoth civic and cultural salute on April 6 in the main ballroom of the Sheraton Plaza by the Boston Public Library Centennial Commission on the occasion of the 100th anniversary of America's oldest free public library. Gen. chairman of the event is Charles E. Kurtzman, northeastern div. mgr. of Loew's. Charles Brackett, pres. of the Academy of Motion Picture Arts and Sciences has already accepted the invitation of Mayor Hines to be present to receive a citation for the industry's contributions on educational and cultural levels. . . . Hollis Reid was forced to close his Neptune Theatre, McKinley, Me., after 18 years of continuous operation, due to poor business.

Art Moger, Warner ad-pub director was appointed chairman of the motion picture div. of the Mass. Heart Fund. . . . Benn Rosenwald, M-G-M resident mgr., was named chairman of the distribution and supply divisions for the Boston Red Cross drive. . . . The Hanover, N. H. Improvement Society, owners of the Nugget Theatre, named Kenneth C. Dimick mgr. to succeed the late Arthur C. Barwood and to become effective April 1. . . . Michael Redstone of Redstone Drive-Ins, revealed plans for a new ozoner in Arlington, Va., a 900-car project, with a mid-April opening in view. . . . Edward Segal, USAF, son of UA branch mgr. Harry Segal, was married to Louise Koffman of Chicago.

Embassy Picts. moved its executive offices to the second floor at 19 Winchester St., retaining the 16 Piedmont St. building for shipping service headquarters. . . . American Theas. reorganized its concession dept. with Nathan Bachman in charge of the wholesale and retail depts and headquartered at the ATC building, and Ben Conviser now in charge of the warehouse at 78 B'way. . . . Contemplated sale of the Strand Theatre building by the Louis Rothenberg estate to a group of Boston realtors will not affect the lease Norman Glassman has on the theatre. . . . Walter Young of the Strand Theatre, Farmington, N. H., made his first appearance on the row since undergoing surgery. Sam Golstein, pres. of Western Mass. Theas., and Henry Neveux, Plainville, Mass. drive-in were also visitors.

BUFFALO

In a pastoral letter which was read at all Sunday masses, The Most Rev. Joseph A. Burke urged Catholics to follow a specific course in connection with "The French Line." If the film is advertised, they are to protest by phone or letter to the theatre. If actually shown, parishioners are to write

(*Continued on page* 24)

Cross your fingers! knock on wood! you and CINEMASCOPE never had it so good!



WARNER BROS. USHER IN THE ULTRA-NEW LOOK IN MUSICALS!



'Lucky Me'

COLOR BY WARNERCOLOR

Prediction!!! WE PREDICT AT LEAST ONE MORE 'SECRET LOVE' KIND OF SMASH AMONG THESE 10 NEW TOP POP TUNES!
'I Speak to the Stars' ☆ 'Take a Memo to the Moon' ☆ 'Love You Dearly' ☆ 'High Hopes' ☆ 'Bluebells of Broadway' ☆ 'Parisian Pretties' ☆ 'Superstition Song' ☆ 'Wanna Sing Like an Angel' ☆ 'Men' ☆ 'Lucky Me'.

IT STARS

DORIS DAY ☆ ROBERT CUMMINGS ☆ PHIL SILVERS

WITH EDDIE FOY, JR. • NANCY WALKER • MARTHA HYER • BILL GOODWIN • MARCEL DALIO • HAYDEN RORKE • JAMES BURKE Screen Play by JAMES O'HANLON, ROBERT O'BRIEN and IRVING ELINSON
From a Story by JAMES O'HANLON • Music by Sammy Fain Lyrics by Paul Francis Webster • Musical Direction by Ray Heindorf • PRODUCED BY HENRY BLANKE • DIRECTED BY JACK DONOHUE

BUFFALO (cont'd.)

the manager telling him they will not attend his theatre or any affiliated theatre for a period of six months. . . . Schine circuit closed its 1,287-seat Cameo in Rochester. Repairs to the Rivera in the same city, which was scheduled to reopen Feb. 4, have not yet been completed. . . . Kenneth Robinson is the new owner of the Cameo at Binghamton. It will be open seven days a week instead of the previous four. Meco Theas. were former owners. . . . Ralph Barber closed his Lake Theatre at Brocton. . . . An A. C. Nielson survey shows that 460,000 families in Western N. Y. own TV sets, or a total of 81%.

Billy Keaton, chief barker, and Dewey Michaels, past chief barker of local Tent #7 will be delegates to the International convention in Dallas, March 22-25. Murray Whiteman, who is vacationing in Hot Springs, Ark., will also attend before returning home. . . . Lackner Trailer Sales of Middleport running a series of three co-operative ads featuring the New Moon trailer and "The Long, Long Trailer," currently at Shea's Buffalo Theatre. . . . Robert Hayman, Niagara Falls theatre owner, is planning a new drive-in for that area which will be ready by summer.

Buffalo Evening News announced an increase in rates for theatre page advertising, effective May 1. . . . Mgr. Bert Lapitina hopes to open "Julius Caesar" at the Teck Theatre March 19 if school approval for attendance during Lent is given. Normally the theatre is open only in the evening but afternoon shows will be arranged at special children's prices if approval comes through. . . . Bill Colson, mgr. of Paramount's Community Theatre, Niagara, is awaiting the arrival of his ninth offspring this month.

CHARLOTTE

Catawba Theatre, Hickory, N. C., sold by Henry Brown to Homer Hanes, who also owns the State, Lenoir, N. C. . . . Bill Henderson of Theatre Booking Service suffered a broken collarbone while in Florida. . . . Jack Spivey of Great Falls, S. C. has been appointed mgr. of the Carolina Theatre, Spindale, N. C., replacing Bobby Brand, transferred to Rutherfordton, N. C. . . . John Sainsring, operator of the Norlina Theatre, Norlina, N. C., passed away. . . . Clayton Humphries, is new owner of the Swainsboro Drive-In at Swainsboro, N. C. . . . Thomas L. Stelling, 70, mgr. of theatres in Asheville, N. C. for many years, succumbed to a heart attack.

CHICAGO

The oldtime Bugg Theatre, closed for the past two years, was bought by a group of northside merchants who plan to reopen the house under a popular price policy. . . . H&E Balaban abandoned plans to reopen their Ridge Theatre in Park Ridge and sold the property for business use. . . . All officers and directors of Operators Union 110 were reelected. . . . I.F.E. Films moved to larger quarters at 1248 Wabash Ave. . . . Allied Film Carriers, managed by Ralph McLaughlin also moved to larger quarters. New address is 1306 S. Wabash Ave. . . . Four Star Theatre was equipped with CinemasScope wide screen and stereophonic sound. . . . Col. R. C. Barrett was named Washington mgr. for Atlas Film Corp., Oak Park, Ill.

Msgr. Thomas Meehan, editor of the New World, official organ of the Catholic Diocese, asked Eddie Silverman not to play "French Line" at his Woods Theatre but contracts had been signed and Silverman said they would cooperate by keeping the advertising campaign within good taste limits. . . . B&K's Belmont is getting a panoramic Raytone screen and wide angle lens. . . . 20th-Fox releasing "Khyber Rifles" to subsequent runs here on April 19, and "12 Mile Reef" March 26. . . . Corporal Murray L. Rose, son of Jack Rose of Indiana-Illinois Theas., will marry Joan Gimple of Flushing, N. Y., in April. . . . Carl J. Ross, former gen. mgr. of Ideal Pictures, has taken over Chicago franchise for the Ideal line, with headquarters at 58 S. Water St.

Essaness is rebuilding the Halstead Outdoor Theatre to accommodate 1,500 cars and will open it about May 1. . . . Victor Sladek joined the publicity staff of M-G-M here. . . . Chief James Collins of the Fire Prevention Bureau reported that a recent inspection of theatres in the city reveals all fire laws being observed and houses in good physical condition. . . . Coronet Films announce increased costs necessitate a 10% increase in rental rates on films.

Attorney Harold Gordon filed $745,000 damage suit against UA on behalf of Mrs. Laura Blackman, wife of Louis trainer, who maintains that name and character of her late husband were used in the Joe Louis movie without her consent. Attorney also filed suit in circuit court here for $32,000 damages from 15 Chicago theatres which showed the film. . . . Everett C. Callow named Cinerama publicity head to succeed John Joseph. . . . Congratulations to Herb Greenblatt on his promotion to western div. mgr. for RKO, with headquarters here. . . . Elmer Upton, B&K secy., in Washington for tax conferences.

Board of Directors of Chicago Variety Club sent four TV sets to the LaRabida Sanitorium for use of the children hospitalized there. . . . B&K trying out first English film runs at their Lakeside Theatre, featuring "Limping Man" and "Terror Street" on opening bill. . . . With opening of Essaness Double Drive-In and Marks Bros. Sunset, four ozoners now in operation here. . . . Depositions being taken in Bryn Mawr Theatre anti-trust suit filed by Sidney Tague against all film companies and H&E Balaban circuit, which now operates the house. . . . Blanche Sarain suit for $2,500,000 against Warner Theatres for closing Grove Theatre set for March 12 in Superior Court.

One overall exhibitor association is favored by Harry Balaban of H&E Balaban, S. J. Gregory of Alliance, and Alex Manta of Manta-Rose. Van Nomikos of Allied Theatres feels there is need for one organization to handle independent theatre owners' problems and his association can handle circuit problems. . . . Radiant Screen will have a large display of their screens at the Photo Show, which starts March 15 at Conrad Hilton Hotel. . . . Jerry Gamero named mgr. of the Essaness Buckingham Theatre. . . . Charles Lindau of Kedzie Theatre, elected pres. of the Madison Kedzie Business Men's Asn. . . . Hall Bowers bought the Lovington Theatre, Lovington, Ill. and renamed it Town Theatre. . . . Manuel Smerling, Variety chief barker, designated Wednesday as family nights for the club.



Vincent Manzo of Jersey City receives from Coumbia star Judy Holliday his $500 first prize in the N.Y. Journal-American contest to pick the best picture and actors of 1953. Looking on is Journal-American critic Rose Pelswick, whose secret selections Manzo matched perfectly, and Russell V. Downing, pres. and gen. mgr. of the Radio City Music Hall, where the presentations were made, under the auspices of Organization of the Motion Picture Industry.

CINCINNATI

Sam Levin, who operates the Sherwood Drive-In, Dayton, reports that he will build a new ozoner alongside the present one. He plans to install a wide screen in the new house and may call it Sherwood Twin Drive-In. . . . Max Millbauer is having a 96' screen put into the Belmont Auto Theatre in Dayton. . . . Kay-Lee Corp., owned by Joe Lee and Sid Katz, with Jerry Slutz as office mgr., is now established in new quarters at 3539 Reading Rd. The company handles a movie stamp program, which is a tie-in between theatres and merchants. . . . Shea's Ohio managers were in the city recently, accompanied by Gerald Shea and Ray Smith of N. Y., who hosted a cocktail party for the local branch mgrs. at the Gibson Hotel. This is an annual affair of Shea's.

Mark Cummins, who operates a circuit of drive-ins in this area and in St. Petersburg, Fla., returned to the city from Florida to prepare for reopening of his houses here. . . . Charles (Bud) Ackerman is having a wide screen and stereophonic sound installed by Midwest Theatre Supply at his Covedale Theatre in Price Hill, Cincinnati. . . . M. K. Murphy is disposing of his Corlee Theatre in Cumberland, Ky., and his Auburn Drive-In there to O. G. Roaden, who operates a chain in Ky. Murphy will devote full time to operation of his theatre in Big Stone Gap, Va. . . . Chakeres circuit is equipping its Xenia Theatre in Xenia; Celina in Celina, and St. Mary's in St. Marys for CinemaScope showings.

Midwest is furnishing new 100 amp lamps in George Tudlukis' Ramona Theatre,

(*Continued on page* 26)

NOW READY FOR NATIONAL RELEASE AFTER NINE BIG WEEKS at NEW YORK'S ASTOR THEATRE

The mightiest caravan of incredible spectacle and barbaric splendor the screen has ever presented!



"COLOSSAL... LAVISH... LUSCIOUS!" say N. Y. REVIEWERS

"BOXOFFICE!" say EXHIBITORS

WILLIAM M. PIZOR and BERNARD LUBER presents

THE QUEEN OF SHEBA

SEE! SEE! SEE!

- ...e Fabled Treasures of Solomon Before Your Eyes!
- ...rbidden Rendezvous with Sheba in the Oasis!
- ...ammoth Temple of the Pagan God, Shamash!
- ...e Archers and Charioteers in Mortal Battle!
- ...e Secret of the Valley of Silence!
- ...heba's Temptation of Solomon!
- ...rucifixion of the Spies!

BOOK IT NOW! ... LIBERTY

CINCINNATI (cont'd.)

Hamilton, in preparation for increasing the size of the screen. . . . National Theatre Supply is making wide screen and stereophonic sound installations in Gus Babalis' Belmont, Dayton; John Gretory's Far Hills, Dayton; Leo Kessel's Palace, Lancaster; Dick Myers' Majestic, Chillicothe. . . . Derek Sydney, W. Va. sales rep. for National Screen, is nursing a heart ailment at his home in Huntington, W. Va. . . . Herbert Greenblatt, new central div. mgr. for RKO, was in town with his asst. Milton Platt and eastern central dist. mgr. Morris Lefko for a meeting with the sales staff and local mgr. Lloyd Krause. . . . Ed Aaron, western sales mgr. for Fox who died suddenly at the age of 60, had many friends in this territory. Reported that Alex Harrison is temporarily filling his post.

DENVER

Edgar H. Wolfberg, Chicago business man, has been named pres. of Wolfberg Theas. here, succeeding his brother, the late Harris Wolfberg. Mrs. Ruth S. Wolfberg, his widow, was named a v.p., as was Tom Smiley, booker and buyer, who will also be gen. mgr. John Roberts, head booker at Metro, takes over booking and buying. The company operates the Broadway, Paramount and five drive-ins, all in Denver. . . . Al Biscounte will open his new 400-seat Del Norte, Raton, N. M., this month. . . . Black Hills Amuse. Co. appointed W. R. Buckley mgr. of the Belle, Belle Fourche, S. D., and Gale Poland mgr. of the Hot Springs, Hot Springs, S. D. Buckley succeeds Al Vincent, who is ill in a hospital, and Poland takes over from Gordon Gibson, resigned. . . . Clarence Calland, owner of the Iris, Edgemont, S.D., was taken to a hospital following a heart attack.

Paul Lyday, mgr. of the Tabor, named pub. dir. of the new Centre, being readied by Fox Inter-Mountain for an April 22 opening. House will have 1,275 seats and cost around $1 million. The Tabor job went to Harry Wilhelm, Rialto mgr., which job was given to Tom Schneider, asst. at the Denver. The new asst. there will be Elroy W. Clemens, a former teacher. . . . Mgrs. of Wolfberg Theas., as announced for the year by dist. mgr. L. J. Albertini, include Jack Peacock, North; Bud Dixon, South; Allen Vernon, East; Ava Traxler, West, and Edward Anderson, Valley.

Leroy Ramsey resigned as mgr. of the Tower to take over management of the new Wadsworth Walk-In Drive-In, to be opened later this month. The Tower job went to Duane Welch. . . . Les Newkirk, city mgr. for Fox Inter-Mountain, Boulder, Colo., has made into three books the age record of all children in that city from 10 to 15 years. Each of the three Fox theatres has the list for ready reference. . . . Claude Newell returned to his former job of head booker at Metro, where he succeeds John Roberts. . . . Atwell G. Edwards, 75, recently office mgr. at Lippert, passed away.

Clarence Martin, who operated the Alpine, gave up his lease and left town. Ed Nesbit one of the owners, is here to close the house and prepare the building for conversion to other business. . . . Paul Allmeyer, recently with Preferred Picts., is now sales rep. for Realart here and in the Salt Lake City area. . . . Frank H. Ricketson, Jr., pres. of Fox Inter-Mountain, was reelected a director of Community Chests and Councils of America.

DES MOINES

Robert Flauher, mgr. of the Clarion Theatre in Clarion won first prize for the eighth consecutive year in the managers' contest of Central States. Some 40 theatres in the chain, located in Iowa and Nebraska, compete in the annual contest. . . . Earl Cowden, mgr. of the Sidney Theatre in Sidney, announced that his house will be open every night in the week from now on. . . . Carroll High School history students attended a showing of "Knights of the Round Table" at the Carroll Theatre. The group was accompanied by their teacher, Paul Bruns. . . . Joseph H. Anderson, 72, mgr. of the King Theatre in Ida Grove, pased away.

The Bagley Post of the American Legion purchased the Bonnie Theatre in Bagley from L. J. Frownfelter and will have showings on Wed. and Sat. nights, and matinee and evening performances on Sunday. Management will be in the hands of a Legion member. Frownfelter plans to move to Creston, where he has purchased a radiator shop. . . . More Iowa theatres to install wide screens include the Sharon at New Sharon; Cecil at Mason City; Exira at Exira; Dayton at Dayton; State at Holstein; Roxy at Alta, and the Orpheum at North English. . . . Drive-Ins in Burlington and Des Moines have opened a month earlier than ever before. Both towns had outdoor theatres in operation in late Feb. A number of others in the state are expecedt to follow suit. . . . James Dowell of Davis City purchased the Earl Theatre in Earlham and plans to open it soon with week-end showings only.



On eve of the opening of United Artists' "Top Banana" at the Victoria Theatre in New York, Phil Silvers (second from right), star of the musical comedy film, greets John Hodiak (left) and Mr. & Mrs. Henry Fonda at a Broadway preview attended by hundreds of showbusiness headliners. "Top Banana" presents the smash musical exactly as it was seen on the stage.

Trans-Texas Acquires Seven Theatres

Trans-Texas Theatres, two-year-old circuit, announced last week the purchase of seven theatres, which brings to 16 the number of houses now part of the chain. Six of the theatres were bought from Texas Consolidated, while the seventh was purchased from Interstate Circuit, according to Louis Novy, Trans-Texas president.

Circuit's home offices will move from Austin to Dallas to expedite booking problems, Novy added. A former partner of Interstate Theatres, he formed the new circuit when the partnership was dissolved, starting with houses in Dallas, Austin, Amarillo and Temple.

New theatres added to the chain include the Majestic, Abilene; Capitol. Brownsville; Ideal, Corsicana; State, Denison; Hollywood, Fort Worth; Main, Paris, and Strand, Wichita Falls. Novy promised to retain the high type of maintenance and community relation which have characterized these theatres in the past.

DETROIT

Oliver Brooks, independent distributor, is on a business trip to Indianapolis in connection with his picture 'Birth of a Baby," which is playing Indiana, Kentucky and Virginia. . . . Alfred Ackerman of the Eastwood Theatre has again started his annual campaign of fund raising for the Sister Kenny Polio Center in Farmington. . . . Toni Cicci, gen. mgr. of the Schulte Circuit, is back at his desk part time after long hospitalization. . . . Family Drive-In at St. Johns has been purchased by Howard Kortes, owner and operator of the Sun Theatre at Portland, from James Blackburn. Clark Theatre Service will handle buying and booking.

Sy Schechter, mgr. of the Alhambra Theatre, key-run nabe operated by the Kilbride Circuit, and 'Bud" Kilbride, Jr., have contracted indefinitely with a local professional band to put on a live show every Saturday night at a slight advance in admissions, to follow the first screening of a complete double feature. . . . Harold Brown, pres. of United Detroit, and members of his staff were co-hosts with distributor Albert Dezel and Claire Townsend at an informal get-together and luncheon when star Joan Fontaine and producer Collier Young paid a visit to Detroit in connection with opening of 'The Bigamist" at the Madison Theatre. . . . Frank Gibbs, 61, asst. to the pres. of Alexander Film Co., died suddenly. . . . Wayne Baxter, 41 ,with the Detroit police censor bureau, died after an auto accident. . . . George Olson, 64, operator of theatres in Grayling, West Branch, Houghton Lake, Clare and Gaylord, died in Florida. He was 64.

INDIANAPOLIS

Kato Theatre Service, previously operated by Arlie Anderson, has been acquired by James and Landis R. Mays. . . . Premier Theas., Evansville, recently opened TV Station WFIE and moved its offices to the TV Building on Mt. Auburn Road. . . . George Reeves, operator of the Hippodrome, Sheridan, Ind., is temporarily engaged in the

(*Continued on page* 28)

RIOT FLASH!

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=Int'l Letter Telegram

VLT=Int'l Victory Ltr.

FAX DETROIT MICHIGAN 22 NL PD

STEVE BROIDY, ALLIED ARTISTS STUDIO

4376 SUNSET DRIVE, HOLLYWOOD CALIF

"RIOT IN CELL BLOCK 11" OPENED TO TERRIFIC BUSINESS ON SATURATION BOOKINGS IN OUR TOWNS. WE HAD EXCELLENT TV PROMOTION FROM SIX KEY TV STATIONS THAT BLANKETED THE STATE. THIS WAS BACKED UP BY SUPPORTING NEWSPAPER, RADIO AND TABLOID CAMPAIGN AND HAS ENTIRE STATE TALKING ABOUT PICTURE.

CONGRATULATIONS TO ALLIED ARTISTS AND REGARDS.

M.F.GOWTHORPE, PRESIDENT

BUTTERFIELD THEATRES INC

This is what we want by RIOT in MICHIGAN"!

It'll happen in Your state, too!

There's Another BOXOFFICE RIOT Brewing! Watch for Allied Artists' "ARROW IN THE DUST" In Technicolor!

INDIANAPOLIS (cont'd.)

postal service. . . . Al Richey, operator of the Alhambra, Knightstown, Ind., is engaged in some extra work there.

'Riot in Cell Block 11" will open here on March 25th at the Circle Theatre and at the Mary Anderson in Louisville, Ky. . . . C. W. "Red" Massy flew from Florida to Indianapolis to book pictures for his Stardust open air theatre in Seymour, Ind. April 8. . . . Jerry Cramer left Columbia Pictures here for a salesman's post with Universal in Milwaukee, Wisc. . . . Earl Bell opened his Bell-Air Drive-In at Maywood.

MEMPHIS

Lamar Drive-In, first ozoner established in Memphis and opened some 20 years ago by Bernard Woolner, who now makes his headquarters in New Orleans, is to be become the town's first to install CinemaScope equipment. Dave Lebovits, who became a partner in Lamar four years ago, states that a $50,000 remodeling program will begin immediately, to include a new screen tower adaptable for all types of projection, an additional 200 auto ramps, new in-car heaters, a supervised playground, picinic tables and a cafeteria style concession building, with capacity raised to 700. There will be business as usual during the remodeling.

Ground was broken and work started on the $78,000 Variety Club's Home for Convalescent Children at Court & Manassas, Memphis, to be completed around Aug. 1. It will start as a 20-bed institution and the plan is to add a second floor later with provision for 30 more beds. Taking part in the ground breaking ceremonies were M. A. Lightman, Sr., pres. of the Home; his 5-year-old grandson, Alan; Chief Barker M. H. Brandon; Mrs. Henry R. Altick, Jr., pres. of Children's Heart Assn., co-sponsors with Variety on the project.

MIAMI

Jack Miller, manager of the Shores Theatres in Miami Shores, was presented with a radio from his bosses, Florida State Theatres, for outstanding tie-ups and publicity. Miller's house, slated to get CinemaScope soon, also leads the entire circuit in candy sales per capita. . . . Wometco has finished installing CinemaScope in all its houses. . . . Bob Corbitt, assistant manager at the Daytona, is transferring to the Empire Theatre, Daytona Beach. . . . Charles Holcombe, trainee manager, has gone to the Capitol Theatre, Jacksonville. . . . Hal Stanton, former assistant manager of Florida Theatre, has gone to the Edgewood Theatre, Jacksonville. . . . Allan Armstrong now at the Howell Theatre in Winter Park. . . . Mark Dupree of the Daytona Theatre has gone to the home office of Florida State Theatres.

Bob Green, personnel director of the Wometoo chain is conducting educational meetings at various ozoners. . . . John Calico, manager of the Flamingo Theatre, Miami Beach, has a new assistant in Raymond Henderson. . . . Louis Fishkin is the new assistant manager at the Cameo. . . . Vaudeville has returned to the area with both the Cameo and the Cinema Theatres offering Yiddish vaudeville with their films. . . . David Kae, formerly of the Empire theatre in London, now assistant manager at the Paramount.

MILWAUKEE

Stan Gross, who has been with Stanley-Warner for many years, was appointed dist. mgr. to replace Harry Mintz, who is taking over his own theatres in Wisconsin Rapids.



In connection with U-I's release of the J. Arthur Rank Technicolor comedy "Genevieve," Revell Hobby Model Kits is running a puzzle contest for patrons of theatres playing the picture. Winners will receive model cars such as Clem Perry, managing director of the Sutton Theatre in N.Y., is showing to actress Celeste Holm, an antique car enthusiast. "Genevieve" is currently in its American premiere engagement at the Sutton.

Gross formerly managed the Rio Theatre in Appleton. . . . Louis Lutz is no longer mgr. of the Park and Pix in Waukesha, owned by Standard. . . . A conversation piece in Wisconsin Allied's office here is a group of photos from past conventions which exec. secy. Harold Pearson assembled into one large picture frame to decorate a wall.

Hugo Vogel had a nice turnout at his Plaza Theatre here over the Valentine weekend when he advertised free Hawaiian orchids to the ladies Sat. and Sun. . . . Wisc. Variety Club's trailer, centered on the Milwaukee Braves, is now being edited. It will be used in June for theatre collections in connection with their main charity, the Marquette Heart Clinic. . . . Because of extensive damage in Fox-Wisconsin theatres by vandals, Police Inspector Dax has ordered closer surveillance of Milwaukee theatres by uniformed patrolmen, who will frequently check theatres in their beats and eject trouble makers.

Jack H. Yeo has sold his Plaza Theatre in Burlington and a new drive-in to be erected at Brown's Lake, to Ben Poblocki and Sons. Poblocki has already remodeled the front of the Plaza and an additional $20,000 will be spent for installation of a fireproof stage and electrically controlled curtains. Bill Poblocki, 22, a Korean veteran, will manage the theatre end of the business. Odette Oberlander continues as manager of the Plaza. . . . A seven year record was broken when the $4,500,000 Colonial Theatre anti-trust trial went into its 27th day before Federal Judge Robt. E. Tehan, who predicted it would go more than 50 days.

MINNEAPOLIS

North Central Allied has set its annual convention for May 10-11 at the Nicollet Hotel. . . . W. R. Bohn and Roland Donaldson closed the Rutland Theatre at Rutland, N.D. and Ralph Severt shuttered the Forman at Forman, N.D. . . . Columbia will have a saturation on 'The Mad Magician" in the area beginning April 28. Film will be shown in 3-D in the Twin Cities but may be shown in 2-D in some outstate situations. . . . Variety Club of the Northwest gave $36,750 for a new elevator to the Variety heart hospital on the U. of Minn. campus. The club honored Ben Berger, retiring chief barker, for his two years' service to the group. . . . Loran Garnant closed the LeRoy at LeRoy, Minn., and Fred Mindeman closed the Kindred at Kindred, N.D.

CinemaScope equipment was installed in the Video at Montevideo, Minn. and the New Ulm at New Ulm, Minn., both operated by Welworth Circuit; the Park at Hayward, Wis., operated by Pete Donnellan, and the Palace at Spooner, Wis., operated by Nick Grengs. . . . The loop Aster, operated by MACO, opened March 3 after being shuttered almost two years. . . .W. H. Workman, M-G-M branch mgr., and Harry Sears, local Metro press representatiives, were injured when Sears' car skidded on an icy pavement on their return from a business call in Fairmont, Minn. Car was demolished. . . . Clarence Quincer, operator of the Cozy at Wadena, Minn., passed away.

NEW HAVEN

The Branford Theatre, Branford, newest theatre project in the state, is being opened by Irving C. Jacocks, Jr., treas. of MPTO of Conn. It replaces the old Branford which was destroyed in a fire last year. Theatre has a unique auto ramp which approaches the building and enables drivers to discharge passengers and adequate parking facilities adjoin the structure, in addition to a new type RCA 31' convex screen and stereophonic sound. . . . Variety Club's charity fund will benefit from the March 20-21 performance of the Pollock Bros. Circus at the New Haven Arena, according to Henry Germaine, chief barker. . . . Hartford Local 84, ITASE has set a vaudeville revue, headlined by Jan Murray, for the Bushnell Memorial Auditorium on March 9 to benefit its Welfare Fund. —

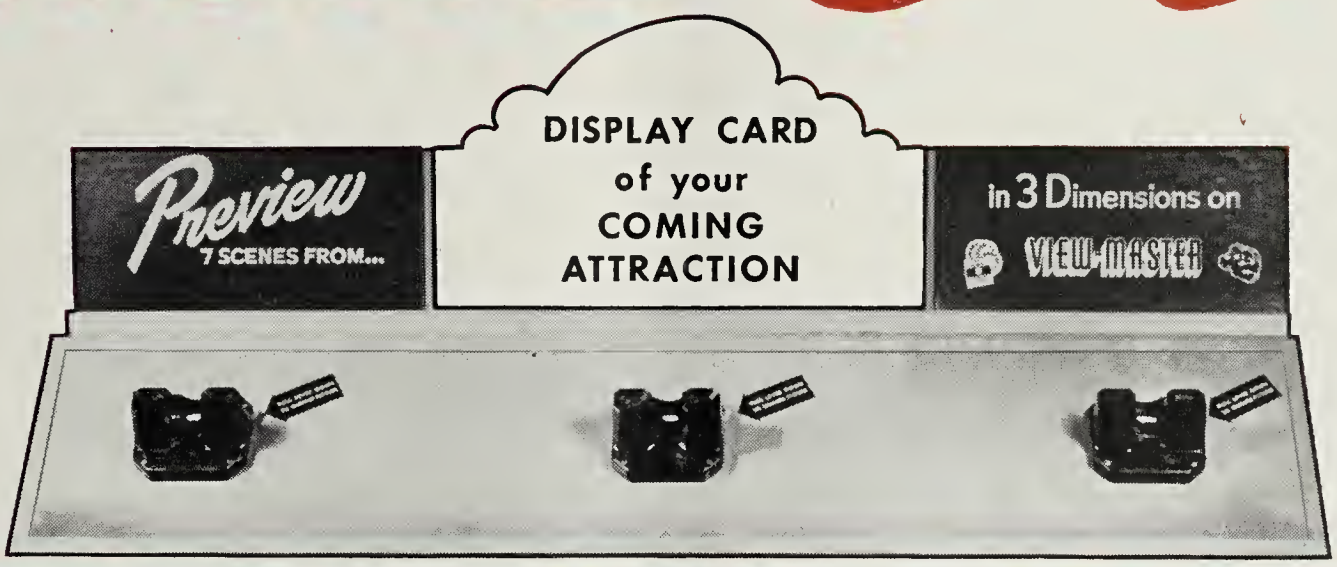
—Charles Baron of the UA field exploitation staff has been assigned to handle advance promotion on 'Beat the Devil" at Loew's Poli theatres in Hartford, New Haven, Bridgeport and Waterbury. Baron recently handled the Connecticut premiere of "Go, Man, Go!" at Loew's Poli Palace, Hartford. . . . Attorney Steve Perakos of Perakos Theatre Associates, New Britain, will chairman a fact-finding committee for the coming state election campaign.

John Markle of the Columbia exploitation force huddled with George E. Landers, Hartford division manager of Loew's Theatres, on ballyhoo for 'It Should Happen to You." . . . Ted Holt, on the engineering staff of Loew's Poli-New England Theatres, has returned to his duties following an extended hospital stay. . . . Lou Brown, ad-pub director of Loew's Poli Theatres, will be in charge of panel decorations for the New Haven Ad Club's annual Gold Medal Award dinner.

Plans for a reserved seat policy on the premiere of M-G-M's "Julius Caesar" at the Sampson and Spodick Lincoln, New Haven, were dropped in favor of a general admission plan. Film, which opened Feb. 24, plays three performances a day, at 2:30, 7 and 9:15. Students are given discounts at matinees. . . Lewis F. Blumberg, son of Nate Blumberg, board chairman at U-I; Matty Fox, president of Motion Pictures for Television and Basil Estreich have withdrawn their interest in the projected Bridgeport TV station, WSJL-TV. . . Motion picture writer Eric Hatch is president of the newly-formed Hatch Broadcasting Corp headquartering in Torrington. Company is acquiring radio station WBIS in Bristol.

(*Continued on page* 30)

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NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

NEW ORLEANS

The Tudor has booked "The French Line" to show during March and plans to run it without any change or cuts. . . . Larry Dufore, former booker for Lippert here, opened his own booking office and will service the E. Forrest Theatre, Petal, Miss.; the Lakeview and Liberty, Taylorville, Miss., and the Magee, Magee, Miss. . . . Proceeds of a one -night show at the Lucedale Theatre, Lucedale, Miss., were turned over to the Toronto victims at Vicksburg, Miss. . . . The Wakea Theatre at Waldo, Ark. changed hands from J. Watts to L. W. Watts of Oil City.

The new Savory Drive-In, Prichard, Ala., with capacity of 400 cars was opened by Ed Fessler, who also owns the chain of Do Drive-In theatres in Mobile, Ala., New Orleans, and the Miss. Gulf Coast. . . . Cowboy stars Ray Whitley and Monty Hale, after being arrested and fined for speeding on Hyway 90 while rushing to make a public appearance in Biloxi, gave the officers their autographed photos and in turn were given police escort to Biloxi. . . . Sorrento Theatre, Sorrento, La., closed, also Townhall Theatre, Baldwin, Miss.

Policewomen in Woolner's Liberty Theatre last week alerted the Fire Dept. when the smell of smoke caused concern. A piece of lumber behind a radiator scorched and caused the odor. Theatre operations were not interrupted. . . . Recently reopened and due to reopen soon are the Mission D-I, Amite, La.; Autovue D-I, Lorman, Miss.; Rio D-I, Vidalie, La.; Wren D-I, McComb, Miss.; CW&W Theatre, Richton, Miss.; Illings, Ocean Springs, Miss.

NEW YORK

Prudential Theatres and Rapf & Ruden are building a 1,000-car ozoner on Route 206 in Somerville, N. J., which will be equipped with CinemaScope and the largest screen in the state. Architecht is Leon Einhorn. The group operates the Cort Theatre in Somerville and has recently spent $200,000 in renovation which included CinemaScope and air conditioning.

Walter Reade Theas. purchased a large tract of land on Absecon Blvd. near Atlantic City for construction of a deluxe 1,000-car ozoner which will include a mammoth recreation center, swimming pool, restaurant facilities and a picnic area. A new circular-type giant screen will be installed to permit shows to start at twilight instead of waiting for darkness and in-car electric heaters for year-round operation.

Charles B. Moss, operator of the Criterion Theatre, Broadway, left last wook for a tour of the production centers of Europe. Moss will visit studios in Rome, London and Paris to view recently completed product.

MMPTA accepted Mayor Wagner's invitation to join in formulating a youth movement in this city and appointed a committee to work with the Mayor. It includes Emanuel Frisch, pres. of MMPTA; Dick Dickson, exec. dir. of the Roxy; Sol A. Schwartz, RKO Theas. pres., and Joseph R. Vogel, Loew's v.p. Invitation was also extended to the ITOA, which is virtually certain to accept at its next meeting.

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Herbert J. Yates, Republic prexy, and Mrs. Yates (Vera Ralston) admire the blackthorn presented by the Hon. Garth Healy, Consul General for Ireland, in appreciation of his bringing the stories of the noted Irish author, Maurice Walsh, to the screen. Republic released "The Quiet Man;" production is completed on "Trouble In The Glen," and Miss Ralston is slated for "The Spanish Lady."

OKLAHOMA CITY

Federal District Judge Stephen Chandler has ordered the major film companies, Warner Theatres and Cooper Foundation, defendants in an anti-trust suit, to answer all questions posted by Robt. D. Curran and H. T. Braucht, former owners of the Home State Theatre, plaintiffs in the case. The Home State Theatre charged defendants with refusal to permit it to book first-run pictures. Interrogatories involve records covering defendants' first-run bookings here.

Rep. Glenn Collins. Konowa, Okla., has submitted legislation to prohibit the showing of commercial films considered to be morally low, lewd or obscene and called for the establishment of a state censorship board to determine which movies violate moral standards.

PITTSBURGH

Tri-State Drive-In Theatre Assn. reelected Theodore Grance of Everett as pres. and Ernest Stern, Pittsburgh, treas. James Nash of Pittsburgh was elected v.p. and Joseph Volpe of McKeesport, secy. John A. Robb was named general counsel. . . . The Regal Theatre, Wilkinsburg, is being converted to commercial use. . . . Meade Theatre at Meadville will be remodeled into a Salvation Army home. . . . The Grand at Fredericktown is featuring a Saturday Shoppers matinee with admission price 20¢ and popcorn to the kiddies free. . . . Hanna Theatre Service has added Frick's Drive-In near Brownsville and the Navari's Eastwood in Frankstown. . . . Lawrence R. Carette resigned as RKO salesman to join Co-Op as booker.

PORTLAND-SEATTLE

"French Line" has been passed by the Portland police censorship viewers with a single cut. Picture is scheduled for a March opening at Parker's Broadway Theatre, Portland. . . . Twin City Theas., who own and operate houses in Centralia and Chehalis, announce that the 500-seat St. Helena Theatre in Chehalis will be closed March 12 and the building converted to business uses. Property was sold by Howard H. Hanson, trustee for Bernice Hanson, Harold St. John, Stella and John Dosser Owens, and the trustee and his parties are now listed as owners of the Liberty Theatre in Centralia. Latter house will be operated by present owners but is also listed for sale.

Lavance Weskil, owner of the Rose Theatre in Colfax, Wash., has asked his city councilmen to abolish the 5% city amusement tax so that he can stay in business. . . . Harold Claud Dow, 58, owner-operator of the Joy Theatre, Veronia, Ore. ,for the past 21 years, died of a heart attack. . . . First among the Portland ozoners to open is Canyon Drive-In, operated by Clarence Tilman. . . . Wm. C. Gilbert and John McCleary have purchased the Rio Theatre, Portland, from W. M. (Frank) Myrich, retired theatre operator. New owners were formerly in the used car business.

Hi-Land Theatre in Kennewick, Kennewick Hlds., Wash., the Skyline Drive-In-No. Richmond, and Star Vue in W. Richland are slated for early openings in what is known as the "Banana Belt." . . . Riverview Theatre in Pasco, Wash., Park-In Y and Richland Y exepect to reopen the middle of March.

PROVIDENCE

The Most Rev. Russell J. McVinney, D.D., Bishop of Providence, recently released a pastoral letter in which he severrly criticized court decisions restricting play and movie censorship. The letter coincided with opening of "The Moon Is Blue" at the much shuttered Metropolitan Theatre and was read at all Masses throughout the state. . . . Ralph Brett, chief electrician at Loew's State since it opened in 1928, has retired.

Wm. Trambukis, who recently returned to this city to take over management of Loew's State, was honored at a special luncheon held by the Kiwanis Club. . . . The Olympia, popular Olneyville nabe, is featuring a combination Webster's Dictionary and Masters' Pictorial Encyclopedia deal. . . . Harold Lancaster, Pawtucket Strand mgr., is again heading the "Brotherhood Week" activities in the Blackstone Valley area.

ST. LOUIS

General counsel Herman M. Levy will head the TOA delegation to the second annual joint meeting of MPTO of St. L., E. Mo. & S. Ill. and the Kansas-Missouri Theatre Assn. at Arrowhead Lodge, Lake of the Ozarks, in Central Mo., May 18-20. Tom Edwards heads the general committee. . . . The local MPTO will cooperate with the Police Dept. and the Automobile Club of Mo. to encourage boys to become members of the School Boy Patrol and theatres will admit members of the Patrol once a week as guests. . . . W. E. Waring, Jr. will celebrate the 14th anniversary of his 300-seat Ritz Theatre at Cobden, Ill. during the entire month of March.

Some recently closed theatres are the 300-seat Family at Quincy, Ill., owned by C. C. Crooks; the 400-seat Rockne at Palmyra, Ill., owned by Mrs. Mary Pasalacqua; the 225-seat DeLuxe at Camp Point, Ill.,

ST. LOUIS (cont'd.)

owned by Ray McRae and K. G. Hunsaker; 300-seat Neoga, Ill. theatre, owned by Lowal Ragan; 343-seat Shelby at Shelbyville, Mo. by Roscoe A. Cook in protest of the 20% Federal tax. . . . Parkade Drive-In on U. S. 40, west of Columbia, Mo., is being reopened for the 1954 season by Mr. and Mrs. Herbert Jeans. . . . A. D. Lukehart will reopen the 425-seat Royal at Royalton, Ill. on March 7, at which time he also plans to start operating the local roller rink. . . . The 1,200-seat Orpheum at Quincy, Ill. was taken over by Perry Hoefler from Publix Great States under the divorcement program and will be operated on a first and second-run basis.

Wm. Powell, div. mgr. of Midwest Drive-In Theas., announced Twilight screens will be installed in the circuit's Airway and Manchester drive-ins in St. L. County and in the Hiway 40 near Independence, Mo. . . . Wehrenberg Theas. installed Astrolite Radiant wide screens in their Cinderella, Melba and Michigan theatres, and a Walker Silversheet seamless in the Studio. . . . Other recent installations include an Astrolite Radiant screen and stereophonic sound in the Will Rogers Theatre, Charleston, Ill.; CinemaScope lenses in Bloomer Amuse. Co.'s Ritz in Belleville, Ill.; Silversheet screens in Justus Girard's Woodbine, Carthage; New Dallas, Dallas City, and Royal, Warsaw, Ill. . . . Harry Hynes, U-I mgr., is now chairman of fire prevention activities in the local exchanges.

Norvin Garner, owner of the Midway Drive-In at Dexter, Mo., has a new 300-car project under construction which he hopes to have ready for grand opening late in March. . . . St. L. MPTO is working on a new constitution and by-laws, designed to streamline operations of that organization. . . . The 1,400-seat Anbert Theatre, dark since last summer, is being converted into a super market. . . . Certificates of incorporation granted to Lake Theatre, Inc., Camderton, Mo.; Frontier Theatres, Inc., Kansas City, Mo.; Des Moines Consolidated Theas. Corp., to operate in Mo., as a "foreign corporation," with R. T. Keyes of Jefferson City as principal Mo. agent.

Earl W. Lingle, asst. cashier of the Anna National Bank, Anna, Ill., purchased the 300-seat Doll Theatre at Jonesboro, Ill. from Bill Waring, Jr. . . . George Barber closed his Strand at Tuscola, Ill. to permit installation of a Walker screen and new booth equipment. . . . Gaylord Fox, former mgr. of the State at W. Frankford, Ill. and recently out of the army, is now managing Fox Midwest's Roxy, succeeding Ed Paulk, transferred to the circuit's Illinois Theatre at Centralia, Ill. . . . Showing of motion pictures at the Masonic Temple, Festus, Mo., has been resumed. House caters to colored patronage. . . . Wayne Stephenson, Paramount salesman, was elected pres. of the local Colosseum of M. P. Salesmen.

A new ozoner is planned for the East Prairie-Charleston, Mo. area. . . . Maureen Arthur, daughter of film booker David Arthur of F&M, singing with Hal Havird's band in the Jefferson Hotel Boulevard Room. . . . Paul Kruegar, co-gen. mgr. of Wehrenberg Theas., appointed to the local Federal Housing Commission and also elected a director of the Jefferson Barracks Bridge Commission. . . . James Joseph Beisman, son of mgr. Paul Beisman of the American Theatre, engaged to Sue Belle Baker. . . . St. Louis Cinema Guild, a new non-profit organization, showing a series of revivals at the theatre in the Musical Arts Bldg. . . . Victor Klarsfeld, mgr. of the Rialto, Cape Girardeau, Mo., is improving from his recent heart attack.

Watch These Dates!

March 9-10: Oklahoma City—Allied Theatre Owners of Oklahoma annual convention—Biltmore Hotel.

March 22-25: Dallas—Variety Clubs International convention—Adolphus Hotel.

March 28-30: Edgewater Beach, Miss—Allied Theatre Owners of the Gulf States—Edgewater Gulf Hotel.

April 6-8: Milwaukee—Allied Independent Theatre Owners of Wisconsin convention—Hotel Schroeder.

April 19-21: Detroit — Allied Theatres of Michigan annual convention.

May 2-7: Washington, D. C.—SMPTE 75th convention—Statler Hotel.

May 6: New York — Variety Club, Tent #35, testimonial dinner to William J. German—Waldorf-Astoria.

May 6-7: Kansas City — Kansas Missouri Allied spring convention.

May 10-11: Minneapolis — North Central Allied ITO convention—Nicollet Hotel.

May 18-20: Lake of the Ozarks, Mo .— MPTO of St. Louis, E. Missouri & S. Illinois and Kansas-Missouri Theatre Assn.—Arrowhead Lodge.

May 25-27: Old Point Comfort—Virginia Motion Picture Theatre Assn. annual convention—Chamberlin Hotel.

June 15-16: Wawasee, Ind.—Allied Theatre Owners of Indiana spring meeting—South Shore Hotel.

Oct. 10-11: Milwaukee—Allied States Assn. fall board meeting—Schroeder Hotel.

Oct. 12-14: Milwaukee—Allied States Assn. annual convention — Municipal Auditorium.

Nov. 16-17: Indianapolis — Allied Theatre Owners of Indiana fall convention—Marott Hotel.



Arthur B. Krim (right) United Artists prexy, stays razing of the famed Mark Twain house in N.Y. with presentation to Stanley Josephson, Twain Home Fund director, of a $100 check donated by the cast and production staff of UA's "Man With A Million," Gregory Peck starrer based on Twain's "The Million Pound Bank Note." The company organized an eleventh-hour fund-raising drive after learning that the historic structure was scheduled for demolition this week.

SAN FRANCISCO

Film Booking Agency now has the account of Chabot Theatre, Castro Valley, which was recently taken over by James Toler from owner Edward Rivers. . . . Lester Isaac. v.p. and gen. mgr. of Stanley Warner Cinerama Theas., was in town and announced that Cliff Giesseman has been upped to the post of Isaac's asst. . . . Edward Sutro, in charge of Golden State Equip. Co., has taken over the Rivoli, Berkeley, from Golden State.

Hargis Arnett was promoted from mgr. of the St. Francis to replace Nathan Grossman as mgr. of the Paramount, with Arnold Courtner succeeding him at the St. Francis. Col. P. W. Booker returned as asst. at the Paramount following sick leave, and John Trigonis, new industryite, was named asst. to Arnett. . . . Gordon Shirler, owner of the Victory, Hanford, became a member of the recreation commission in his town and hopes to overcome destructive tendencies of the children by staging activities at his theatre. . . . The UA exchange will be the center of much activity April 21 when a 4-day session takes place there with top official from N. Y. on hand.

Memphis Daily Says Pix Capitalize On Censorship

MEMPHIS.—Latest gimmick in the advertising of exploitable films is to have them banned by the Memphis censor board, noted for its strictness, and then to advertise them elsewhere as "Banned in Memphis," according to the "Press-Scimitar." It is believed that two films, "Side Streets of Hollywood" and "Main Street Girl" were screened in Memphis for that purpose.

Screening arrangements were made by the Lawrence Amusement Co. of Nashville. Films, which Lloyd Binford banned as expected, had not been booked into any Memphis house. This drew the comment from the local paper that the Memphis censors had been asked to see the pictures for advertising purposes.

Senate Committee Keeps Eye On Trade Practices

WASHINGTON.—The Monopoly subcommittee of the Senate Small Business Committee will continue to keep a watchful eye on film industry distribution practices, sources close to the subcommittee said this week.

It is now held that the subcommittee will continue to investigate exhibitor complaints, will check up with the Justice Department from time to time to see how that agency is policing the consent decrees and responding to exhibitor complaints, and will pointedly watch for some signs that the film industry is working on an arbitration system.

However, there is very little likelihood of renewed hearings.

New Twist Given Science Film Story

Director Joe Newman announced at Universal-International Studios that his current film, "This Island Earth," is something different from the previous science fiction brought to the screen. It will be the first film to show a planet that is inhabited and the people that inhabit it. The planet used in the picture is a mythical one called "Metaluna."

Newman, who is a "starmaker," having used some of our top young stars first, believes that the young leading man in this film, Bart Roberts, is going to be a star. "He is a wonderful person," Newman said, "with a homespun quality and a strong personality."

The film is based on the book by Raymond F. Jones and the screen play was done by Edward G. Callahan. Newman explained that it's a film that will make exhibitors happy, because it's an exploitation film with gimmicks.

He has a spectacular battle between the planet Zagon and the planet Metaluna, radio controlled meteors and many other interesting things.

"This Island Earth" was originally planned as an independent production by Sabre Productions, in which Newman and Victor Orsatti are partnered. However, Sabre sold it to U-I with Joe Newman as director. Co-starring with Roberts and Jeff Morrow, who was in "The Robe," is Faith Domergue.

Newman explained that science fiction is one of the most popular subjects today and "anything is plausible today." "Our function is to entertain," he stressed. "We are supposed to make films at a price where we can charge a price which people can pay."

The basic factor in motion pictures is imagination, the director pointed out. "Movies take people to places they have never been before." Newman will direct another film at U-I. Then he plans to do "The Big Kill" with Frank Seltzer in 1954.

William Alland is producing "This Island Earth," which has some of the most spectacular sets ever seen inside a movie studio or on the screen.

Ballots In Circulation

Members of the Academy of Motion Picture Arts and Sciences will receive ballots for the 26th annual Academy Awards selections this week. Voting will take place during the next two weeks, with the polls closing on Tuesday, March 16. Announcement of winners will be made at the Academy Presentations program at the RKO Pantages Theatre on Thursday, March 25.

Title Changes

Enterprise Cinema Productions: "**Three Miles to Dawn**" is the new title of "Dieppe Raid." (Stars Richard Bartlett and Earle Lyon; Bartlett and Lyon produced).

United Artists: "**Apache**" will be the title of "Bronco Apache." (Stars Burt Lancaster and Jean Peters; Harold Hecht produced; Robert Aldrich directed).

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RICHARD BERNSTEIN, *Editor*

Purchase of the Pulitzer Prize-winning play, "The Shrike," by Universal-International was announced by Edward Muhl, vice-president in charge of production. At the same time Muhl disclosed that Jose Ferrer, who starred in the Broadway production of the play by Joseph Kram, will both star in and direct the film version. Present plans call for this picture to be produced on a major scale as one of the most important properties on U-I's 1954 schedule. Ferrer, now in Europe, will arrive in Hollywood late this month to confer with Muhl and Aaron Rosenberg, who has been assigned to produce. Ketti Frings will write the screen play and actual production is scheduled to start in early summer.

* * *

Ronald Neame, one of England's foremost directors, has been selected by Dore Schary, M-G-M studio head, to direct "Highland Fling," a romantic comedy starring Specer Tracy to be filmed in Scotland this summer. Neame, who most recently directed "The Million Pound Note" starring Gregory Peck, and "The Promoter," starring Alec Guinness, arrives in Hollywood March 9 to begin preparations on the film with Schary and Lawrence Weingarten, who will produce.

* * *

Mark Robson was signed by Columbia to direct the Judy Holliday-Jack Lemmon domestic comedy, "Phfft," subtitled by author George Axelrod, "The chronicle of a happy divorce." The film is slated for an Apr. 12 start. Jerry Wald, executive producer, producer Fred Kohlmar and Axelrod, who is developing his own original, will confer on the film when Robson checks in on the lot this week. . . . Donald O'Connor will be the master of ceremonies for the 26th Annual Academy Awards Presentations program, Mitchell Leisen, general director of the Awards ceremonies announced. The Awards will be broadcast and telecast over the combined facilities of the National Broadcasting Company on Mar. 25 at the RKO Pantages Theatre in Hollywood.

* * *

Richard Goldstone, production head of Dudley Pictures Corp., announced that as a result of the first screenings of "Tobor the Great," science-fiction feature, which Goldstone and Dudley produced for Republic Pictures, "Tobor Returns," a sequel which stars Charles Drake and Karin Booth, will be put into work immediately.

* * *

After a series of conferences with Howard Hughes and studio head C. J. Tevlin, Dick Powell has decided to take over direction of the multi-million dollar budgeted Technicolor adventure epic, "The Conqueror," which co-stars John Wayne, Susan Hayward and a still to be announced male star. Powell plans to hold 10 days to two weeks of rehearsal before putting the film before the cameras Apr. 1.

* * *

"Lady Godiva of Coventry" was set as Maureen O'Hara's next starring vehicle at U-I. She has a one picture a year pact with the studio. A semi-historical story by Oscar Brodney, the film is set in England in 1051 during the reign of King Edward I and deals with the role played by Lady Godiva, famous for her ride in the nude on a white horse, in the war between the Saxons and the Normans for the control of England. It will be produced by Robert Arthur.

* * *

Van Johnson was set for the lead opposite Elizabeth Taylor in M-G-M's "The Last Time I Saw Paris" and leaves immediately for France, where the film is slated to begin production this month. Richard Brooks will direct with Jack Cummings producing. . . . Neville Brand has signed to star in "Home From The Sea," a romantic story with a Navy background, which Scott R. Dunlap will produce for Allied Artists with filming to start Mar. 22. With the co-operation of the United States Navy and with Lesley Selander directing, the company first will work in San Diego, California and aboard a Navy destroyer at sea.

* * *

Wayne Morris has been set to star in "Operation North Star," to be produced by Grand National in England. . . . Ludmilla Tcherina has been signed to star in "The Daughter of Mata Hari," Technicolor production to be filmed in France and Italy by Gamma Films of France and directed by Carmen Galloni. She just completed "Sign of the Pagan" for U-I.

* * *

Hugo Fregonese left for Madrid to launch preparations for the filming of his first film for Fregonese-Reich Productions Inc., "The Black Sword." This novel by Carlos Blanco, who also wrote the screen play, will be produced in conjunction with Castilla Films, in Technicolor and CinemaScope and Fregonese will use the Estudios Cine Arts in Madrid for his interiors.

* * *

Jerry Fairbanks, who has made 300 theatre shorts, over 500 TV films and some 50 feature length commercial movies, is stepping into the theatrical movie field, with his

(*Continued on next page*)



On the set of Warner Bros.' "A Star Is Born," Harry Rubens, president of the Royal Theatres Co. of Illinois, and his sister-in-law, Mrs. Louis Rubens, visit star James Mason.

"Toko-Ri" Shooting Problems Revealed By Director Robson

"The exhibitors are going to get better and better product," said Director Mark Robson on the set of the "Bridges of Toko-Ri," which he is directing at Paramount. Mark Robson is considered one of Hollywood's top post-war directorial discoveries. He directed "Champion," which rocketed Kirk Douglas to box office importance, and megged "Home of the Brave," which is looked upon as motion picture classic.

Robson stressed that "The Bridges of Toko-Ri," which is based on James Michener's "Life" magazine novel about the Navy's carrier-based jet arm, is a highly personal story.

Quizzed about the directorial problem of the film, Robson explained: "We are shooting in cramped quarters, some scenes taking place below decks of a carrier. This is a physical problem, but we are handling it very successfully. Shooting within the confines of a room is a task but it adds to the realism of the film and that is important."

Robson is considered one of the most sensitive directors in filmland. He came up the hard way in Hollywood. He got his first movie job at 20th Century-Fox, where he swept up the sound stages and from here he went to work on the swing gang, moving sets, heaving lumber and doing a variety of heavy labor chores.

From there, he went to the prop department, then became a film librarian and then an editor. Before he became a full fledged director, he was a montage editor and director.

Robson edited such hit films as "Citizen Kane" and "My Favorite Wife" before becoming a director at RKO. He did "The Seventh Victim" and "Bedlam."

Director Robson explained that four weeks was spent with a task force for the making of "The Bridges of Toko-Ri." The S.S. Oriskany and the S.S. Kersage, both carriers, were used for the film.

Robson, joined by William Holden, Mickey Rooney and Earl Holliman, spent the full four weeks of camera work at various locations in and near Toyko, Japan as well as at sea with a task force of 20 ships in the China Sea.

"It's about real people," Robson stated, "wonderful well-defined characters. It has a tremendous canvas plus great action sequences." "The Bridges of Toko-Ri" tells



MARK ROBSON

the story of the Navy carrier-based jet pilots and the helicopter rescue teams who fish them out of the ocean or scoop them up from behind enemy lines when a jet is downed.

It is also the personal story of an Admiral, played by Fredric March, who has lost two sons in combat and dies a little within himself whenever he must send another young pilot on a dangerous mission.

The script asks the question, "Why do men fight—and why must a certain few be chosen for the most dangerous assignments?"—and answers it as best it can be answered.

Robson recently directed "Hell Below Zero" in the Arctic on location. The Warwick film, which is a Columbia release, stars Alan Ladd. Robson stressed that it is difficult to make a picture on location. "However, it adds 50 percent to the film," he said.

Robson also directed Aspen's "Return To Paradise," which starred Gary Cooper and which was filmed in the South Seas on location. After "The Bridges of Toko-Ri," he rejoins Irving Allen and A. R. "Cubby" Broccoli's Warwick Productions to direct "Prize of Gold," which was written by the best-selling English Novelist Max Catto.

"Certain films get six months pre-production," the director pointed out. "It helps the director understand the characters, the material and the background of his picture."

Robson will also do an independent film in the near future. "It will be 'Walk With The Devil,'" he stated. "It was written by Elliott Arnold and he will film it in Europe. It is a suspense love story played against World War II in Italy."

Robson explained that a director must have a deep understanding of humanity if he is to depict it on the screen with any honesty. William Perlberg and George Seaton are producing "The Bridges of Toko-Ri" for Paramount and the film is being lensed in Technicolor and being shot for wide screen.

Grace Kelly is the femme lead in the film, which also has character actors Robert Strauss and Charles McGraw in the cast.

"The movie business is bigger and better than ever," Robson smiled. "The tide of TV has passed, people are more interested in pictures than they have been in five years. A series of fine films has rekindled public interest in films."—*R. B.*

Roy Rogers, Dale Evans Net Top British Crowds

HOLLYWOOD.—Reports of the first two playdates of Roy Rogers' stage tour of the British Isles reveal that the "King of the Cowboys" is being acclaimed the greatest theatrical attraction ever to reach England from the U.S.

Calling the tour a complete sellout, Lew and Leslie Grade, agents who have booked Rogers and Dale Evans, who is accompanying him, disclosed that even the standing room was accounted for two weeks prior to the Empire Theatre, Glasgow, opening. During the engagement, fans flocked in mammoth crowds to greet Rogers and Miss Evans after each show.

HOLLYWOOD

(*Continued from preceding page*)

first venture slated to be "Project Saucer," a wide screen feature in color based on documented flying saucer material. Rip Van Ronkel, who wrote "Destination Moon," has completed the script of "Project Saucer." Fairbanks is now lining up the director and cast. . . . Republic exercised option for another year on the services of Director R. G. Springsteen. His latest picture was "Geraldine," which starred John Carroll and Mala Powers. . . . At the same studio, Alan LeMay was signed to write the screen play of the Zane Grey novel, "The Vanishing American." It has been placed on the production schedule of Joseph Inman Kane.

* * *

Gene Nelson has reported to U-I to prep for his co-starring role with Tony Curtis in "Three Gobs in Paris." . . . Earle Lyon and Richard Bartlett, who made "Three Miles to Dawn" which introduces Jeanette Bordeaux, are preparing their next film, "Calliope," in which Miss Bordeaux will also appear.

* * *

At Allied Artists, Producer Ben Schwalb signed Edward Bernds to direct "The Bowery Boys Meet The Monsters," which rolls Mar. 12 with Leo Gorcey and Huntz Hall in the star roles. Bernds and Elwood Ullman wrote the screen play. . . . Dore Schary has set Lana Turner and Vera-Ellen for roles in "Deep In My Heart," M-G-M's musical based on the life and music of Sigmund Romberg. The CinemaScope venture will be produced by Roger Edens and directed by Stanley Donen. Jose Ferrer will play Romberg.

* * *

Valentine Davies was signed by U-I to make his directorial bow on "The Goddess," for which the former Academy Award-winning screen writer is writing the screen play. Aaron Rosenberg will produce the picture which will be filmed in its entirety in New York in Sept. The film is a modern story of an immigrant girl who comes to this country and in which the Statue of Liberty figures as an important element. . . . Producer Louis Brandt has his own motion picture company, Tower Productions, Inc., and is currently lining up screen play for indie production. Brandt also directs.

* * *

Jeanne Crain was signed to a non-exclusive contract at U-I. It calls for one picture a year for the next five years. . . . Eva Calvo, one of Mexico's top stars, has been signed for the second femme lead in Panoramic Productions' "A Matter of Life and Death." The film is a 20th Century-Fox release. . . . Republic purchased the screen rights to "Silver Rock," a western novel by Luke Short which ran serially in "Collier's" magazine last year. Kenneth Gamet will write the screen play for the film which was placed on associate producer-director Joseph Inman Kane's schedule.

* * *

Jack L. Warner announced after a conference with Leland Hayward that Henry Fonda has been signed to star and John Ford as the director of Warner Bros.' forthcoming production of the smash stage hit, "Mr. Roberts," which will be produced by Mr. Hayward. Fonda will star in the film.

Hollywood Production

ALLIED ARTISTS

Shooting

TWO GUNS AND A BADGE
Cast: Wayne Morris, Beverly Garland, Morris Ankrum.
Producer .....Vincent M. Fennelly
Director .....Lewis D. Collins

Cutting

THE GHOST OF O'LEARY
(Technicolor)
Cast: Yvonne De Carlo, Barry Fitzgerald, David Niven.
Producer ..... Mario Zampi
Director ..... Mario Zampi

PARIS PLAY-BOYS
Cast: Leo Gorcey, Huntz Hall, Veola Vonn, Bernard Gorcey, Bowery Boys.
Producer ..... Ben Schwalb
Director ..... William Beaudine

ARROW IN THE DUST
(Technicolor)
Cast: Sterling Hayden, Keith Larsen.
Producer .....Hayes Goetz
Director .....Lesley Selander

COLUMBIA

Shooting

THREE FOR THE SHOW
(CinemaScope) (Technicolor)
Cast: Betty Grable, Marge and Gower Champion, Jack Lemmon, Myron McCormick.
Producer .....Jonie Taps
Director .....H. C. Potter

THOSE REPORTED MISSING
Cast: Robert Francis, Dianne Foster, Erle Hyman, Brian Keith, Jerome Curtlond, E. G. Marshaall, Leo Gordon, Jack Kelly, Richard Loo, Keye Luke.
Producer .....Bryan Foy
Director .....Lew Seiler

Cutting

MASSACRE AT MOCCASIN PASS
(Technicolor)
Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

THE MAD MAGICIAN
(Edward Small Prod. for Columbia Release)
Cast: Vincent Price, Mary Murphy, John Emery, Eva Gabor, Donald Randolph, Lenita Lane.
Producer .....Bryan Foy
Director .....John Brahm

THE WOOD-HAWK
(Technicolor)
Cast: Robert Francis, Donna Reed, Phil Carey, May Wynn, Roy Roberts, Jack Kelly, Peggy Converse, Maurice Jara, Frank de Kova, Eugene Iglesias, Stuart Randall, George Keymas.
Producer .....Lewis J. Rachmil
Director .....Phil Karlson

THE HUMAN BEAST
Cast: Glenn Ford, Gloria Grahame, Broderick Crawford, Kathleen Case, Edgar Buchanan.
Producer .....Lewis Rachmil
Director .....Fritz Lang

WATERFRONT
(Horizon Production)
Cast: Marlon Brando, Eva Marie Saint.
Producer .....Sam Spiegel
Director .....Elia Kazan

THE KILLER WORE A BADGE
Cast: Fred MacMurray, Phil Carey.
Producer .....Jules Schermer
Director .....Richard Quine

THREE HOURS TO LIVE
(Technicolor)
Cast: Dana Andrews, Donna Reed, Dianne Foster.
Producer .....Harry Joe Brown
Director .....Al Werker

THE LAW VERSUS BILLY THE KID
Cast: Scott Brady, Betta St. John.
Producer .....Sam Katzman
Director .....William Castle

INDEPENDENT

Shooting

THE WHITE ORCHID
(Eastman Color) (Shooting in Mexico)
Cast: William Lundigan, Peggie Castle, Armando Silvestre.
Producer-Director ....Reginald LeBorg

20,000 LEAGUES UNDER THE SEA
(CinemaScope) (Technicolor)
(Shooting in Nassau, Bahamas Islands)
Cast: Kirk Douglas, James Mason, Paul Lukas, Peter Lorre.
Producer .....Walt Disney
Director .....Richard Fleischer

Cutting

CONGO KILLER
(Wide Screen)
(Trinity Productions, Shooting at Keywest Studios)
Cast: Myron Healey Karin Booth, Ross Elliot, Ralph Dumke.
Producer ..... Jerry Thomas
Director ..... Seymour Friedman

DUEL IN THE JUNGLE
(Moulin Productions, Technicolor, Wide-Screen, Shooting in Johannesburg, So. Africa.)
Cast: Dana Andrews, Jeanne Crain, David Farrar.
Producers .....Marcel Hellman and Tony Owen
Director .....George Marshall..

WITNESS TO MURDER
Cast: Barbara Stanwyck, Gary Merrill, George Sanders.
Producer ..... Chester Erskine
Director ..... Roy Rowland

Lippert Pictures, Inc.

Shooting

THE DEADLY GAME
(Shooting in England)
Cast: Lloyd Bridges.
Producer .....Robert Dunbar
Director .....Dan Birt

METRO-GOLDWYN-MAYER

Cutting

PANTHER SQUADRON
(Ansco Color)
Cast: Van Johnson, Dewey Martin, Walter Pidgeon, Frank Lovejoy, Keenan Wynn, Louis Calhern.
Producer ..... Henry Berman
Director ..... Andrew Marton

HER TWELVE MEN
(Ansco Color)
Cast: Greer Garson, Robert Ryan, Barry Sullivan, Richard Haydn, James Arness, Rex Thompson, Tim Considine, David Stollery.
Producer .....John Houseman
Director .....Robert Z. Leonard

BETRAYED
(Shooting in Holland)
Cast: Clark Gable, Lana Turner, Victure Mature.
Director ..... Gottfried Reinhardt

BEAU BRUMMEL
(Technicolor)
(Shooting in England)
Cast: Elizabeth Taylor, Stewart Granger, Peter Ustinov.
Producer .....Sam Zimbalist
Director .....Curtis Bernhardt

A BRIDE FOR SEVEN BROTHERS
(Technicolor) (CinemaScope)
Cast: Jane Powell, Howard Keel, Jeff Richards, Rusty Tamblyn, Tommy Ralls, Marc Platt, Matt Mattox, Jacques d'Amboise.
Producer .....Jack Cummings
Director .....Stanley Donen

VALLEY OF THE KINGS
(Eastman Color) (Wide Screen)
Cast: Robert Taylor, Eleanor Parker, Carlos Thompson, Kurt Kaszner, Samia Gamal, Victor Jory.
Director .....Robert Pirosh

BRIGADOON
(CinemaScope) (Ansco color)
Cast: Gene Kelly, Van Johnson, Cyd Charisse, Elaine Stewart, Virginia Bosler, Hugh Laing.
Producer .....Arthur Freed
Director .....Vincente Minnelli

Paramount Pictures

Shooting

MAMBO
(Shooting in Italy)
Cast: Silvana Mangano, Michael Rennie, Vittorio Gassman, Shelley Winters, Katherine Dunham.
Producers .....Ponti—De Laurentis
Director .....Robert Rossen

THE BIG TOP
(Technicolor)
Cast: Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor, Wallace Ford, Nick Cravat, Gene Sheldon.
Producer .....Hal Wallis
Director .....Joseph Pevney

THE COUNTRY GIRL
Cast: Bing Crosby, Grace Kelly, William Holden, Anthony Ross, Gene Reynolds, Jack W. Reynolds, Eddie Ryder.
Prodcer .....William Perlberg
Director .....George Seaton

Cutting

SABRINA FAIR
(Wide Screen)
Cast: Humphrey Bogart, Audrey Hepburn, William Holden, Walter Hampden, John Williams, Martha Hyer.
Producer-Director ..... Billy Wilder

LEGEND OF THE INCA
(Technicolor) (Wide Screen)
Cast: Charlton Heston, Nicole Maurey, Robert Young, Thomas Mitchell, Yma Sumac, Glenda Farrell, Geraldine Hall.
Producer ..... Mel Epstein
Director ..... Jerry Hopper

LIVING IT UP
(Technicolor) (Wide Screen)
Cast: Dean Martin, Jerry Lewis, Janet Leigh, Fred Clark, Edward Arnold, Sheree North, Walter Baldwin.
Producer ..... Paul Jones
Director ..... Norman Taurog

REAR WINDOW
(Technicolor)
Cast: James Stewart, Grace Kelly, Wendell Corey, Thelma Ritter, Raymond Burr, Sara Berner, Judith Evelyn.
Producer-Director ....Alfred Hitchcock

THE BRIDGES AT TOKO-RI
(Technicolor; Wide Screen)
Cast: William Holden, Grace Kelly, Mickey Rooney, Fredric March, Charles McGraw, Robert Strauss, Keike Awaji, Richard Shannon, Bill Bouchey.
Producers .....William Perlberg and George Seaton
Director .....Mark Robson

RKO RADIO PICTURES

Cutting

THE BIG RAINBOW
(Technicolor)
Cast: Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith.
Producer .....Harry Tatelman
Director .....John Sturges

SUSAN SLEPT HERE
(Technicolor)
Cast: Dick Powell, Debbie Reynolds, Anne Francis, Alvy Moore, Glenda Farrell, Les Tremayne, Rita Johnson, Herbert Vigran, Maidie Norman, Mara Lane, Horace McMahon, Benny Rubin, Lela Bliss.
Producer .....Harriet Parsons
Director .....Frank Tashlin

Hollywood Production

FOUR DESPERATE MEN
(Eastman Color)

Cast: John Payne, Lizabeth Scott.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

Republic

Cutting

THE OUTCAST

Cast: John Derek.
Associate producer .....William J. O'Sullivan
Director .....William Witney

LAUGHING ANN
(Technicolor)
(Wilcox-Neagle Production)

Cast: Wendell Corey, Forrest Tucker, Margaret Lockwood.
Producer-Director ....Herbert Wilcox

JOHNNY GUITAR
(Trucolor)

Cast: Joan Crawford, Sterling Hayden, Scott Brady, Mercedes MacCambridge, Ward Bond, Ben Cooper, John Carradine, Ernest Borgnine, Royal Dano, Frank Ferguson.
Associate producer ..... Nick Ray
Director ..... Nick Ray

THE HOT HEIRESS

Cast: Judy Canova, Donald "Red" Barry, Chick Chandler, Grant Withers, Taylor Holmes, Douglas Fowley.
Assoc. Producer .....Sidney Picker
Director .....Charles Lamont

20th CENTURY FOX

Shooting

A MATTER OF LIFE AND DEATH
(Shooting in Mexico City)
(A Panoramiuc Production for 20th Century-Fox Release)

Cast: Ricardo Montalban, Anne Bancroft, Jose Perez, Lee Marvin, Rudolfo Acosta.
Producer .....Robert L. Jacks
Director .....Harry Horner

Cutting

GARDEN OF EVIL
(CinemaScope)
(Shooting in Mexico City)

Cast: Gary Cooper, Susan Hayward, Richard Widmark, Cameron Mitchell, Hugh Marlowe.
Producer .....Charles Brackett
Director .....Henry Hathaway

THE GAMBLER FROM NATCHEZ
(Technicolor)
(Panoramic Production for 20th Century-Fox release)

Cast: Dale Robertson, Debra Paget, Kevin McCarthy, Thomas Gomez, Lisa Daniels, Douglas Dick, John Wengraf.
Producer .....Leonard Goldstein
Director .....Henry Levin

WE BELIEVE IN LOVE
(Shooting in Rome)
(CinemaScope) (Technicolor)

Cast: Clifton Webb, Jean Peters, Maggie McNamara, Dorothy McGuire, Louis Jourdan.
Producer .....Sol C. Siegel
Director .....Jean Negulesco

PRINCESS OF THE NILE
(Panoramic Prod. for 20th Century-Fox release)

Cast: Debra Paget, Jeffrey Hunter, Michael Rennie, Robert Roark, Dona Drake, Michael Ansara.
Producer .....Leonard Goldstein
Director .....Harmon Jones

UNITED ARTISTS

Shooting

AMERICANO
(Robert Stillman Productions)
(Shooting in Brazil)

Cast: Glenn Ford, Arthur Kennedy, Caesar Romero, Ursula Thiess.
Producer .....Robert Stillman
Director .....Budd Boetticher

THE PURPLE PLAIN
(Technicolor) (Shooting in Ceylon)

Cast: Gregory Peck, Maurice Denham, Win Min Than, Bernard Lee.
Producer .....John Bryan
Director .....Robert Parrish

THE BAREFOOT CONTESSA
(Technicolor) (Figaro Inc.)
(Shooting in Rome)

Cast: Humphrey Bogart, Ava Gardner, Edmond O'Brien, Valentina Cortese, Marius Goring, Rossano Brazzi, Elizabeth Sellers, Mari Aldon, Diana Decker, Warren Stevens, Tonio Selwart. Gertrude Flinn, Bessie Love, Sandro Stajola, Franco Interlengli.
Producer-Director. Joseph L. Mankiewicz

VERA CRUZ
(Hecht-Lancaster Productions)
(Technocolor) (Shooting in Mexico)

Cast: Gary Cooper, Burt Lancaster. Denise Darcel, Cesar Romero, Sarita Montiel, George Macready, Morris Ankrum.
Producer .....James Hill
Director .....Robert Aldrich

Cutting

CAPTAIN KIDD AND THE SLAVE GIRL
(Edward Small Productions)
(Wide Screen, Color)

Cast: Tony Dexter, Eva Gabor, James Seay, Alan Hale, Lyle Talbot, Noel Cravat, Richard Karlan.
Producer ..... Aubrey Wisberg
Jack Pollexfen
Director ..... Lew Landers

THE LONG WAIT
(Parklane Productions)

Cast: Anthony Quinn, Gene Evans, Charles Coburn, Peggie Castle, Shirley Patterson, Mary Ellen Kay, Pat Orsatti.
Producer ..... Lesser Samuels
Director ..... Victor Saville

BRONCO APACHE
(Hecht-Lancaster Prod.)
(Technicolor) (Wide Screen)

Cast: Burt Lancaster, Jean Peters, John McIntire, Monte Blue, Charles Buchinski, Walter Sande, Paul Guilfoyle, Phil Van Zandt, Morris Ankrum, David Hoffman, John Dehner, Johnny McGough.
Producer ..... Harold Hecht
Director ..... Robert Aldrich

Universal International

Shooting

THIS ISLAND EARTH
(Technicolor) (Wide Screen)

Cast: Bart Roberts, Faith Domergue, Jeff Morrow.
Producer .....William Alland
Director .....Joe Newman

BENGAL RIFLES
(Technicolor) (Wide Screen)

Cast: Rock Hudson, Arlene Dahl, Ursula Theiss, Dan O'Herlihy, Torin Thatcher, Michael Ansara.
Producer .....Ted Richmond
Director .....Lasl Benedek

FRANCIS JOINS THE WACS

Cast: Donald O'Connor, Julia Adams, Chill Wills, Mamie Van Doren.
Producer .....Ted Richmond
Director .....Arthur Lubin

THE TIGHT SQUEEZE

Cast: Sterling Hayden, Gloria Grahame, Gene Barry.
Producer .....Ross Hunter
Director .....Jerry Hopper

THE MATCHMAKERS

Cast: Marjorie Main, Chill Wills, Pedro Gonzales, Alfonso Bedoya, Rudy Vallee. Ruth Hampton, Benay Venuta, Irene Ryan.
Producer .....Robert Arthur
Director .....Charles Lamont

Cutting

THE FAR COUNTRY
(Technicolor)
(Shooting in Canada)

Cast: James Stewart, Ruth Roman, Corinne Calvet, Walter Brennan.
Producer .....Aaron Rosenberg
Director .....Anthony Mann

FORT LARAMIE
(Technicolor)

Cast: John Payne, Mari Blanchard, Dan Duryea, Joyce MacKenzie, Barton MacLane.
Producer ..... Ted Richmond
Director .....Jesse Hibbs

PLAYGIRL

Cast: Shelley Winters, Barry Sullivan, Gregg Palmer, Richard Long, Colleen Miller.
Producer .....Albert J. Cohen
Director .....Joseph Pevney

THE BLACK SHIELD OF FALWORTH
(CinemaScope) (Technicolor)

Cast: Tony Curtis, Janet Leigh, David Farrar, Barbara Rush, Herbert Marshall, Ian Keith, Dan O'Herlihy, Craig Hill, Rhys Williams, Leo Britt, Patrick O'Neal.
Producer .....Robert Arthur
Director .....Rudolph Mate

SIGN OF THE PAGAN
(CinemaScope) (Technicolor)

Cast: Jeff Chandler, Jack Palance. Ludmilla Tcherina, Rita Gam, Jeff Morrow, George Dolenz, Alexander Scourby, Mary Jane Hayes.
Producer .....Albert J. Cohen
Director .....Douglas Sirk

DAWN AT SOCORRO
(Technicolor) (Wide Screen)

Cast: Rory Calhoun, Piper Laurie, David Brian, Kathleen Hughes, Alex Nicol, Edgar Buchanan, Mara Corday, Skip Homeier, Roy Roberts, Lee Van Cleef.
Producer .....William Alland
Director .....George Sherman

WARNER BROS.

Shooting

THE TALISMAN
(Technicolor) (CinemaScope)

Cast: Virginia Mayo, Rex Harrison, George Sanders, Laurence Harvey, Robert Douglas.
Producer .....Henry Blanke
Director .....Robert Aldrich

Cutting

THEM
(3-D) (All Media) (WarnerColor)

Cast: Edmund Gwenn, James Whitmore, James Arness, Joan Weldon.
Producer ..... David Weisbart
Director ..... Gordon Douglas

DIAL M FOR MURDER
(3-D) (All-Media) (WarnerColor)

Cast: Ray Milland, Grace Kelly, Robert Cummings, John Williams, Anthony Dawson.
Director .....Alfred Hitchcock

THE HIGH AND THE MIGHTY
(Wayne-Fellows Production)

Cast: John Wayne, Claire Trevor, Laraine Day, David Brian, Jan Sterling, Doe Avedon, Paul Kelly, Robert Newton, Sidney Blackmer, Paul Fix.
Producer ..... Wayne-Fellows
Director ..... William A. Wellman

A STAR IS BORN
(Technicolor) (CinemaScope)

Cast: Judy Garland, James Mason, Jack Carson, Charles Bickford.
Producer ..... Sid Luft
Director ..... George Cukor

LUCKY ME
(CinemaScope) (Warner Color)

Cast: Doris Day, Phil Silvers, Robert Cummings, Nancy Walker, Eddie Foy, Jr.
Producer ..... Henry Blanke
Director ..... Jack Donohue

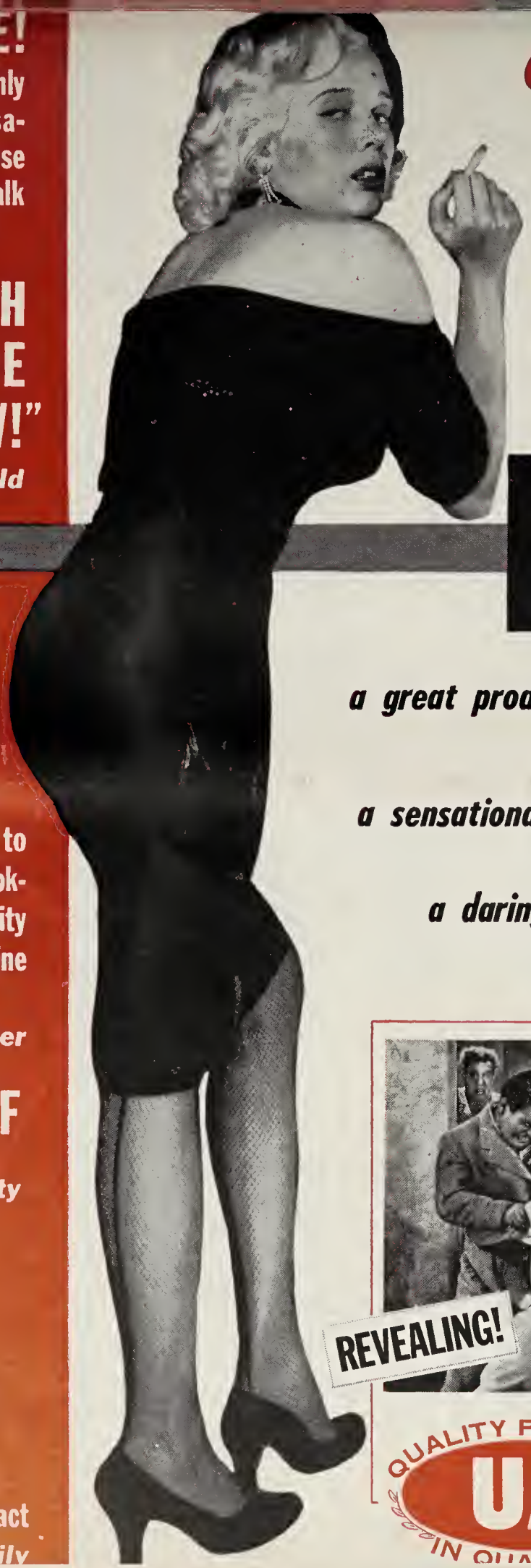
ITH A VENGEANCE!
top box-office grosser, not only
cause it lends itself to sensa-
nal exploitation, but also because
s the type of picture one will talk
out!" —*Harrison's Reports*

ENERATES AS MUCH
EX APPEAL AS THE
CREEN WILL ALLOW!"
—*Motion Picture Herald*

HARD-HITTING,
EALISTIC MELO-
RAMA! It should roll
strong grosses, aided by word-
mouth praise that is bound to
ow. Miss Michaels...a sultry look-
gorgeous hunk of sexy femininity
ends sparkle and vitality to a fine
ene-Rouse screenplay!"
—*Hollywood Reporter*

FULL QUOTA OF
SPENSE!" —*Variety*

USTY HUNK OF
ULSE STIRRING
RAMA GARNISHED
ITH SEX.
erates plenty of heat. Will attract
ty bucks!" —*Film Daily*



"SEXPLOITATION FILM FARE!" —DAILY VARIETY

"WICKED WOMAN"

a great producing team . .

- Clarence Greene and Russell Rouse are the brilliant young co-producers of "The Well" and "The Thief" who have cansistently brought you off-beat entertainment of striking bax-affice power. "Wicked Waman," you can be sure, will create mare excitement and boxoffice interest than anything you've seen in years!

a sensational new star . .

- Beverly Michaels is the "Pickup" girl, sultry, seductive and "oazing sex with her every mavement," according to Pete Harrisan. "Pickup" and now "Wicked Woman" have established her as a star of the first rank. Watch her wow your fans with a performance that is sheer fireworks!

a daring campaign . .

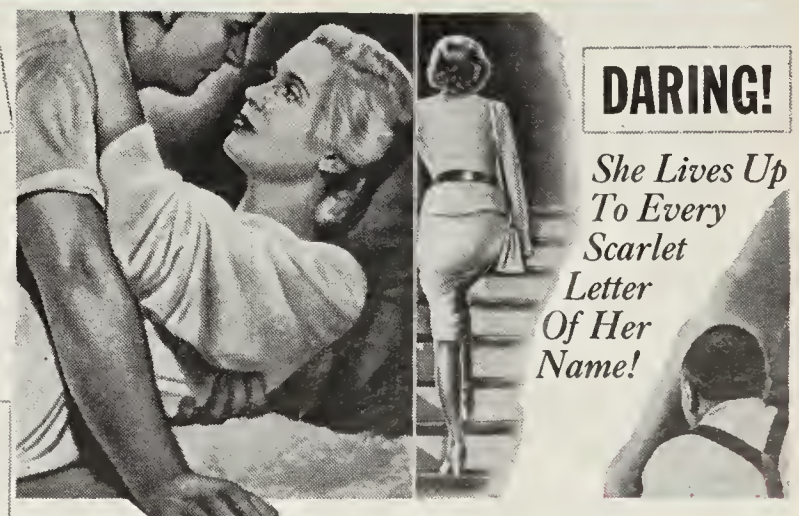
- Never underestimate the power of a "wicked woman"! Give this one yaur biggest, best and boldest selling effort . . . taking maximum advantage of the sensational ad campaign and salid "sexploita-tion" represented an this page!



SHOCKING!

"WICKED WOMAN"

She Was Born For Trouble!



QUALITY PICTURES UA IN QUANTITY

Starring Beverly MICHAELS · Richard EGAN

Produced by CLARENCE GREENE · Directed by RUSSELL ROUSE · Written for the screen by CLARENCE GREENE and RUSSELL ROUSE · A Greene-Rouse Production
An Edward Small Presentation · Released Thru United Artists

35TH ANNIVERSARY 1919 UA 1954

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

EWS

ICKET TAX DEADLINE
APRIL 1 — NO FOOLING

LLIED REJECTS
RBITRATION MEET

ECHNICOLOR BUILDS
ISTAVISION CAMERAS

EW YORK CENSOR BILL
IEWED AS PATTERN

ENATE UNIT HITS
RERELEASES, BIDS,
USTICE POLICING

EVIEWS

ages 13, 14, 16

QUIPMENT

ages 25-34

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GIVE IT A CHANCE!

THE perennial effort to establish an industry-wide system of arbitration has once again received a major setback with the Allied rejection of the MPAA invitation for a resumption of discussions.

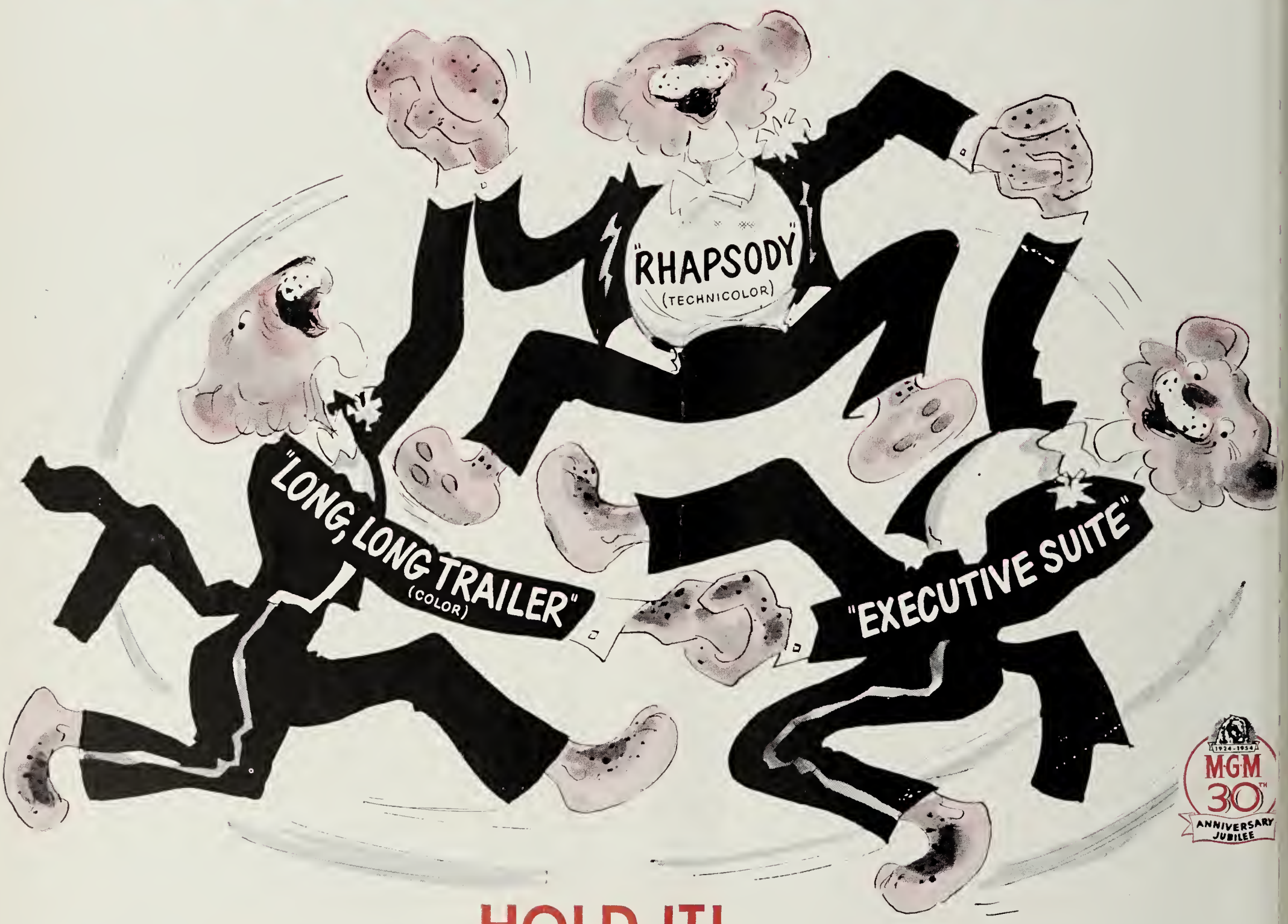
Allied persisted in its demand for the inclusion of film rentals as an arbitrable matter, the sole proviso ruled out by distribution at the outset of negotiations.

All other exhibitor associations have evidenced a desire to go forward with the discussions.

It is to be hoped that the Allied declination will not, once again, result in an abandonment of arbitration. It is, of course, a serious and unfortunate defection but it must not be permitted to be fatal to the project.

(See Page 3)

GLEESOME THREESOME!



HOLD IT!

Hold-overs nationwide for "LONG, LONG TRAILER"! M-G-M's comedy riot is a smash hit everywhere!

(Lucille Ball, Desi Arnaz—Color, too!)

HOLD IT!

Hold plenty of time when you book M-G-M's "EXECUTIVE SUITE." Every advance preview for press and magazines forecasts one of the year's 10-Best! The best-seller is even greater on the screen!

(William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch.)

HOLD IT!

Hold Easter Holiday time for "RHAPSODY," M-G-M's love story of the year with the world's greatest love music. A de luxe holiday attraction!

(Elizabeth Taylor, Vittorio Gassman, John Ericson—Technicolor, too!)

March 20, 1954
Vol. 33 No. 5

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

For too long a time, arbitration has been the sacrificial lamb for industry disunity. All have proclaimed their devotion to the concept of arbitration but apparently there are many who will not give it a chance to get off the ground.

A preference for "legal means" over the years as an antidote to objectionable sales policies has not resulted in any substantial benefit to exhibitors. Litigation and appeals to executive departments, administrative agencies and Congressional committees have not removed the dilemma. In fact, these methods have aggravated the problem.

Destructive trade practises continue; in fact, a few new ones, like competitive bidding, have been added and others of benefit, like block booking, have been eliminated. The exhibitor has fared badly with anti-trust suits and requests for government intervention. We wonder how many exhibitors who advocated theatre divorcement would now like to reverse their stand. At one time, divorcement was supposed to be the cure-all.

Anybody in the industry who gets the idea that arbitration can magically be all things to all men at the very beginning is an ostrich—but there can be no disagreement that arbitration meetings during the last few years have narrowed the areas of conflict to such an extent that a substantial starting point exists for the establishment of a voluntary plan.

And while we're on the subject, it should be pointed out that there is a wide range of arbitrable subjects without including film rentals. There are many exhibitors, recognizing arbitration as a two way street, who do not want this to be a part of the arbitration system any more than the distributors do.

The arbitration draft prepared in 1952 by distribution contained several substantial "plus points" of benefit to exhibition. There were others considered on the "minus side" including provisions on pre-releases and competitive bidding. But this draft was not intended to be the last word on the subject and the invitation of Eric Johnston, MPAA president, clearly implies that these subjects are open to further discussion, even though the distributors have acknowledged that under no circumstances will they yield their control over film prices.

The exhibitor has nothing to lose and everything to gain in arbitration. Whether he realizes it or not, he has been paying the freight for anti-trust litigation. The beneficiaries of this policy have been the lawyers.

Only this week, the Senate Small Business Committee's annual report, stating that industry sentiment is strongly in favor of arbitration as a means of resolving many vexing problems, added the following:

"Somewhat disturbing in this picture, of course, is that the matter of film rentals as an arbitrable subject has not yet been resolved. However, it is to be hoped that such an issue will not be allowed to detract from the fact that representatives of all segments of the motion picture industry have given assent to the principles of arbitration as offering a solution to industry strife."

The report also states that the committee "is confident that industry leaders can establish arbitration procedures which will be productive of renewed vitality and increased prosperity in the motion picture industry."

We share that confidence if arbitration machinery is given an opportunity to work. It must not be discarded because it has been rejected in some quarters. Instead a greater effort must be made to prove that arbitration can restore a sense of balance to the industry. It undoubtedly does offer new avenues of speedy, inexpensive relief without resort to costly, time-consuming law-suits.

If arbitration gets its chance on an industry-wide basis, it should prove of sufficient value over a period of time to warrant the endorsement of even the most recalcitrant Allied exhibitor.

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Allied Rejects Arbitration Bid; Others To Meet

Despite the refusal of National Allied to join in the meetings, conferences will be scheduled to attempt to work out a system of arbitration within the industry, it was learned at the weekend. Charles Boasberg, who heads the sales managers committee of the MPAA, stated for distribution that "we'll not abandon this project and will proceed with plans for the conference."

Boasberg noted with regret that Allied was the only exhibitor organization to decline the invitations sent out last month by Eric Johnston, MPAA head, for the resumption of conferences. Exhibitor groups accepting include Theatre Owners of America, Independent Theatre Owners Association, Southern California Theatre Owners Association and, as an observer, Metropolitan Motion Picture Theatres Association.

Allied is standing firm on its resolution that it will not participate in any arbitration plan that does not consider film rentals and prohibit pre-releases and competitive bidding except upon the written demand of an exhibitor. The Johnston invitation pointed out that distribution refuses to arbitrate film rentals, ruling the subject out of the discussions.

The Johnston invitation was presented to the Allied board meeting on Feb. 25, at which time the group decided to pass it up. Ben Marcus, Allied president, explained to Johnston in a letter declining the invitation. The Allied president restated the position of the exhibitor organization and re-outlined the history of its policy, first taken early in 1952.

The Marcus letter stated additionally that since copies of Johnston's invitation had been sent to the Attorney General and the Senate Small Business Committee, the Allied board had instructed him to send copies of his reply to "appropriate legislative and executive officials."

Details of the forthcoming conferences were expected to be set up this week with the arrival of the MPAA head from Washington. Johnston will probably arrange with the MPAA distribution committee and the participating exhibitor groups for suitable time and place.

Ticket Tax Cut Deadline April 1—"No Fooling!"

WASHINGTON. — Passage by the Senate, of the omnibus Reed bill halving the Federal admission tax on motion picture tickets was seen as virtually certain by informed Washington experts. House has already shown its overwhelming approval of the measure by passing it with a nearly unanimous 411-3 vote last week.

Bill was reported out of the Senate Finance Committee and on to the Senate floor for action late this week or early next week. At that time it is expected to be rushed through the upper house so that it can receive a practically certain presidential approval before the April 1 deadline which has been set as the time for it to go into effect.

Earlier this week, Col. H. A. Cole and Pat McGee, co-chairmen of COMPO's tax committee, filed a brief with the Senate committee to try to convince this group to amend the measure so that it would grant complete tax relief on theatre tickets costing 50 cents and less. Brief detailed the plight of the smaller neighborhood theatre.

According to COMPO figures, only about 1,300 of 6,127 theatres now operating at a loss will be helped by the Reed bill. This would still leave 4,820 houses left to do business at a loss, and of these theatres, about 95 percent charge admissions of 50 cents or less, brief stated.

Along with the brief, COMPO presented to the committee a state-by-state record of the current theatre situation. Figures used were the same ones presented earlier to the House, when the industry organization tried to gain additional relief there. Table predicted that 17,500 theatres now operating would drop to about 11,000 without further relief granted.

In addition to figures, the COMPO brief presented the sociological as well as economic side of the story. Statement pointed out that most of the theatres in trouble are the ones located in small towns. Should they close, many sections would be left without any theatre at all.

The committee was told that "the small town theatre must not pass out of the community scene." Brief was filed following a ruling by the committee that because of time limitations, industry representatives could not speak in person before the Senate group.

COMPO asked additionally for correction of an inadvertent error in the drafting of the Reed bill, which would make the 10 percent tax apply on any fraction of 10 cents, whereas the Ways and Mean Committee had announced its intention of having the tax apply only on any major fraction.

According to the uncorrected bill, four cents tax would be charged on a 31 cent admission, although the committee had not intended the four-cent tax to apply on an admission charge of less than 35 cents. COMPO cited Colin Stam of the Joint Committee on Internal Revenue, who announced his agreement that a drafting error had been made and should be corrected.

Manifesting its certainty that the Reed bill would be passed, COMPO has obtained a ruling from the Treasury permitting exhibitors to use their present form of tickets on and after Apr. 1, at which time the new measure takes effect. Theatres will have to stamp on each ticket the new admission price and new amount of tax as provided by the law.

The industry organization has been fighting for complete exemption of tickets costing less than 50 cents, even while the Senate Finance Committee was discussing the bill. All state and congressional district tax committees were mailed a booklet at the beginning of the week called "The Motion Picture Industry's Case Against the 20 Percent Federal Admission Tax."

Letter Also Sent

With the booklet was sent a letter urging exhibitors to call on their local editors, telling them the industry's side of the case. The industry is not seeking publicity, the booklet states, but it does want "a proper understanding of our tax problem" by the editors.

Brochure explains that halving the tax will not meet the needs of the picture industry because 4,820 theatres now operating at a loss "are practically certain to close" unless more relief is granted. Same theme is used in the third and fourth COMPO ads placed in "Editor and Publisher."

Ad copy states that the industry is grateful for having the tax cut in half, and also expresses gratitude for the statement of the Treasury Department, who told the House Ways and Means Committee that the film business was one of two industries which the Treasury felt deserved tax relief immediately.

Even before the Senate was given the Reed bill for its consideration, Sen. Alexander Wiley (R., Wis.) placed in the Congressional Record COMPO's figures on the number of theatre closings, theatres operating at a loss and theatres not helped by the present Reed bill. The Senator urged greater relief.

Passage of the Reed measure in the House followed a narrow defeat of a motion to give the film industry even greater relief. By a nearly unbroken party line vote of 213-200, the House defeated the proposal of Rep. John E. Lyle, Jr. (D., Tex.) to return the bill to Ways and Means with instructions to add a provision exempting from tax the first 50 cents of admissions.

The Republican ranks remained solid after they received the assurance of Rep. Daniel A. Reed (R., N. Y.), chairman of the Ways and Means Committee, that further relief for the film industry would be considered later.

Await SuperScope Demonstration

An SRO crowd is expected for the first eastern demonstration of SuperScope scheduled for this coming Monday at the RKO 86th St. Theatre, N. Y. C. Exhibitors will be descending on the house from many sections to witness the showing of the new process developed by Joseph and Irving Tushinsky.

National Allied reports that many of its leaders from all parts of the country have signified their intention of being present at the demonstration. Following the showing, New Jersey Allied will meet at the Hotel Astor "for a thorough discussion of the new processes and to attempt to come to some conclusions."

Exhibitor interest has been aroused by reports coming out of the west coast following the first Tushinsky demonstration there. The Tushinsky brothers have invented a series of lenses, which they plan to sell at $350 per lens, and which they claim allow for the projection of any film in any size and ratio.

With one of the lenses allegedly allowing for the projection of an anamorphic image without the extra cost and limitations accompanying CinemaScope, curiosity is high concerning 20th Century-Fox's attitude towards the invention. Al Lichtman, company distribution director, stated that 20th-Fox was waiting to see the demonstration before announcing any policy on it.

New York's Censorship Bill Viewed As Bluenose Pattern

Heading this week for passage by the State Legislature in Albany was a bill designed to recoup for New York State censors much of the power sapped by the U. S. Supreme Court rulings on "La Ronde" and "The Miracle."

Passage was seen as creating openings for similar actions on the part of other states whose censorship powers also were minimized by the High Court. In Missouri, the Kansas City council decided to rewrite a censorship ordinance instead of appealing a circuit court ruling invalidating that law.

Bill in question in New York defines as "immoral" any film in which "the dominant purpose or effect . . . is erotic or pornographic (or) portrays acts of sexual immorality, perversion or lewdness." It is co-sponsored by Senator E. W. Brydges and Assemblyman James A. Fitzpatrick.

First opposition to the bill was led by Philip J. O'Brien, Jr., attorney, on behalf of the MPAA. O'Brien appealed to Gov. Thomas E. Dewey, who was reportedly in favor of the legislation.

Also supporting the industry's stand were "The New York Times" and "Daily News." Both papers ran editorials striking out at the measure.

Because the bill was so rapidly pushed through the Legislature for voting prior to adjournment, only one brief hearing was held in the lower house. This procedure prompted a protest of railroading and steamrollering by Arthur L. Mayer, president of the Independent Motion Picture Distributors Association of America, and Harry Brandt, president of the Independent Theatre Owners Association.

One Hearing Held

Latter group went on record "with a vigorous opposition and (will) take all necessary measures to defeat this restrictive legislation and urge all other communications to join in this fight. . . ."

Mayer told Sen. Brydges that failure to hold hearings was not "in accord with our democratic processes" and pointed out that the Supreme Court "would surely outlaw the proposed bill" since it had specifically ruled that a term such as "immoral" was too vague for definition.

Brandt blasted the bill as "aimed at circumventing Supreme Court decisions that include motion pictures as a medium of communication entitled to all the privileges and immunities of a free press."

While Mayer offered a "constructive approach" if the committee feels there must be some prior censorship and said that IMPDAA "would be pleased to discuss . . . proposals" toward this end, Brandt stated that "the industry will continue to show responsibility in voluntary self-regulation."

In Columbus, Ohio, state censorship of films received a severe body blow last week as the state board approved five previously banned films for theatre showings. They include "The Outlaw," "Moon Is Blue," "Kiss Tomorrow Goodbye," "Mom and Dad" and "Ways of Love." "Mom" and "Outlaw" must make several cuts before they can be shown, board ruled.

Dr. Clyde Hissong, head of the board, explained that it had not changed its mind about the unfitness of these films, but that it has no alternative but to approve them since

(*Continued on page 35*)

Warner Raps "Blues Criers"

Hollywood.—A sharp blow at the industry's "blues criers," coupled with a statement of optimism concerning the future of the film business, was presented this week by Jack L. Warner, studio head at Warner Bros. Speaking at the fourth annual awards presentation of the American Cinema Editors, the executive stated that theatre business is "looking up every day."

It is currently running ahead of the national retail index, the industry veteran told his audience. A "surge of great product" is coming from every studio, announced the speaker, who had once been a film editor himself. He noted that "ours is an industry that always comes through when the chips are down."

Design Cameras For VistaVision

HOLLYWOOD.—The Technicolor Motion Picture Corp. is building six VistaVision cameras by modifying that number of its regular three-strip cameras, Dr. Herbert T. Kalmus, Technicolor president and general manager, revealed at a press conference this week. He disclosed additionally that Paramount Pictures, VistaVision pioneer, will make all its color films this year in VistaVision with Technicolor.

Kalmus cited the praise of Y. Frank Freeman, Paramount studio head, who has expressed the important part that Technicolor has played in the development of the

Latest count has five films being planned in VistaVision, four from Paramount, one from RKO. Paramount projects are "White Christmas," "The Big Top," "Strategic Air Command," "The Loves of Omar Khayyam;" from RKO, "The Girl Rush." VistaVision meanwhile was praised by Southern California Theatre Owners Association, other circuits and indies.

new system. Freeman is quoted as saying that without Technicolor co-operation, VistaVision would not have reached its present state of perfection.

The VistaVision system includes the use of eight-perforation cameras. Loren Ryder, Paramount research head, announced that the film company had given the designs of the special camera to manufacturers, and that it would give out the plans to other interested firms, with Technicolor having no monopoly on them.

The Technicolor head revealed that his company first began thinking about increased size motion pictures when Gen. Merian C. Cooper first discussed Cinerama with him in the spring of 1952. Technicolor technicians began almost immediately to consider the new problems presented, Kalmus revealed.

Their work was aimed in three directions: increased area of negative at the time of photography, improvement in the matrix

(*Continued on page 35*)

Senate Unit Hits Prereleases, Bids, Justice Policing

WASHINGTON.—Pre-releasing, competitive bidding and lax Department of Justice policing of film industry distribution practices came in for sharp treatment in the Senate Small Business Committee annual report issued this week. First two were named responsible for many of the exhibitors' basic problems.

Report was based on the Committee's Monopoly Subcommittee film industry hearings held several months ago. It notes that "whether either practice was in itself violative of Federal law was an extremely close question," but adds that "the distress resulting from their widespread employment seemed almost indisputable."

The report had many sharp references to Justice Department shortcomings. It stated that "spokesmen for the anti-trust division who appeared before the Committee admitted, tacitly, that they were ill-equipped to discharge their responsibilities under the Paramount judgments.

The committee referred to the heavy volume of complaints, conceding that the division was understaffed. This was given as a possible reason for attempts of the division "to perform their duties by the easiest means available and by correspondence and conferences with distributors."

The committee referred to the report of the subcommittee, headed by Sen. Andrew Schoeppel (R., Kans.), which said, "the division may accept whatever concessions the distributors will make but (will be) reluctant to pursue a complaint on its merits."

Extent of Relief

The report concluded from this that "as a result, an exhibitor may obtain relief far short of that to which he would be entitled if a thorough investigation of the facts were made. Then he is obliged to enter into private litigation for . . . determination of rights."

Committee noted that the anti-trust division "is beginning to emerge from the complacence which has characterized its past enforcement of the Paramount judgments." Report stated that the division is putting more lawyers on film matters, and it now recognizes "the inherent dangers in the prerelease practice and in competitive bidding."

The report did not, however, approve of the anti-trust division's "full approval" of the "flat sum" method of pricing a motion picture, contending that "such a decision seems certain" to provoke consternation in the ranks of the independent exhibitors.

The main issues at stake, according to the report, concern "the spirit as well as the letter" of the injunctions provided by the Paramount decree. In line with this, the committe declared that "it is even now a matter of conjecture why the anti-trust division failed to issue even a remprimand" in the famous RKO-Ruben Shor dispute over price-fixing in connection with a showing of "Peter Pan."

The annual report noted that the difference of opinion still exists between exhibition and distribution concerning the arbitration of film rentals, expressing the hope that this difference would be adjusted. It further suggested "above all," that the Justice Department become more alive to the problems of the film industry.

Exhibs Ask Fox Ease Restrictions On CinemaScope

Requests that 20th Century-Fox ease its CinemaScope restrictions have been sounded by three domestic exhibitor organizations as well as by theatre-owners in London within the past two weeks. Domestic groups sending messages to Spyros P. Skouras, film company president, include Allied Theatre Owners of Indiana, Southern California Theatre Owners Association and the New England Drive-in Association.

The board of the Indiana group arrived at a "statement of policy" on CinemaScope, which featured the decision that some method must be found of releasing anamorphic films to unequipped theatres. Board stated in a bulletin that "all possible outlets for product" should be maintained, and it should not be made inconvenient for the public to go to the movies.

With fewer theatres playing certain films, a "shrinking patronage" would result, the bulletin states. Group therefore urges "all producers of CinemaScope product" to make the pictures also in non-CinemaScope form "for ultimate release to all theatres" at a definite future general release date announced at the time the film is first released in its anamorphic form.

The California request came in the form of a letter sent by Harry C. Arthur, Jr., group's chairman, to Skouras. In the letter the western exhibitor admitted that Skouras had the right to demand that his product be shown with four-track, or even 14 track sound.

Letter States Facts

At the same time, Arthur called the demand "exorbitant, arbitrary and unfair" for smaller theatres. He pointed out that the smaller independent exhibitors form the "backbone" of the industry. The exhibitor leader called them the "bread-and-butter" accounts, who are also entitled to their bread and butter, "a steady flow of film production."

The letter claimed additionally that the theory of illusory sound is not "vital" to the appreciation of CinemaScope, which allegedly finds its major appeal in the visual illusion. Arthur compared the small houses and drive-ins who would play CinemaScope films without stereophonic sound to Chevrolets which are used by people who can't afford Cadillacs.

The exhibitor asked Skouras to reconsider whether he might not be wrong in refusing to relax his CinemaScope restrictions. The SCTOA, as a group, urged the film company head to reconsider his ultimatum and to judge via the use of tests the feasibility of one-track sound with CinemaScope.

A letter from Ray Feeley, executive secretary of the New England drive-in group, stated a similar theme, except that this message dealt exclusively with the ozoner problem. Group considers the company's policy of denying drive-ins CinemaScope product unless they can install stereophonic sound "arbitrary, unfair and unwarranted."

Letter stated the organization's belief that stereo sound "is not adaptable to drive-in theatres" and cited speech of Her-

(*Continued on page* 35)

Four Drive-Ins Book CinemaScope Pictures

CinemaScope is making its first appearance in open-air theatres this week, with four drive-ins having announced solutions to the problem of presenting anamorphic films with stereophonic sound in outdoor situations. Theatres include the Motor-Vu, Salt Lake City; Claude Ezell Associates theatres in Corpus Christi and Dallas, and the Twin Drive-In, Chicago.

First on the schedule was the Motor-Vu, a 700-car theatre which planned to open with "The Robe." Each car will be supplied with twin speakers, to achieve stereophonic sound, according to design, with a screen of 102 by 38 feet being used. The two Ezell ozoners will be using the three-in-one speaker system which the Texas exhibitor showed to the trade press last week. (For more details see pp. 32, 35.)

Boston Library Birthday Hails Picture Industry

BOSTON.—This city will celebrate the 100th anniversary of the Boston Public Library with a salute to the motion picture industry scheduled for April 6 at the Sheraton Plaza Hotel. Charles Brackett, president of the Motion Picture Academy of Arts and Sciences, will present to the library some special films prepared by the Academy and of historical value to the area and the industry.

Brackett will, in turn, receive a citation for the industry's contribution to the nation's cultural level. Event is being sponsored by Mayor John B. Hynes and the Boston Public Library Centennial Commission. Many notables from the film world have been invited to attend the event, which has been getting coverage in the local papers.

Twentieth-Fox At Work On 12 CinemaScope Pix

Disclosure that 12 major CinemaScope pictures, all in Technicolor, are in various stages of pre-production planning or filming was made this week by 20th Century-Fox. In work at the studio are "The Egyptian" and before the cameras on location in Arizona is "Broken Lance."

In planning stages are "Pink Tights," "A Woman's World," "Jewel of Bengal," "Daddy Long Legs," "Prince of Players," "The Racers," "There's No Business Like Show Business," "Desiree," "Saber Tooth" and "Untamed."

Robbins Re-elected Head Of Gotham Cinema Lodge

Burton E. Robbins, executive of National Screen Service, has been re-elected this week president of New York's Cinema Lodge of B'nai B'rith for a second term. Newly elected vice-presidents include Max Youngstein, United Artists vice-prexy; Norman Robbins, NSS executive, and Jack Weissman, industry accountant.

Re-elected as vice presidents were Marvin Kirsch, Milton Livingston, Sol Rissner, Cy Seymour, Robert K. Shapiro, Al Wilde and Lou Wolff. Jack Hoffberg was re-elected treasurer; David Kelton as secretary, and Martin Levine as chaplain. Group's "Al Senft Membership Drive" will get under way April 1.

Gains Foreseen From Old Films

OKLAHOMA CITY.—Abram F. Myers, board chairman of National Allied, told the second annual convention of Allied of Oklahoma here that the industry may make "tremendous gains" by showing old film classics in new processes.

Myers said a new era in motion picture history would be opened if rival film companies would release prints for showing in different processes.

VistaVision and the Tushinsky lens also may cause sweeping changes, Myers said, but he added Barney Balaban of Paramount had told him that his company will release conventional prints as well as those in VistaVision.

Myers said there had been some talk of tests to show the merits of CinemaScope, but nothing conclusive had been done. "The only test I am interested in today is a test between Cinemascope and VistaVision," he said. "That's a test that would mean something to the exhibitors of the United States."

Allied of Oklahoma members passed a resolution to permit local Allied units to help any "distressed exhibitor" whose request is approved by the grievance committee.

New officers elected were Earl Snyder of Tulsa, Okla., president; Siebert Worley of Shamrock, Tex., vice-president; Harold Bowers of Tulsa, secretary, and Bernard McKenna of Norman, Okla., treasurer. New board members chosen were Glen Thompson of Oklahoma City, chairman; E. T. Borum of Earth, Tex.; Mrs. Leonard Newcomb of Oklahoma City; Claud Motley of Oklahoma City; Athel Boyter of Oklahoma City; Less Nordeen of Konawa, Okla.; Eddie Jones of Tulsa; Henry Simpson of Bristow, Okla.; Frank Deaton of Alva, Okla., and H. H. Carlile of Dimmitt, Tex.

Plans For Variety Award Dinner Near Completion

Definite plans for New York Variety Club's First Annual Heart Award Dinner, honoring William J. German at the Waldorf Astoria Hotel on May 6, are nearing completion, according to Russell V. Downing, chairman of the dinner committee. He announced the following additions to the national committee: Jack Beresin, Edwin O. Blackburn, A. K. Chapman, General E. P. Curtis, Gus S. Eyssell, Simon Fabian and Alan E. Freedman.

Also, T. J. Hargrave, John H. Harris, J. Robert Hoff, Dr. Herbert T. Kalmus, Fred C. Matthews, Samuel Pinanski, H. G. Place, J. Myer Schine, Harold Sharp, Charles P. Skouras, George Skouras, Joseph F. Taylor, Rutledge B. Tompkins, Joseph Vogel, Harry M. Warner, James L. Wolcott and Marc J. Wolf.

"Moon" Breaks Record

United Artists' "The Moon Is Blue," the Otto Preminger-F. Hugh Herbert comedy which is currently nearing the $4,000,000-gross mark, set a new long-run record at the Esquire Theatre in Indianapolis when it entered its twenty-fourth week there on Wed., March 17. "The Moon" has played to more than 110,000 patrons at the Esquire and racked up an estimated gross of more than $80,000.

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FINANCIAL REPORTS

RKO Theatres' Loss

RKO Theatres has reported a net loss of $296,570 for 1953, which was attributed to a $2,245,786 loss involved in the disposal of theatre properties. Company had announced a net profit of $1,025,913 for the previous year. Net income for 1953 before deductions was $909,216, below the $1,056,691 of the year before, according to company's annual report.

During the year, circuit spent $1,500,000 for special equipment, such as 3-D, CinemaScope and stereophonic sound. Report claims box office receipts showed an increase over 1952, part of which was attribnted to number of films played at advanced prices. Decline in theatre attendance for comparable theatres was noted as about one per cent, compared with eight per cent the year before.

Box office receipts for first two months of 1954 are running ahead of the same months of the previous year, according to the report. CinemaScope equipment has been placed in 58 of 82 theatres. Report was signed by Albert A. List, board chairman, and Sol A. Schwartz, company president.

Universal's Decision

The Universal Pictures Co. board decided at a meeting held last week to place the company's common stock on a quarterly dividend basis. At the same time the board declared a quarterly dividend of 25 cents per share of common stock, payable March 30 to holders of record on March 22.

The Universal board also re-elected the company's officers. Board, as elected by stockholders, now includes N. J. Blumberg, Alfred E. Daff, Preston Davie, Albert A. Garthwaite, R. W. Lea, John J. O'Connor, Milton R. Rackmil, Budd Rogers, Daniel M. Sheaffer, Harold I. Thorp and Samuel H. Vallance.

Fox's Retirement Plan

The board of directors of 20th Century-Fox authorized last week the purchase for retirement of up to 100,000 shares of common stock commencing April 15 at prices prevailing on New York stock exchange. Board also declared a quarterly cash dividend of 25 cents and a special cash dividend of 10 cents per share on outstanding common stock payable March 31 to holders of record on March 18.

AB-PT's Dividend

A dividend of 25 cents per share on outstanding common and preferred stock has been declared by the board of American Broadcasting-Paramount Theatres, it was announced by Leonard H. Goldenson, AB-PT president. Dividends are payable April 20 to holders of record on March 26.

Tax Receipts Take Drop

WASHINGTON.—General admission tax receipts in the third quarter of 1953 totaled $87,626,263, which was slightly below the $88,612,526, collected in the same quarter of the previous year, according to figures released by the Treasury Department. Major share of the receipts is accounted for by collections from film theatres.

AA's Mortgage Hope

WASHINGTON. — Allied Artists hopes to raise $1,275,000 from sale of stock, with $142,500 to be used to pay the balance of a mortgage falling due on April 16, according to the Securities and Exchange Commission. The balance will be devoted to production, distribution and exploitation of Allied Artists films, the company told the SEC.

Pending actual appropriation for these purposes, the balance will be used temporarily to reduce outstanding bank loans. The SEC was told in the Allied Artists registration statement that as of March 1, 1954, $1,138,000 of unsecured notes were outstanding under the company's revolving bank credit agreement.

The statement seeks registration of 150,000 shares of 5½ percent cumulative convertible preferred stock, $10 par, to be offered for public sale at $10 per share. A $1.25 per share committion will go to the underwriters, headed by Emanuel, Deetjen & Co.

Narcotics Division Nixes Goldwyn's Drug Pic Idea

WASHINGTON. — Suggestion of Samuel Goldwyn that a film on narcotics could have beneficial results has met with opposition by U. S. Narcotics Commissioner H. J. Anslinger, who replied that any such film would stimulate "undue curiosity." He added that it is clearly not in the public interest to "feature such a morbid subject."

The drug expert stated that he "can definitely trace drug addiction and peddling to the showing of certain motion pictures dealing with narcotics." He explained that when the industry's production code was relaxed on this point in 1946, the public protest was so great that the MPAA "wisely reinstated" the ban on films dealing with narcotics.

Arthur Enters Production

HOLLYWOOD.—Art Arthur has been granted a leave of absence from his post as executive secretary of the Motion Picture Industry Council to become an executive associate of Ivan Tors Films, Inc. He will co-produce "Helicopter Pilot" for United Artists release, it was announced by Ivan Tors, head of Tors Films.

Decca's Universal Holdings Increase

Increase of Decca Records, Inc., holdings in Universal Pictures Co., Inc., to 67 percent from the end of 1953 to the present were disclosed this week by Milton R. Rackmil, Decca president, in the company's annual report. Decca stock acquisition in the picture company began in 1951, Rackmil stated. By the end of 1953, Decca had acquired 60 percent of the picture company's stock, hte added.

Net income for the recording company for 1953 was tabulated at $1,862,266, or $1.38 per share. Figure included income attributable to company interest in the undistributed earnings of Universal Pictures.

Corporation income for 1953, including dividends received from Universal but not including any share of that company's undistributed earnings, amounted to $1,240,438, or 92 cents per share. Figure compares with the $933,265, or 90 cent per share, earnings total for 1952.

Rackmil, who is also president of Universal, observed that the film company's earnings for the first quarter of the current fiscal year are at "a considerably higher level" than in 1952. He said also that the company will, in addition, "enjoy in 1954 a substantial benefit resulting from expiration of excess profits taxes."

Universal meanwhile reported that consolidated earnings for the 13 weeks ended Jan. 30, 1954 reached $772,979, after tax provision of $800,000, compariug with $475,888, after $675,000 tax provision, for the corresponding 13 weeks of 1953.

AA Sets 10 For Filming In Coming Three Months

Allied Artists will place 10 films in production during the next three months, including the company's first CinemaScope film, according to Walter Mirisch, executive producer. Three of the 10 will be in Technicolor. Company is also preparing 15 more properties for production, Mirisch reported.

Shooting has already begun on "The Desperado," while coming up are "The Adventures of Hajji Baba" (T) for which Elaine Stewart was borrowed, "Sons of the Navy," Wichita" (CS-T), "The Annapolis Story" (T), "I Put the Finger on Waxey Gordon," "Battle Star," "Wanted by the F.B.I." "The Bowery Boys Meet the Monsters" and "Killer Leopard."

FILMS TELEVISED MARCH 6 to 19

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Brand of the Devils	Texas Rangers	PRC 3-1-44
The Butler's Dilemma	Francis Sullivan	
Charlie Chan at the Wax Museum	Sidney Toler	Fox 8-1-40
Dance Girl, Dance	Alan Dinehart	Invincible Pic. 12-26-33
Girl Came Back		
Hurricane At Pilgrim Hill		
Orchids For Blandish	Jack La Rue	
Rainbow Over Broadway	Frank Albertson	Chesterfield 2-27-33
Rin Tin Tin Returns		
Seventh Survivor	Felix Aylmer	
Trail of Terror	Texas Rangers	
Wide Bay	Sidney Tafler	
Woman to Woman	Douglas Montgomery	Tiffany 11-27-29
Young Lovers	Keefe Brasselle	

Schine Circuit Named In D Of J Actions

WASHINGTON.—Both criminal and civil anti-trust complaints were filed by the Justice Department last week against the Schine Theatre interests in the Buffalo Circuit Court. Justice charged that the defendants have "continued a combination and conspiracy to maintain local theatre operating monopolies and to prevent others from competing with them in violation of the 1949 decree."

Named in the proceedings were Schine Chain Theatres, five subsidiary firms and J. Myer Schine, Louis W. Schine and John A. May. These interests operate a total of approximately 90 theatres. Also named were Donald G. Schine, Howard A. Antevil, Elmer Lux and three additional corporations owned directly or indirectly by the Schine family.

All except Lux, Antevil and Donald Schine were named in a civil contempt action.

Show cause orders have been issued by Federal Judge Knight for proceedings Apr. 13 against many of the circuit executives. Listed as subsidiaries of the circuit were Schine Theatrical Co., Inc., Schine Lexington Corp., Schine Enterprises Corp., Schine Circuit, Inc., Chesapeake Theatres Corp., Hildemart Corp., Darnell and Elmart Theas., Inc.

This group was charged with helping the original defendants to retain or regain control over theatres sold "in ostensible compliance with orders of the District Court." The Justice Department claims that of 39 theatres ordered divested, 23 have not been sold.

Justice charges also that the Schine interests have violated a number of injunctions governing film licensings, buying and booking films for other theatres, pooling of all theatres in one town for non-competitive operation, and from acquiring additional theatres.

Pinanski's Survey Shows One Of Three Persons Attends Theatre Weekly

BOSTON.—One out of every three persons attends a motion picture theatre at least once a week according to results of a local survey conducted by American Theatres Corp. Chain had two women canvass 300 housewives living within a one-mile radius of an ATC neighborhood house, located in a lower middle class residential section within a city of a population of 100,000.

Spot check was undertaken by a circuit to try to determine why there has been a sharp cut in patronage at the neighborhood house. Chain was so impressed with the information gathered that it is conducting a similar survey at another of its houses.

Baby sitter trouble was the ranking answer to the question of why housewives don't go to the movies more frequently. Television came in second, while high price of tickets trailed in third position. More than two-thirds of those interviewed asserted that they chose the theatre they attend most because of its proximity.

This fact led to the discovery that most theatregoers in this particular section walk to the theatre. Exactly 200 named 7:45 as their favorite starting time for shows. Almost none of them have a movie budget, and about half attend drive-ins. They named Monday night as their favorite TV-radio night with Arthur Godfrey and "I Love Lucy" tops.

New Appointments

ALEX HARRISON, home office representative of 20th Century-Fox for the past 17 months, was appointed western sales manager of the company, succeeding the late Edwin W. Aaron. Harrison, who temporarily had been holding the western sales post since the death of Aaron last month, joined the company in 1935 as a poster clerk in the San Francisco exchange. He worked his way up to branch manager and then was transferred to the home office in Oct. 1952. Harrison' appointment to the western post became effective immediately. At the home office he had been working under Al Lichtman, director of distribution, and W. C. Gehring, executive assistant general sales manager.



HARRISON ROMM

HARRY A. ROMM, agent and producer, joined Columbia's executive staff as the studio's eastern representative. Romm will maintain close liaison between the company's Hollywood officials and the New York sales and distribution executives.

MANNY REINER was appointed general sales manager for Westward Productions, Ltd., television production-distribution firm. Reiner will continue as foreign manager of Samuel Goldwyn Productions, Inc.

EDWIN F. ZABEL, chief film buyer of National Theatres, Inc., will take over George Bowser's post of general manager of Fox West Coast Theatres when latter goes on a six-month vacation starting May 1. Zabel has been with Fox West Coast for 26 years.

CHARLES FELLERMAN of the M-G-M home office publicity staff was named to succeed Elliot Foreman, retired, as head of New York-New Jersey promotion. In other moves, JOHN L. JOHN was transferred from Indianapolis to Pittsburgh and JOSEPH DOYLE moved from Chicago to succeed John in Indianapolis. V. SLADEK is Doyle's Chicago replacement.

Also in the company's promotion department, JACK WEINER, formerly handling New Orleans-Memphis, took over the Florida territory. ART KATZEN moved from Omaha to assume the southern post, while ROBERT STONE replaced Katzen in Omaha.

DAVID E. DIENER and HERBERT S. HAUSER have been appointed vice-presidents of the Monroe Greenthal Co. Diener, who joined the agency in 1947, is now creative director, while Hauser is an account executive and director of media and production.

SOL LANDERS, formerly assistant to the president of Walker and Crenshaw, Inc., public relations firm, was appointed director of public relations and advertising of Chromatic Television Laboratories, Inc., a subsidiary of Paramount Pictures. Sanders will handle Chromatic's expanding promotion campaign for its color receiving tube now being licensed to TV set parts manufacturers.

WILLIAM SHELTON was named vice-president and general sales manager of Times Films, Inc. Shelton, formerly associated with Paul Graetz and Lopert Films, will continue as head of his own company, Imperial Film Distributors of America. Major exploitation campaigns are slated for imported Times Films product, he revealed.

AL VAUGHAN was appointed publicity and advertising director for Independent Artists Pictures. Vaughan, who has served Samuel Goldwyn in the same capacity, began work on the company's first film, "The Girl Rush," Rosalind Russell starrer set for RKO release.

Triple-Feature Showings Scheduled By Paramount For Theatremen, Press

A nationwide triple-feature product show, called the Paramount Pictures Pageant, will be held for exhibitors, press and radio-television representatives from March 29-April 2, according to A. W. Schwalberg, president of Paramount Film Distributing Corp. All-day showings will feature three upcoming Paramount films, "Elephant Walk," "About Mrs. Leslie" and "Knock On Wood."

Showings are planned for 34 key cities and will be scheduled for one day during the five-day period, the executive revealed. Local division and branch managers will host the pageant, designed to unveil "examples of the box office giants Paramount will release without interruption."

Mornings will be devoted to an introductory trailer explaining the company's production and releasing plans, followed by "Elephant Walk," starring Elizabeth Taylor. "About Mrs. Leslie," Shirley Booth starrer, and "Knock on Wood," headlining Danny Kaye, will be shown in the afternoon. Special show programs are being prepared.

List Participating Theatres

Theatres which will present the Pageant on March 29 are: Delaware, Albany; Capitol, Boston; Niagara, Buffalo; Dilworth, Charlotte; Union Terminal, Cincinnati; Fairmount, Cleveland; Circle, Dallas; Tower, Denver; Ingersoll, Des Moines; Globe, Detroit; Uptown, Indianapolis; San Marco, Jacksonville; Apollo, Kansas City; Fox Beverly, Los Angeles; Ritz, Memphis; Varsity, Milwaukee; St. Louis Park, Minneapolis; Lincoln, New Haven; Home Office Preview Theatre, New York; Tower, Oklahoma City; Center, Omaha; Yorktown, Philadelphia; Shadyside, Pittsburgh; Pageant, St. Louis; Southeast, Salt Lake City, and Circle, Washington, D.C.

Three theatres will be used on March 30: Buckhead, Atlanta; Esquire, Portland, and Varsity, Seattle; on March 31: Lake Shore, Chicago; Presidio, San Francisco, and Ost, Houston; The Imperial, New Orleans, on April 1, and the Josephine, San Antonio, on April 2.

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ELSA LANCHESTER with MARIE WINDSOR • NANCY GATES

Promotions Pull "Long, Long Trailer"



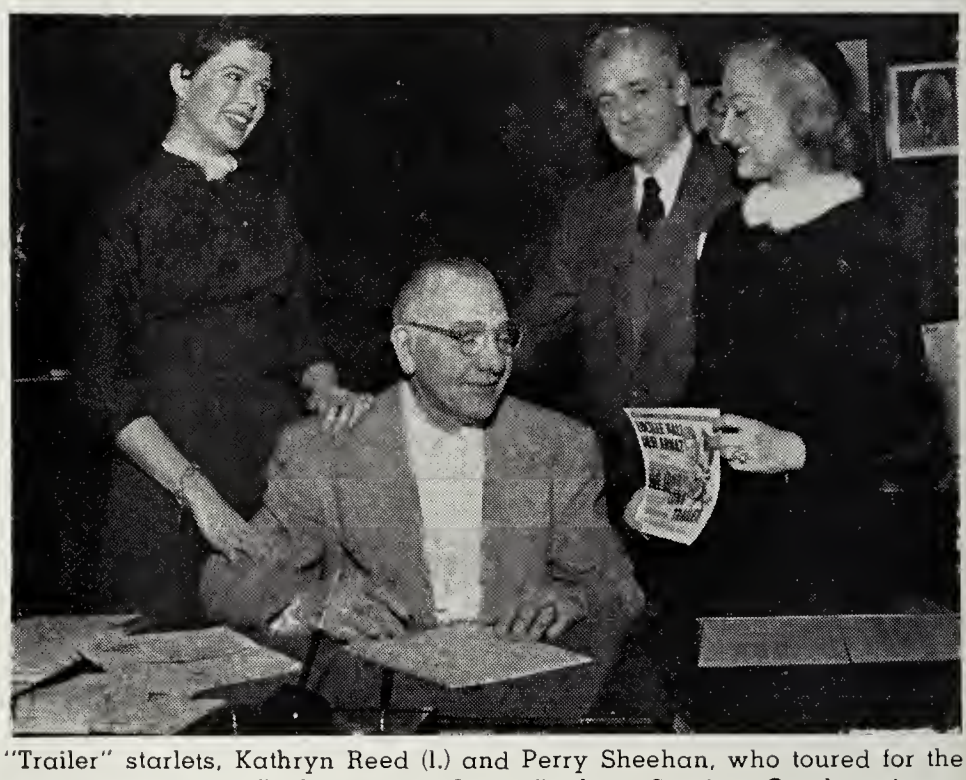
Lucille Ball and Desi Arnaz with the president of the Heart Fund in Times Square plugging the charity drive plus the run of M-G-M's "The Long, Long Trailer" at the Radio City Music Hall. Stars' appearance in the heart of Gotham's main stem marked the first of a long series of guest shots made all over town on behalf of the film's run.



"Long, Long Trailer" stars drove through Times Square area in this trailer in a stunt designed to publicize run of the M-G-M comedy at the Radio City Music Hall. Vehicle prominently displayed playdate credits for the run of the situation comedy. Trailer stopped at busy intersections, where the famous couple cavorted for the crowds.



Russell Downing, managing director of Radio City Music Hall, hosted a party for the stars of M-G-M's "The Long, Long Trailer" prior to the Music Hall opening. Stars were the first ever to appear on the theatre's stage. The Music Hall party was one of several gatherings arranged for them. Metro invited the press to meet the couple at a cocktail party at the Waldorf-Astoria Hotel. Meeting between the stars and entertainment editors resulted in reams of publicity for the playdate.



"Trailer" starlets, Kathryn Reed (l.) and Perry Sheehan, who toured for the picture, watch Bill Barker of the Co-op Booking Service, Omaha, sign a contract to play the M-G-M feature in all his houses as Vincent Flynn, resident manager, looks on. Omaha was one notable stop on a tour that took the starlets to many American cities, where they plugged the comedy's playdates on television and radio shows, as well as personal appearances, for the local townspeople.

A Loew's-Liggett drug store tie-up netted M-G-M's "The Long, Long Trailer" this window in downtown Boston. Store featured a Desi Lu sundae, named for the film's stars. Show window carried major credits for the picture and tied in with Philip Morris cigarettes, sponsors of the "I Love Lucy" video show. In the film, Lucille Ball and Desi Arnaz repeat their famous television roles, while Marjorie Main and Keenan Wynn supply chief featured support. By tieing-in with the TV show, exhibitors playing the film can cash in on the pre-sold audience of fans of the popular comedy duo. Show has consistently come in among the leaders as one of the nation's favorite television programs. In it, the real life man-and-wife team play a married couple constantly beset by antic situations.



Staff Reviews

"Night People"

(20th-Fox) CinemaScope Technicolor 93 Min.

Cast: Gregory Peck, Broderick Crawford, Anita Bjork, Rita Gam, Walter Abel, Buddy Ebsen, Casey Adams, Jill Esmond.

Credits: Produced, directed and written for the screen by Nunnally Johnson; From a story by Jed Harris and Thomas Reed.

A topical melodrama concerned with how American Army personnel in Berlin's U. S. zone recover a G. I. kidnapped by the Russians is unfolded against real-life settings in this latest CinemaScope production. Utilizing, besides actual locales, stereophonic sound, Technicolor, the star name of Gregory Peck and a pair of attractive females, the picture takes on an exploitable weight which should help considerably in the selling. Main theme of the film is sustained by a rather intricate plot which gives Broderick Crawford a strong opportunity to connect with another of his hard-hitting performances.

Story packs a number of grim situations into its running time to achieve a solid dramatic punch. Peck, as an American officer assigned to recover the G. I., combats the Russians with whatever means at his disposal. Some of these are rough and below-the-belt; tactics designed to equal and surpass those used by the enemy. When his German girl, played by blonde Anita Bjork from Sweden, is discovered to be in league with the Russians, Peck's troubles mount. He has already faced the wrath of the G. I.'s father, a big businessman from the U. S., portrayed by Crawford, and the sufferings of an elderly couple whom the Russians had demanded in return for the G. I.

Solution to Peck's dilemma, and manner in which he recovers the G. I., provide a complex and suspenseful climax to "Night People." Latter portion of the film should keep an audience on edge until the fade-out, when a clever plotting trick manages to save the day for the Americans and lead into a happy ending.

●

"Yankee Pasha"

(Univ.-Int'l.) Technicolor 84 Min.

Cast: Jeff Chandler, Rhonda Fleming, Mamie Van Doren, Bart Roberts, Lee J. Cobb, Hal March, Phil Van Zandt, Benny Rubin, the Miss Universe Beauties.

Credits: Produced by Howard Christie; Directed by Joseph Pevney; Screen play by Joseph Hoffman; Based on the novel by Edison Marshall.

There is plenty of action, a bevy of pretty damsels and enough romance in this costume adventure to suit escapist tastes and consequently rack up neat grosses in the general market. Picture, based on a best-selling historical fiction of several seasons back, moves from the American frontier to the Barbary Coast, then into a Near East harem for its thrills. Against these settings the story offers diverting fare that includes enough tongue-in-cheek situations to keep audiences guffawing throughout. Lavish trappings and scant costumes make for pleasant viewing in Technicolor. Especially exploitable in "Yankee Pasha" are the Miss Universe Beauties and blonde Mamie Van Doren, who plays a harem lass.

Plot contains such action situations as a shipboard pirate raid, some sharp-shooting contests, hard riding escapades and a jail break. Jeff Chandler, the hero, begins the tale by setting sail for the Barbary Coast in search of Rhonda Fleming, American girl kidnapped by pirates. Chandler finds her in the harem of Bart Roberts, native chieftain whom he defeats in a shooting match for possession of Miss Fleming. Before the two can return home, Roberts imprisons Chandler, who soon escapes, evens the score, and clinches with Miss Fleming.

"Ma and Pa Kettle At Home"

(Univ.-Int'l.) 81 Min.

Cast: Marjorie Main, Percy Kilbride, Alice Kelley, Brett Halsey, Alan Mowbray.

Credits: Produced by Richard Wilson; Directed by Charles Lamont; Story and screen play by Kay Lenard.

Returning to their home grounds, Marjorie Main and Percy Kilbride, given able assistance by a competent collection of players in supporting roles, generate another money maker. That the "Kettle" series have done better than well in ticket sales has already been demonstrated and here again is another number that has all the markings of a repeat performance. Simplicity and homely warmth pervade the story. It is measured and fitted to an audience that departs the theatre happy and satisfied.

Against backgrounds of their new and old residences, with which the audience is readily familiar, this production makes its simple and sensible way. Basic material of the plot requires no great attention but it is fully satisfying. Direction secures the essence and intent of the semi-serious yarn.

What sets this "Kettle" opus in motion is a contest that will net one offspring an agricultural college scholarship. The tribe moves into the old house. Kilbride tries all sorts of fakery. Alan Mowbray comes to observe and has a trying time. There is a Christmas element to add to the schmaltz and the scholarship is split between a "Kettle" and a neighbor's daughter. The usual assortment of Indians and shopkeepers is on the scene for appropriate touches.

●

"The Golden Mask"

(United Artists) Technicolor 88 Min.

Cast: Van Heflin, Wanda Hendrix, Eric Portman, Charles Goldner.

Credits: Produced by Aubrey Baring, Maxwell Setton; Directed by Jack Lee; Story and screen play by Robert Westerby.

The melodramatic content and the action pattern fades somewhat into the background of this programmer as the Technicolor cameras secure an unusually rich and highly interesting record of the people, places and off the beaten path incident in North Africa, where it was filmed. Much attention might be given to working up the exploitation qualities inherent in the settings. Analytically observed, the production delivers effectively. There is intrigue, some sexy dancing of an uninhibited nature, intrigues and other basically compelling factors to put it over. Performances register well. This number would also seem to have more appeal to the adult audience.

Van Heflin plays an American novelist who joins with Eric Portman in an expedition to find the mask of Moloch. They depart from London, arrive in Tunis, meet Wanda Hendrix, Portman's daughter. Their mission is known to a coterie of crooks. However, they set out and have a varied assortment of experiences, enough to keep spectator interest on the alert and in moments even surprised. The script winds up on the desert with Heflin and the crooks at the mercy of a bandit. The arrival of Spahis saves the day. The mask is found. There is a note of triumph all around and romantic indications for Van and Wanda.

●

"The Scarlet Spear"

(United Artists) Technicolor 78 Min.

Cast: John Bentley, Martha Hyer, Morasi.

Credits: A Present-Day Production; Produced by Charles Reynolds; Directed and written by George Breakston and Ray Stahl.

"The Scarlet Spear," Technicolor adventure drama filmed on location in Africa, will serve best as exploitable supporting fare on the double bill. Film, notable for some exciting tussles between man and animal, will please most thrill-seekers who don't care too much about plot. In this case, the story serves as little more than an excuse on which to string the animal sequences. Picture concerns the efforts of a British colonial official to stop a friendly native chief from killing another native, to prove himself worthy of ruling. Romance is thrown in when a female correspondent comes along for the ride.

Camera follows the white couple as they track down the native chief. All concerned come in for several close calls with snakes, lions, scorpions, etc. Many sequences, however, are completely irrelevant, giving film at times the appearance of a nature travelog. White couple, now in love, finally return safely to headquarters, but the native chief dies of wounds inflicted by unfriendly tribesmen. Just before death, he abolishes the savage tribal custom.

●

"Rails Into Laramie"

(Univ.-Int'l.) Technicolor 81 Min.

Cast: John Payne, Mari Blanchard, Dan Duryea, Joyce MacKenzie, Barton MacLane, Harry Shannon, Ralph Dumke, Lee Van Cleef, Myron Healey.

Credits: Produced by Ted Richmond; Directed by Jesse Hibbs; Screen play by D. D. Beauchamp and Joseph Hoffman.

A diverting outdoor melodrama about a hard-hitting marshall's attempt at busting a gang that hinders completion of a western railroad is pleasantly dished up with Technicolor trappings in "Rails Into Laramie. Action house results should be satisfactory. Performances by the leading players, John Payne, Dan Duryea and Mari Blanchard, match the demands of a routine script, which moves smoothly through a number of action sequences to a happy ending. Highlights in "Laramie" are fistfights, a near disaster between two locomotives and a novel murder trial in which women serve as jurors for the first time in the old west.

When an Army general orders Sgt. Payne into Laramie as special marshall to supervise completion of a cross-country railroad, complications begin. Chief hindrance is Duryea, who turns out to be Payne's old buddy. Situation thus keeps Payne at a stalemate until one of Duryea's thugs kills a law officer. Payne arrests Duryea for giving the death order and he is convicted by an all-female jury since the men of the town fear to pass on a guilty verdict. Although Duryea breaks jail, Payne gives chase and saves the day. Railroad work resumes and Payne clinches with Miss Blanchard.

●

"Bitter Creek"

(Allied Artists) 74 Min.

Cast: Wild Bill Elliott, Carleton Young, Beverly Garland, Claude Akins, Jim Hayward, John Harmon, Veda Ann Borg.

Credits: A Westwood Production; Produced by Vincent M. Fennelly; Directed by Thomas Carr; Screen play by George Waggner.

This socko western is Wild Bill Elliott's best effort in a long time and it is a slick action-packed production job that clicks on all six cylinders all the way. Elliott has a rough and rugged screen original story to work with this outing. Story gives him a chance to do some top-grade acting and also give out with the action. This one should hit the sagebrush addicts like a cyclone and Wild Bill's stock with them should shoot up like the temperature in the tropics. Although there are some trappings on the film, which are familiar to westerns, the film has some new twists that make it stand out as a superior saddle entry.

Wild Bill Elliott, a Texas gunslinger, comes to Montana to avenge the death of his brother,

(*Continued on next page*)

Staff Reviews

(*Continued from preceding page*)

who was murdered. He immediately locks horns with some Lazy Q ranchers, who he believes are responsible. He also obtains the interest of Beverly Garland, who is engaged to marry Carleton Young, boss of the Lazy Q. Young isn't in favor of nesters in cattle country and is doing his best to get rid of them. However, he becomes jealous of Elliott's interest in Beverly and he shows his hand. This move starts off the finale with the killers getting the works and Elliott getting Beverly.

●

"Fangs Of The Wild"

(Lippert) 74 Min.

Cast: Charles Chaplin, Jr., Onslow Stevens, Margia Dean, Freddie Ridgeway, Phil Tead, Robert Stevenson, Buck (Dog).

Credits: Produced by Robert L. Lippert, Jr.; Directed by William Claxton; Screen play by Orville Hampton; Based on a story idea by Claxton.

"Fangs of the Wild" is an average programmer, which introduces Charles Chaplin, Jr., who with more polish stands a chance to attain some stature as a young heavy lead. The film takes an idea, which isn't too original, and puts it in a fairly different setting; a hunting lodge and its surroundings. Margia Dean turns in a good performance as the femme lead and Buck, a very talented dog, is responsible for a greater it in a fairly different setting: a hunting lodge and its surroundings are a very picturesque setting and the photography in the film is excellent.

Freddy Ridgeway sees Chaplin, Jr. shoot down his best friend and when Chaplin, Jr. comes in and tells Ridgeway's father, Onslow Stevens, that he killed his friend in a hunting accident, the boy can't get anybody to listen to his story that the accident was really murder. He finally finds someone who believes him, when Margia Dean, the killer's wife arrives on the scene and when she sends him for evidence, a hunting jacket, that will prove Chaplin, Jr. guilty, Chaplin, Jr. stalks the boy. Chaplin, Jr. gets his just desserts by being tossed to his death by Buck the dog after a cliff-top battle with the animal.

●

"Paris Playboys"

(Allied Artists) 62 Min.

Cast: Leo Gorcey, Huntz Hall, Bernard Gorcey, Veola Vonn, Steven Geray.

Credits: Produced by Ben Schwalb; Directed by William Beaudine; Screen play by Elwood Ullman and Edward Bernds.

"Paris Playboys" is regular Bowery Boys nonsense, which will more than satisfy fans of the series and movie-goers who like their comedy on the slapstick side. In this particular adventure, the Boys are in Paris and they manage to court trouble with blissful nonchalance. Huntz Hall, this time, is cast in a dual role, that of himself and as a French scientist who is ill-tempered. This helps the film build into some chuckles and some frantic action. Leo Gorcey along with Hall has mastered this type of farce and lovely Veola Vonn is fine as the real French scientist's fiancee.

Hall, who resembles a rocket expert, is talked into going to Paris to pose as the missing scientist. He takes Gorcey and Bernard Gorcey along. He plays up to Veola and manages to turn the scientist's household topsy-turvey until the real scientist arrives. Spies are out to get the scientist's secret formula and bumbling Hall concocts a super fuel, which has a base of sour cream and also explodes knocking the spies out. For this he gets a decoration.

This is a jet propelled 62 minutes and the Parisian atmosphere is captured in the film. There is no reason why this series can't go on and on as long as there are motion pictures.

"Stormy The Thoroughbred"

(Buena Vista) Technicolor 45 Min.

Cast: M. R. Valdez, Robert Skene, George Swinebroad; Narrated by George Fenneman.

Credits: A Walt Disney Production; Produced and directed by Larry Lansburgh; Written by Bill Walsh; Based on a story by Jack Holt and Carolyn Coggins.

"Stormy the Thoroughbred," 45-minute Technicolor live-action feature about a horse with an inferiority complex, was lensed by the Walt Disney studio to provide a companion feature to a longer Disney film. As such, it serves its purpose nicely and will allow exhibitors to program an all-Disney show. Film, tracing the early life of a race horse who never gets to race, should find favor most with horse enthusiasts. It's all right for the kiddies, too.

With the action narrated, picture alternates between a factual account of the rearing of horses and a fanciful children's tale about Stormy. Latter is a thoroughbred born out of season, thus sold as a cow-horse on a California ranch. Just when he is getting settled there, he is sold again to a polo player and finally makes the grade as a top-notch polo pony.

●

"A Queen's World Tour"

(United Artists) Eastman Color 84 Min.

Credits: A J. Arthur Rank Organization presentation; Produced by Castleton Knight; Directed by Oxley Hugham.

England's Queen Elizabeth, on a tour of New Zealand, the Fiji Islands and environs, is the subject of this Technicolor documentary from J. Arthur Rank. The photography is splendid, revealing in glorious detail the tribal costumes and welcoming dance rituals of the Fiji natives and Maori aboriginies of these islands. For art houses, where this type of subject matter may find class appeal, returns should be adequate. In the general market, the curiosity value surrounding the Queen and her large wardrobe can serve as selling points. Picture, replete with a narration, is accompanied by a 26-minute short entitled "The Royal Symphony." Also in Technicolor, the companion piece shows Her Majesty reviewing parades and formations of the armed forces of Britain. The musical background, which boasts a 1,000-voice choir, is excellent.

●

"The Saint's Girl Friday"

(RKO) 68 Min.

Cast: Louis Hayward, Naomi Chance, Sidney Tafler, Charles Victor.

Credits: A Julian Lesser Presentation; Produced by Anthony Hinds; Directed by Seymour Friedman; Screen play by Allan MacKinnon.

It is the skullduggery of gambling interests located near London, operating on a barge tied up in the Thames, that brings Louis Hayward across the Atlantic to aid his friends and solve a few nasty deaths. Hayward steps into the sleuth of the title and runs through it in an apt style that will content his following and supply the showman with a minor program number for spacing out between something better. The production by Anthony Hinds is untilitarian and resourceful. He introduces quite a substantial amount of femininity. They range from hapless victims of the gambling fever to a large and luscious blond. Once in London Hayward, whose private activities have in the past irked the Metropolitan Police, sets out on a course of action that keeps spectator interest alert and diverted. The action note is struck frequently.

Following the death of a socialite in a motor accident, Hayward sets out to locate the indicated gambling joint. With his butler assisting, in good time he locates the craft, makes a one man sortie, saves the girl and his man, departs before the police arrive to round up the characters.

●

"Racing Blood"

(20th-Fox) SuperCinecolor 76 Min.

Cast: Bill Williams, Jean Porter, Jimmy Boyd, George Cleveland, John Eldredge, Sam Flint, Fred Kohler, Jr., Bobby Johnson, Frankie Darro.

Credits: Produced and directed by Wesley Barry; Screen play by Sam Roeca; Story by Roeca and Barry.

A familiar type horse story is run through here with little distinction but with a few sound selling points. As an introductory number for Jimmy Boyd, the production will probably find an audience where the hillbilly style of semi-yodeling, boy soprano singing is in demand. There is also the usual track color, action and business of winning a race by a gimmick—in this case young Boyd whistles as his nag heads toward the finish and comes in first. Said horse is an identical twin that has been disguised. When born it was found to have a split hoof and ordered destroyed. But Jimmy and George Cleveland, his grandpa, raise the colt, care for it, restore it to full health and it takes the two-year old stakes.

Elsewhere, there is little on display in the line of performances. All the appeal is in the horses and turf activity. Cast, with the exception of Cleveland, seems ill at ease with the story line and the dialogue which is trite, kid stuff. Filmed in SuperCinecolor, the tinting seems to run thin and murky in spots. "Racing Blood" makes a try at being a dramatic story but fails to make the basic intent.

●

"Salt Of The Earth"

(Independent Productions) 94 Min.

Cast: Rosaura Revueltas, Will Geer, David Wolfe, Mervin Williams, David Sarvis, Juan Chacon.

Credits: Presented by Independent Productions Corp. and the International Union of Mine, Mill and Smelter Workers; Produced by Paul Jarrico; Directed by Herbert J. Biberman; Written by Michael Wilson.

Because "Salt of the Earth" has had a stormy and often violent pre-release history, its future as a commercial draw is questionable. In this respect, the exhibitor should know that the picture has been tagged with the Communist label and consequently accorded highly unfavorable publicity long before its completion. Film's plot emphasis is definitely pro-labor since the co-producer was the International Union of Mine, Mill and Smelter Workers—an organization expelled from the CIO for left-wing reasons. Top craftsmen on the project included Paul Jarrico and Herbert J. Biberman, both of whom were identified as one-time Communists and refused to answer political questions asked by the House Committee on Un-American Activities.

The personal story of a changing relationship between a woman and her husband during a period of labor-management strife is expertly fused with an account of a long and drawn out strike of zinc miners in New Mexico for hard-hitting dramatic results in this independent production. Picture was filmed against actual locales in semi-documentary style and utilizes true-to-life events of a few years back for its narrative. Cast is a mixture of professional and amateur performers, skillfully directed to make the most of a script that commands attention throughout. Story situations are tightly knit and suspenseful. Characterizations are adroitly sketched, especially those of the Mexican-Amer-

(*Continued on page* 16)

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Beresin To Recommend IVC OpenPermanentHeadquarters

Jack Beresin, retiring International Chief Barker of Variety Clubs International, will recommend that the group set up permanent national headquarters, probably in Washington or New York, he told the trade press at a luncheon last weekend. Proposal will be made at the upcoming annual convention, set for next week in Dallas.

Along with the establishing of permanent headquarters, Beresin will recommend that it be fully staffed with an executive director and public relations head working as full-time salaried executives. The group has outgrown its "swaddling clothes," the speaker stated, and it now constitutes big business.

He pointed out that the Will Rogers Hospital is now on a firm basis and that the last Christmas Salute was the biggest and most successful ever undertaken by the organization. These operations require a centralized office, he noted.

Beresin stated additionally that he will not be a candidate for re-election at the convention. Having served two terms, he believes one of the younger executives should advance, he explained. This succession of the young would result in a type of "schooling" of future executives, a system which he recommends.

With Beresin out as a candidate to succeed himself as chief barker, speculation in the trade centered on who would fellow him. Most logical person was deemed by trade veterans to be George Hoover, of Miami, who is now first assistant International Chief Barker.

More Responsibility Favored

Still on the subject of administrative changes, the outgoing chief barker announced that he also favors giving more responsibility to International Representatives. He would have tent matters channeled through them, rather than sent directly to the International Chief Barker as they are at present.

At the Dallas convention, Beresin will ask that charters be given to new tents in Jacksonville, Fla. and Bombay, India. The Bombay tent would be number 43 and is being petitioned for by a group headed by S. K. Patil, a member of the Indian parliament. Petition for the Jacksonville tent, number 44, will be presented by International Representative Jack Dumestre of Atlanta.

The Dallas convention promises to be the biggest in the group's history, Beresin noted. A total registration of approximately 700 is expected, with more than 450 registrations already received by the end of last week.

Winners of the club's awards for the best human interest photos and story involving a Variety Club activity were Morris Berman, staff photographer of the Pittsburgh "Sun-Telegraph" and Robert Adelman, contributor to "Color" magazine. Judging took place last week at the group's New York headquarters by a committee headed by Mel Konecoff of "Exhibitor" magazine. Winners represented Pitsburgh Tent 1 and Philadelphia Tent 13.

"Plaisir" Rights Acquired

Distribution rights to "Le Plaisir," French all-star dramatization of three Guy de Maupassant short stories, have been acquired by Arthur Mayer-Edward Kingsley, Inc. Included in the cast are Danielle Darrieux, Jean Gabin, Claude Dauphin, Simone Simon.

King Bros. Plan Slate Of Seven

King Brothers Productions, whose "Carnival Story" will be released by RKO during Easter week, will produce three films in 1954 and four in 1955, of which five will be in color and four in SuperScope, Herman King announced to the trade press last week. Company will start shooting next month on "Syndicate," modern racketeering story to be filmed for wide screen in black and white.

"Indian Fighter" will start shooting in June, to be followed by "Hannibal" in December, King revealed. Both films will be lensed in Technicolor and SuperScope, with "Hannibal" to be shot in Italy in English and Italian, using two separate casts. Both "Syndicate" and "Indian Fighter" have been set for RKO release, the speaker stated.

Three of the four 1955 films will be made abroad: "The Boy and the Bull" in Spain, "The African" in Africa, and "The Two-Headed Spy" in England. "Boy" and "African" will be shot in Technicolor-SuperScope, while "Spy" will be filmed in black and white for wide screen, the executive disclosed. Fourth film will be Dorothy Parker's "Big Blonde," to be made in color.

"Carnival Story," shot for wide screen in Technicolor and starring Anne Baxter, marks the entrance of the company into the "big" picture field, King stated. Produced in Germany in two languages with two casts, film cost $2,000,000, he revealed. "Indian Fighter" and "Hannibal" have budgets of more than $1,000,000, while "Syndicate" is in the $500,000 class, King announced.

Arias Firm Sets Release Of 'Parsifal' For Easter

Arias Quality Pictures, Inc., a newly formed distributing organization, has set up shop in the Paramount Building, N. Y. C., and will release its first film, a French-language production of "Parsifal" by Easter time. Firm is headed by Henry R. Arias, president and general executive; Leo Abrams, vice-president and sales manager, and Myer P. Beck, advertising and publicity executive.

Company plans to distribute both foreign and American films in the U. S., Arias told the trade press last week. While no limit has been set on the number of pictures to be handled, firm will probably release six films a year. It is not aiming solely for the art house market, but all films will be "quality" films.

To handle sales and promotion as a unit, men will be placed in six key spots across the country, Beck revealed. They will be stationed within the next six weeks in Chicago, San Francisco, Los Angeles, Atlanta, St. Louis and New Orleans. In addition, sub-distributors will handle Arias product.

"Parsifal" stars Ludmilla Tcherina and Gustavo Rojo in the story of the Grail legend. Beck described it as a combination of religion and sex. Film was shot in story's actual locale, Montsalvat, Spain, and uses the Wagnerian music as background.

Staff Reviews

(*Continued from page* 14)

icans depicted as prey of management's color discrimination.

In the film, a colony of zinc miners in New Mexico, the majority of which are Mexican-Americans, goes on strike for better laboring conditions. Wives of the miners add better living conditions as a strike demand. Repeated failure on the part of the sheriff to break the picket line causes management to invoke the Taft-Hartley Law to win an injunction. Miners, unable to picket, are replaced on the line by their wives. Action is both legal and successful for labor since the sheriff fails to break the line even by use of tear gas and powers of arrest. After many months, the miners win. There is certain to be disagreement over subject matter but there can be no doubt that this film has been expertly done.

Foreign Films

"Beauties Of The Night"

(United Artists) FRENCH 84 Min.

Cast: Gerard Philipe, Martine Carol, Gina Lollobrigida, Magali Vendeuil.

Credits: A Lopert Films Release; A Franco-London Film; Directed by Rene Clair; Screen play by Pierre Barillet, Jean-Pierre Gredy and Clair.

"Beauties of the Night," a satirical French-language comedy with music, magnificently lives up to the reputation of its director and principal screen writer, Rene Clair, who ranks with Chaplin as a master of the comic film. A sheer cinema delight, "Beauties" should merit a highly lucrative future at art houses. Box office bait is present in the popular names of Gina Lollobrigida and Gerard Philipe. Latter plays a serious music composer so distracted by modern mayhem that he falls in love with dreams of the past. In these, Miss Lollobrigida appears as a harem girl, one of three women who succumb to his musical charm and accomplishment.

The dream situations, as well as those dealing with real life, are packed with hilarity. Humor ranges in style from slapstick to satire. English titles translate the dialogue comedy very well; the direction wrests visual humor from almost every scene. As a result, audience laughter should be immeasurable. As Philipe dreams himself into the past, the success with which his music is accorded becomes greater. After each dream, reality grows more frustrating. His friends think he will commit suicide. By aid of sleeping pills, Philipe returns to the past again. But the dreams become nightmares. He awakens to find real success and love awaiting him in the present.

AA Invitations Received

HOLLYWOOD.—Invitations for the twenty-sixth annual Academy Awards Presentation program, to be telecast by NBC from the RKO Pantages Theatre on March 25, were received last week by members of the Academy of Motion Picture Arts and Sciences.

At the program musical numbers nominated for the best original song of 1953 will be sung by Ann Blyth, Mitzi Gaynor, Dean Martin, Ethel Merman, Donald O'Connor and Connie Russell. Songs nominated include "The Moon Is Blue," "Secret Love," "That's Amore," "Sadie Thompson's Song," and "My Flaming Heart."

REGIONEWS

ALBANY

The Assembly Cities Committee killed the Werbel bill amending the general municipal law to require establishments operated under a license from a municipality and charging an admission to the public, to have compulsory liability insurance "to the extent of at least $25,000 for an injury to one person in one accident, and to the extent of $50,000 for an injury to more than one person in one accident." It was the second consecutive year the committee turned down the measure. The companion Senate act had no chance of passage. Insurance companies appeared in opposition.

Bob Baranoff's Valley Drive-In, Little Falls, is a new member of Upstate Theatres, Inc., Albany buying and booking organization. . . . Buying and booking for John and Peter Marotta's Carman Drive-In, Guilderland, is being handled by Ben Coleman. The Marottas have under construction a 350-car ozoner outside of Gloversville, which will probably open in May.

Senator Fred G. Moritt of Brooklyn, who sponsored a bill for a Supreme Court judge and jury procedural system on appeals from license denials by State Education Dept.'s motion picture division, sent printed invitations to fellow members for showing of "So Little Time" at the Delaware, Albany. MacDonald Pictures, in which Senator Moritt is a partner, holds American rights to the film. . . . Fred Meier is showing art films part of the week at the Colony, Schenectady. Jules Perlmutter, chief barker of Albany Variety Club, will relight the air-conditioned, refurbished Lake at Lake George on April 17, when he will also reopen the Fort George and Richmondville drive-ins.

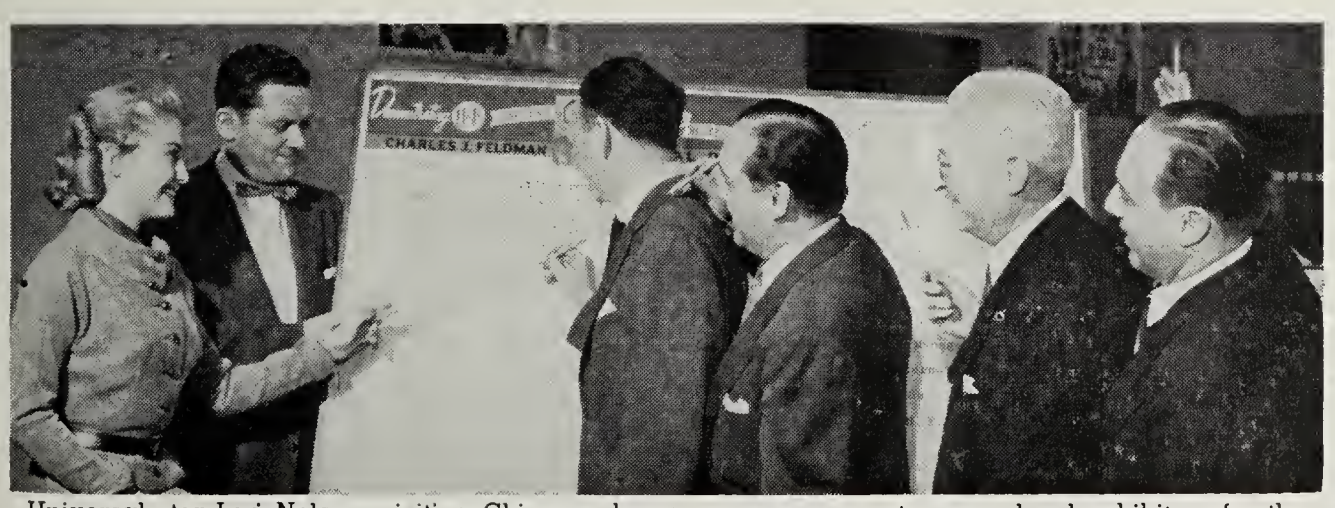
ATLANTA

Kermit C. Stengel, pres. of Crescent Amuse. Co., Nashville, Tenn., was named "motion picture exhibitor of the year" in Look Magazine's 13th annual film achievement award. Stengel was recently honored at a dinner by Crescent officials and employees on his election to the office of pres. of the company. . . . Dixie Amuse. Co. sold its Dixie Theatre, Sylvania, Ga. to Alex Mills. . . . Bill Hatfield is new owner of the Burchfield Drive-In, Oak Ridge, Tenn. . . . Roy Crower has taken over the University Grill on Film Row. . . . Oscar E. Kilgo opened his new 200-car ozoner near Fayetteville, Ga.

L. E. Wolfson, Roy Benjamin and Harry Speers, owners of the Bay Drive-In, have brought suit against County Tax Collector of Tampa, Fla. over his refusal to issue an occupational license and forcing the Negro patronage theatre to close. . . . Exhibitors Service, Jacksonville, buying and booking for Suburbia Drive-In, Gainesville, Fla. . . . ABC Theatrical Ents. buying and booking for the following in Ga.; Madison, Madison; Union, Union City; Gibson, Gibson; Columbia, Harlem. . . . Hanceville Theatre, Hanceville, Ala., owned by Earl Kretzchmar, was destroyed by fire. . . . Judy Norlan resigned from ABC Booking Service.

Rezoning of a vacant site adjacent to the new Sidney C. Phillips Junior High School for a drive-in theatre has been recommended by the Mobile, Ala. City Planning Commission. Applicant is Zimlich Floral Co., owners of the property. . . . Fire demolished the Hinson Theatre at Sneeds, Fla., leaving only the four walls. . . . DeSoto Drive-In, Arcadia, Fla., installed a new Ballantyne sound system. George West is mgr. . . . New Cretors popcorn machines were added at the Ritz Theatre, Winter Haven, Fla. and the Lennox, Augusta, Ga. . . . The Wompi Club of Atlanta is planning to cooperate with the Old Newsboys Day newspaper sale on May 14. Recent new members are Mrs. Owen Hay, mgr., Kirkwood Theatre, Mrs. Frankie Bierley, owner, Charles Theatre, Maryville, Tenn.; Mrs. Darlene Esken and Mrs. Johnnie Barnes, both with Wil-Kin Theatre Supply.

L. A. Stein sold his interest in Carl Floyd theatres. . . . Cleveland Drive-In, Cleveland, Tenn., has a new wide screen. . . . Tom Jones, Jones Booking Agcy., has taken over the Goober Drive-In, Hartford, Ala., and the H&R Drive-In, Headland, Ala. . . . Both the Stateline and Valley drive-ins in Elizabethton, Tenn. have opened for the season. . . . Paramount's new development in production technique was used for the first time at the Fox Theatre with "Red Garters." . . . Martin & Thompson sold their Rose Theatre, Forsyth, Ga. to Mr. & Mrs. P. E. Shave.



Universal star Lori Nelson, visiting Chicago, drums up some support among local exhibitors for the 100 Percenter's Club in the "Charles J. Feldman Annual Sales Drive." Branch mgr. Lou Berman stands next to her to help sell (l. to r.) Mike Stern, Colony Theatre; Maurice Solovy, Stony Theatre; Si Greiver, Greiver Booking Organization; and Dave Solovy of the Stony Theatre.

BOSTON

Carl Goldman has been reappointed to the booking staff at Affiliated after an absence of two years in another field of business. Joe Hochberg, former head booker, is now handling some of the film buying, working with pres. Arthur Howard and v.p. Seth Field. . . . Wm. Riseman Associates are in process of designing and building four new drive-ins for New Eng. exhibitors, each with a huge wide screen. For the Redstone circuit he is engineering and building theatres in W. Roxbury, Mass. and Merryfield, Va.; for Interstate, one in Hyannis, and for Peter Perakos in Plainville, Conn. . . . George L. Roberts, treas. of the Rifkin circuit, was reelected pres. of the Sentry Lodge.

Al Lourie, who operates the Adams, Dorchester, and the Bowdoin Drive-In, Brunswick, Me., has signed a long term lease on the Kittery-York Drive-In, Kittery, Me. Built last year by Mike Nadeau and Ray Wentworth, it will have many improvements before reopening this spring. . . . Barnet Yanofski has taken over operation of the Sundown Drive-In, Westfield, from Owen Holmes and will erect a new concession building. . . . Joe Cohen, film buyer and booker, took over the acount of Midway Drive-In, Littleton, N.H. for owner Charles E. Handy. . . . Radio Shack Corp., one of the leading distribs of stereophonic sound equipment, has added Robert F. Martini to its staff. He will handle Ampex's full line.

Theodore Fleisher, pres. of Interstate ,has been appointed co-chairman of the 1954 Jimmy Fund Drive, with Joseph Cronin, gen. mgr. of the Boston Red Sox. . . . Two prominent exhibitors died here. John A. Deery, 67, owner-operator of the Paramount and Empire theatres, Salem, and E. Oliver Ransdell, pres. of Midlesex Amuse. Co. . . . The State, Dover, N.H., which has been under lease to Lloyd Bridgham, is to be converted into three stores. . . . Badly shaken up in an auto accident, Republic salesman Jack Martin was rushed to the Quincy Hospital. His injuries were found to be minor and he is expected back at his post shortly.

BUFFALO

Arthur Casselbury has taken over ownership of the 983-seat Riviera in Syracuse, formerly owned by Albert Gilbert and closed since March 1953. Booking and buying will be handled by Theatre Service Org. . . . George Lamson is new owner of the Tully Movies in Tully, which is reopening this week after being closed since Aug. 1953. . . . The 500-seat Corona at Groton is now playing F-S-S only. . . . Blatt Bros. are reopening their 525-car Lakewood Drive-In this week. Their May Theatre in Mayville has been converted into a roller rink. . . . Ownership of the Sun in Rochester has been taken over by Edward Sulkowski from Louis Weisenborn. Under new policy, it will be closed on Wednesdays. . . . Theodore Stapleton announced the same policy for his Park Theatre in Akron.

Jack Eno, emcee of "Tel-o-Test" quiz pro-

BUFFALO (cont'd.)

gram on Radio Station WEBR is giving guest tickets to the Century Theatre as prizes. . . . Basil's Lafayette completed a fourth record breaking week with "The Glenn Miller Story." . . . Dipson's Star in Tonawanda and the Granada in No. Buffalo are the latest community houses to show CinemaScope.

The Cinema, downtown independent house, preemed the Buffalo showing of "The Great Gilbert and Sullivan," currently going strong in its third week. . . . Billy Keaton, chief barker of Variety Tent 7, was emcee at the kickoff rally of the local Red Cross drive in Kleinhand Musie Hall. . . . The Century Theatre's managing director Robert T. Murphy aranged for civic, patriotic and educational organizations to obtain discount tickets at 50¢ each during showing of "The Iron Curtain."



United Artists' deal to distribute six Russ-Field productions is concluded in Hollywood as Jane Russell, who will star in three of them, inks contract. Also participating in final negotiations are (l. to r.): Lew Wasserman, pres. of MCA and Miss Russell's agt.; Robert Waterfield, pres. of Russ-Field Corp., and Robert F. Blumofe, UA v.p. in charge of West Coast operations.

CHARLOTTE

Twin Oaks Drive-In, Sparta, N.C., owned by F. C. Atwood, opened for the season. . . . Queen City Booking Service will buy and book for Henderson Drive-In, Henderson, N.C. . . . New owner of the Swansboro Drive-In, Swansboro, N.C. is Clayton Humphrey; former owner Victor Venters. . . . Frank Lowery was added to the staff of Carolina Booking Service; Johnny Wood remains as booker and Hazel Resnich as cashier. . . . C. B. Edwards installed a wide screen and equipment in his Criterion Theatre, Durham.

Thrift Road Drive-In, Charlotte, is the first ozoner in the area to install a wide screen. . . . The City Council buried the issue of relaxing Sunday theatre laws in Charlotte, which would have permitted houses within the city to be open from 6:30 P.M. to 9 P.M. Amendment was spearheaded by Councilman Herb Baxter, former Mayor of Charlotte. . . . Passed away: W. D. Vanderburg, owner of the Pageland Theatre, Pageland, N.C.; J. B. McIntyre, Raeford Theatre, Raeford, N.C.; William E. Childers, mgr. of the Lyric in Gastonia, N.C.

C. W. Couick is new owner of the Rex Theatre at Huntersville, N.C. He was formerly associated with Stewart and Everett. . . . Ike and Harry Katz, have finalized contract to handle distribution for Hallmark productions in their Kay Exchange here. . . . Opening of "The French Line" at the Center Theatre, Charlotte, was met with pickets representing a local Catholic Church and Knights of Columbus, carrying placards stating that it had not been approved by the Production Code Administration.



Richard Bernstein, Hollywood correspondent for THE INDEPENDENT, presents Robert Lippert with his Special Showmanship Award for his production of "Hellgate."

CINCINNATI

Big news hereabouts is that Cincinnati may get a Cinerama theatre. Instigated by E. B. Radcliffe, movie critic of the Enquirer, Harry Kalmine, gen. mgr. of the Stanley-Warner Cinerama chain, revealed that the city had been picked as a possible site. The most likely prospect at the moment is the Capitol Theatre, of which RKO must divest itself. . . . Variety Club is offering a "New Orleans Mardi Gras Nite" on March 27 at its clubrooms. Entertainment committee includes Jules Sien, Bob McNabb, Bob Jacobs, Max Marcus and Art Van Gelder. . . . Floyd Williamson is having a wide screen installed in his Regal Theatre, Dayton. He also reports that he has a new Manley machine.

Drive-In operators are readying their houses for early openings this season. Already in operation are Mark Cummins' Blue Grass, Georgetown; Acme Outdoor, Stockton; Old Town, Zenia, and Holiday, Hamilton; Dixie Gardens at Covington, Ky., owned by Outdoor Thea. Corp.; the Phil Smith project in Montgomery, O.; Ethel Miles' in Columbus O.; Frank Nolan's in Athens, and the ozoner at Montgomery Pike. . . . Derek Sydney, sales representative for National Screen for 27 years, died suddenly of a heart attack. . . . The Levin brothers are adding wide screens to their ozoners in Dayton and Springfield, in addition to building a new drive-in adjoining the Sherwood in Dayton, to cost some $150,000. . . . Charles Scott is planning a wide screen installation for his Alpine Drive-In at Vevay, Ind.

O. G. Roaden has added to his circuit the Roslyn, Evarts, Ky., and the Bardo in Bardo, Ky., formerly owned by Curtis Parsons. . . . A. J. Sexton, Jr., who owns theatres in Ironton and Ashland, Ky., purchased a motel in Ironton. . . . Charles Shaw is installing CinemaScope in his Monte Vista, Pleasant Ridge. . . . Paul Hollen formerly a gen. mgr. for Alpine Circuit in W. Va., joined S&S Amuse. Corp. here. . . . Mrs. Mary Semelroth closed the Federation in Dayton for an indefinite period.

Bob Dinkle is operating the Rand, Raceland, Ky., week-ends only. . . . Tom Sutton will do the buying and booking for his Judy Drive-In, Judy, Ky., this year; formerly handled by John Poe, drive-in owner of Aberdeen, O. . . . N. J. Francis acquired the Kentucky Theatre in Garrett, Ky. and the Wayland, Wayland, Ky. from M. C. Elliott. . . . The local Colosseum of Film Salesman making plans for its annual installation dinner on April 12 at the Netherland Plaza.

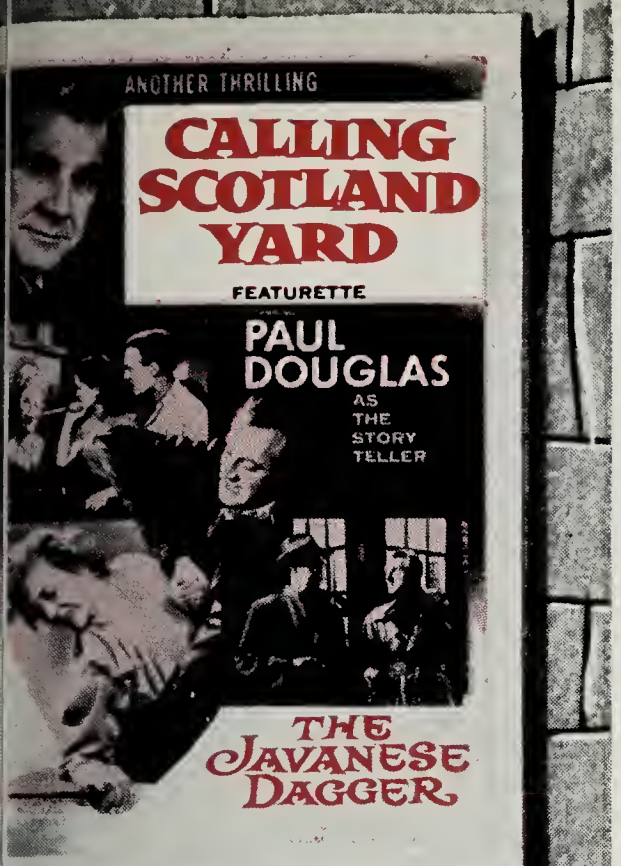
CHICAGO

John and Aaron Jones of Southern Theatre Properties have filed Federal anti-trust suit for six million dollars, triple damages, charging conspiracy on part of the major film companies. Plaintiffs allege that as a result of their failure to obtain desirable films for the Oriental Theatre, they were forced to give up the lease in 1941. . . . Ill. Supreme Court refused to allow B&K's Regal Theatre to appeal award of $18,000 to George Davis for injuries sustained in fall in the theatre in 1948. . . . Judge George Fisher postponed hearing on Grove Theatre case against Warner Circuit. There may be an out-of-court settlement. . . . Columbia reports several re-runs on "M" by Chicago theatres since Supreme Court okayed N. Y. State license case.

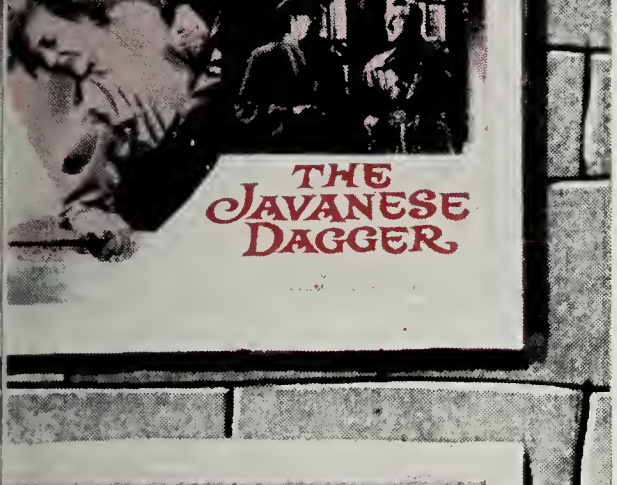
New World Weekly, Catholic Diocese official paper, has blast in recent issue against local theatres showing "Martin Luther." . . . H&E Balaban opened their Rockford, Ill. Drive-In. . . . Warner's supplied the Imperial Theatre with "House of Wax" for a second run at that house. . . . John J. Jones of J.L.S. circuit, Manny Smerling of Confection Cabinet and chief barker of Variety, Irving Mack of Filmack, Jack Kirsch of Allied and Joe Berenson, former chief barker, will represent the Chicago Club at the Dallas convention. . . . Sam Myers of Teatro del Lago and atty. Aaron Stein are in Jacksonville, Fla. looking after their theatre interests in that territory. . . . Charles J. Marcellis, 42, mgr. of the Irving Theatre, passed away.

Al Golden was transferred from Milwaukee to the M-G-M exchange here to look after the country territory. Chicago salesman Schuyler Beattie resigned to join the Goldman Theatre chain in Philadelphia. . . . B&K installing Raytone screens in Senate, Central Park, Nortown, Biltmore, United Artist theatres. Two largest Astrolite screen installations were made in the company's Marbro and Uptown, and a smaller one in the Chicago. . . . Sam Roberts, former B&K booker, passed away. . . . Will Snow

(*Continued on page* 20)







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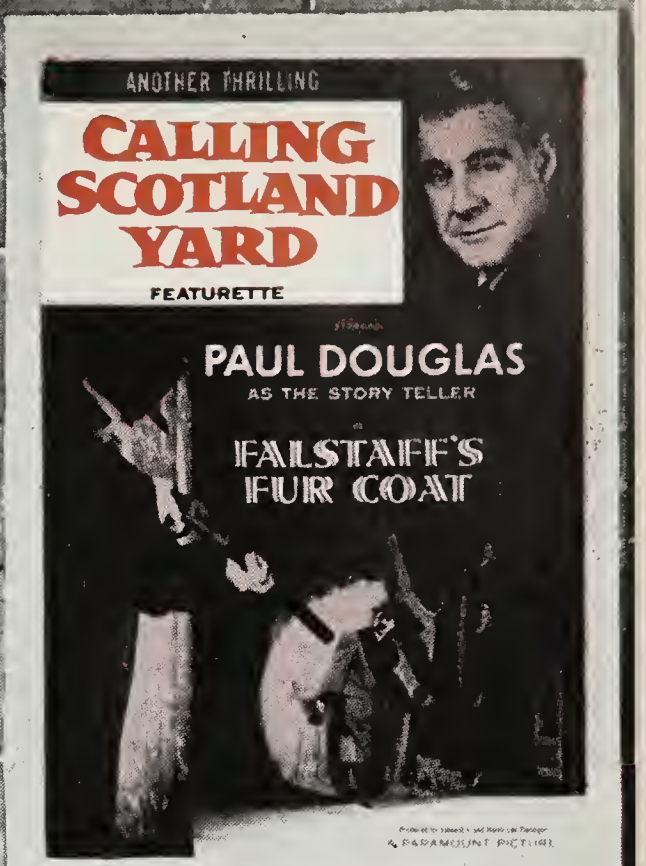
3-REEL FEATURETTES

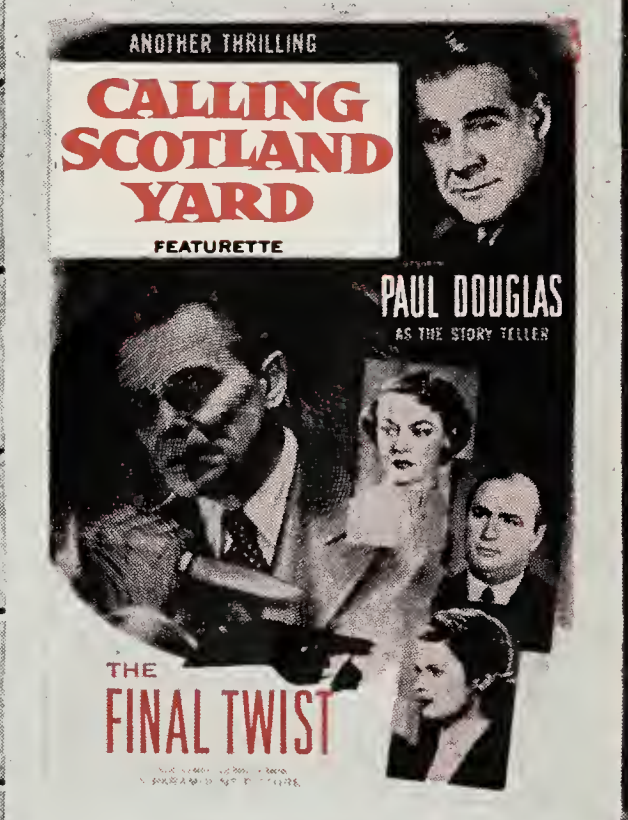
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CHICAGO (cont'd.)

named mgr. of Washington Theatre, Quincy, Ill. . . . Ben Kaplan, outdoor theatre maintenance director for Alliance will open the first of the circuit's 12 ozoners on March 24, to be followed by the balance in rapid succession, including two new projects, the South Drive-In at Kokomo, and Miami Outdoor in Peru, Ill.

One of the largest and finest marquees and theatre signs has been erected in front of B&K's Roosevelt Theatre by Whiteway. . . . R. H. Appel, formerly with Fox West Coast of Wisc., has joined Alliance as controller, succeeding R. H. Brandt who retired after 25 years to open his own business in Homewood, Ill. . . . Local trade was surprised at the verdict of Judge Frank Padden in banning "French Line." RKO attorneys may take the case to higher courts. . . . Charles Cooper, partner of Jack Kirsch in several theatres, will handle distribution of the new PolaLite glass for 3-D showings. . . . Van Nomikos of the Nomikos circuit, and Pierre DeMet, chairman, are arranging a benefit show for the St. Constantine Greek Church on May 26. . . . Douglas Kennedy, Gt. States gen. mgr., passing out cigars on birth of a second son.

Watch These Dates!

March 22-25: Dallas—Variety Clubs International convention—Adolphus Hotel.

March 28-30: Edgewater Beach, Miss—Allied Theatre Owners of the Gulf States—Edgewater Gulf Hotel.

April 6-8: Milwaukee—Allied Independent Theatre Owners of Wisconsin convention—Hotel Schroeder.

April 19-21: Detroit — Allied Theatres of Michigan annual convention.

May 2-7: Washington, D. C.—SMPTE 75th convention—Statler Hotel.

May 6: New York — Variety Club, Tent #35, testimonial dinner to William J. German—Waldorf-Astoria.

May 6-7: Kansas City — Kansas Missouri Allied spring convention.

May 9-11: Atlanta—Joint annual convention of Motion Picture Theatre Owners of Georgia and Alabama—Biltmore Hotel.

May 10-11: Minneapolis — North Central Allied ITO convention—Nicollet Hotel.

May 18-20: Lake of the Ozarks, Mo .— MPTO of St. Louis, E. Missouri & S. Illinois and Kansas-Missouri Theatre Assn.—Arrowhead Lodge.

May 25-27: Old Point Comfort—Virginia Motion Picture Theatre Assn. annual convention—Chamberlin Hotel.

June 15-16: Wawasee, Ind.—Allied Theatre Owners of Indiana spring meeting—South Shore Hotel.

Oct. 10-11: Milwaukee—Allied States Assn. fall board meeting—Schroeder Hotel.

Oct. 12-14: Milwaukee—Allied States Assn. annual convention — Municipal Auditorium.

Nov. 16-17: Indianapolis — Allied Theatre Owners of Indiana fall convention—Marott Hotel.



ABC-TV Paramount Theatre executives and wives visit with director David Butler on the set of Warner's CinemaScope production, "The Talisman," in WarnerColor. L. to R.: Jerry Zigmond, Mrs. Zigmond, Mrs. Jules Seder, Mrs. Lee Goldenson, Mrs. Edward Hyman, Edward Hyman, Mrs. J. Krier, Butler, Lee Goldenson, Mrs. Ray Hendry, Ray Hendry, Bernard Levy, J. Krier.

. . . Charles Cottle, B&K dist. mgr., back in Ill. Masonic Hospital for more checkups.

Frank Mathews, Motiograph Co., on a 30-day trip to Mexico and the west coast. Company has put on a night force to take care of increased equipment demand. . . . Feb. Chicago theatre tax collections were 10% ahead of last year. . . . Fairbury, Ill. Chamber of Commerce considering a new movie theatre to replace the Central which burned down last year. . . . Kroehler Mfg. Co. sold their "Push-Back" theatre chair division to Griggs Equip. Co. of Belton, Tex. . . . A. J. Gosboda named mgr. of the Royal Theatre, Danville. . . . Stark Theatre, Toulon, reopened by Lyle Leek.

DALLAS

Griggs Equipment Co. of Belton, Tex. has taken over manufacture and sale of the "Push-Back" theatre chair division of Kroehler Mfg. Co. . . . The Epsom Drive-In, Houston, pulling customers with a week-end show compounded of nine thrillers of sex and sensation. Entry fee is 95¢ and management continues the show on Saturday nights as long as number of patrons warrants it. . . . Robert Stack is to be toastmaster for the Humanitarian Award banquet on March 25, highlight of the Variety Clubs International 18th annual convention in Dallas, March 21-25.

Bad weather has held up construction of the Waller Drive-In but owner Nelson Horner hopes to open it in mid-spring. . . . Cleve Pullen, mgr. of the Granada Theatre, Houston habe, was found shot to death, apparently a suicide. He had been in poor health for some time. . . . The Delman, a first-run nabe, is one of three Houston theatres equipped with CinemaScope. The others are competing downtowners, the Metropolitan and Loew's State. . . . The entire Interstate group in Houston, 17 theatres, have 3-D equipment, 16 of them with stereophonic sound. Loew's and the nabe Bellaire also have 3-D and wide screen.

DENVER

Ted Knox bought the Starlight Drive-In, Newcastle, Wyo., from Starlight Amuse. Co. and renamed it the Knox. Clay Batter, recently from Pennsylvania, will buy and book for his theatres. . . . Newell, S. D., population 784, is believed to be the smallest town in the U. S. to have booked "The Robe." It will show at W. P. Pickard's Arcade Theatre. . . . Robert Hill, Columbia branch mgr., is recovering from a serious operation at St. Anthony's hospital, where he will be confined about two weeks more.

Mert Martin, asst. at the Salida, Salida, Colo., was named mgr. of the Unique at Gunnison, Colo. by C. U. (Bank Night) Yaeger, Atlas Theas. prexy. This boosted Fay Boyd from the Unique to Golden, Colo., where he succeeds Harry Ashton as mgr. of the Golden. . . . Herb McIntire, recently named western div. mgr. for RKO, was here holding a sales meeting attended by branch mgr. Marvin Goldfarb and salesmen Wm. Hobson, Mike Stewart and Robert Evans. . . . Frank H. Ricketson, Fox Inter-Mountain pres., elected pres. of the Round-up Riders of the Rockies; Joe Dekker, Civic Theas. v.p., named v.p.

April is now set as opening date for the Center, new Fox I-M first-run with 1,275 seats and costing around $1 million. Two dirve-ins also scheduled to open next month are the new Wadsworth, with space for 1,000 cars and 500 walkins, and the Centennial, 1,285 twin screen ozoner being completed near Littleton, Colo., a Denver suburb, on the grounds of the Centennial horse racing track. . . . Richard Ivy resigned as Paramount salesman and is succeeded by Wm. Peregrin, who is replaced as head booker by Louis Kolocheski, formerly asst. booker. . . . Arlie Beery, dist. mgr. for Manley Inc., has been named to a six-man committee that will meet three times a year and set up sales policies for the company.

DES MOINES

The Winfield Theatre in Winfield was reopened under ownership of E. J. Kramer of Burlington, who bought the building and equipment from Mr. & Mrs. Dayle Allen. . . . Wapello Theatre in Wapello has been completely redecorated and reopened under management of Mrs. Mary Potter. . . . Bonaparte's Commercial Club has taken over management of its local theatre. It was decided that the club will run the house for a period of six months. . . . H. P. Carlton is new owner of the Globe Theatre in Griswold, which was reopened after extensive alterations and repairs, including a new screen, seats, changes in lobby facilities, repainting and redecorating. The house will be open every night of the week. Former owners were Mr. & Mrs. Arch Conklin.

Twenty-six Brighton businessmen have agreed to sponsor movie showings at the Princess Theatre. . . . A remodeling program is underway at the Capitol Theatre in Clinton. . . . Theft of $500 from the office of the Paramount in Des Moines was recently reported to police by mgr. W. B. Haver. . . . Leon Mendelson, 52, who resigned as mgr. of Warner Pictures in Jan., fell to his death from the ninth floor of the Savings & Loan Bldg. here.

DES MOINES (cont'd.)

Dawn Theatre in Elma was one of nine busines houses destroyed by a fire, causing damage of half a million dollars. The Dawn, a quonset-type steel building was built in 1949 and belonged to the community of Elma. It was under management of Charles Jones, who owned the furnishings.

DETROIT

David Korman is renovating his Bagley Theatre following a fire which did considerable damage, and plans a May 1 opening. . . . Michael A. Chargot, longtime circuit owner, is establishing the Chargot Enterprises together with Harold M. and Clement A. Chargot. . . . Counsel for Co-operative Theas. of Mich., David Newman, was named v.p. of the Wayne County Chapter of the National Foundation for Infantile Paralysis. . . . Frank Upton, mgr. of the Music Hall, was upped to div. mgr. for Stanley-Warner. . . . New mgr. of the Berkley Theatre in Berkley is John Criste, formerly in show biz in Los Angeles. He succeeds George H. Santer, now with the Music Hall.

Sam Ackerman, who recently retired after some 40 years as owner of the East Side Theatre, returned to the city with his bride following several months in Fla. and Calif. . . . Alice Gorham of United Detroit is preparing the fourth annual series of articles for the "New Faces" presentation by the Detroit Free Press, one of the top industry tie-ins of the year. .. . . Al Ackerman, owner of the East Side, is sponsoring the fifth annual Sister Kenny Ball on April 28 at the Veterans Memorial Building. . . . Al Kaftan secured a 20% reduction in assessed valuation of his Temple Theatre for tax purposes, on grounds that boxoffice business has been only double the concession take.

A wide-screen installation was made at Ed Loomis' State Theatre, Elk Rapids. He is considering the addition of CinemaScope. . . . Clive R. Waxman, mgr. of Independent Exhibitors Service became a grandfather twice during Feb. with the advent of a son to his daughter Janice and a daughter to his son Clive, Jr. According to Waxman, opening of the new TV station at Cadillac has played havoc with the theatre business within a radius of 100 miles. . . . UDT's Broadway-Capitol has booked Dinah Washington and Cootie Williams' orchestra for a stage presentation. . . . Prior to coming to Detroit as state salesman for UA, Irwin "Polly" Pollard was tendered a testimonial dinner by Variety Club of Cleveland.



At debut of 20th Century-Fox's "Night People" at the Roxy Theatre in New York, star Rita Gam autographs a Polaroid photo taken on the scene for Dick Dickson, executive director of the theatre.

Harry Jacobson is new mgr. at the Trenton, an Associated Theatre house in Trenton. . . . Stanley Russell is the newest addition to the staff of the Detroit police dept censor bureau. . . . Seymour Berman is the new Columbia salesman assigned to the western half of Mich. . . . Ruby Goldstein, mgr. of Korman's Booker T Theatre, is back on the job after undergoing surgery.

Variety Club, Tent 27, elected the following officers: Fred J. Barr, Jr., mgr. of the Civic Auditorium, chief barker; Walter Fisher, 1st asst.; Martin Giaimo, 2nd asst.; Chuck Bissell, dough guy, and Clive R. Waxman, property master. The tent is currently preparing for its eighth annual "Youth Day" in cooperation with the Grand Rapids press and Police Dept., to raise funds for its main charity.

KANSAS CITY

After J. A. Becker's request for construction of an ozoner inside the city limits of Independence was approved by the City Council, property owners in the area filed suit against him. . . . Dickinson's Glen installed stereophonic sound for a March screening of "Knights of the Round Table." . . . Elmer Rhoden, Jr. made a rtip to Hollywood to sell his film, "Corn's-a-Poppin,'" which was made in K.C. His next one is to be "Ozark Hoe-down." . . . Mrs. Frances Vaugn, chairman of the Kansas City, Kans. censorship board, recently appeared on the TV show, "What's My Line?" Comp Jarrett opened the Trail Drive-In at Nevada, Mo. with promise of a free pass to every patron if a one-inch rain fell.

C. C. McCollister's Nomar at Wichita has a new wide screen, a steel frame and wide angle lenses. . . . The Roxy at Warsaw, Mo., operated by E. L. Folhmer, has new wide angle lenses. . . . CinemaScope was recently installed in the Colby Theatre, Colby, Kans., by owner Don Phillips. . . . Glenn Hall ordered a wide screen for the Hall at Cassville. . . . King Theatre at St. Joe is closed and the building will be sold by Dickinson. . . . Fox Midwest's Jewell at Springfield is closed.

Maintaining movies are the only fairly priced amusement for working people, Roscoe A. Cook closed his Shelby (Mo.) Theatre in protest against lack of action on the excise tax. . . . Universal has started work on a new building at 17th & Wyandotte. . . . The Kimo inaugurated a new policy of no reserved seats and more quality films. . . . Judge Sam C. Blair of Cole County Circuit Court ruled that K.C.'s censorship ordinance is unconstitutional and it was decided to rewrite the law. . . . Accounting work of Allied Artists' St. Louis and Denver exchanges will in future be handled by the AA office here.

LOS ANGELES

Al Williams was named mgr. of the Monterey Theatre, Monterey Park, owned by Larry Moses. . . . Replacing E. R. Crouch, who was transferred to Springfield, Ore., the new mgr. of Western Amuse.'s Needless Theatre, Needles, is J. W. Speer. . . . Jay Burger, who formerly operated the now closed Buena Theatre in Ventura, has been named mgr. of the Warner Theatre, San Pedro, succeeding Harry Slinker, who moved to the



Candles on M-G-M's 30th Anniversary Cake, which graced the lobby of Loew's Poli Theatre, New Haven, Conn., at opening of "Knights of the Round Table," are being blown out by (l. to r.): branch mgr. Philip Gravitz, asst. mgr. Charles Gaudino and mgr. Robert Rosenthal.

Warner in Huntington Park. . . . Ben Taylor, former salesman for Lippert, has joined Favorite Films as Arizona sales rep. . . . The Circle Theatre, Greenfield, has been leased to Walter J. Giordano.

The long-shuttered Temple in Glendale, reopened with Philip Ordin piloting the house. . . . Gerald Gallagher, 56, former owner of the El Cajon Theatre,El Cajon, passed away. . . . Edwards Drive-In, formerly operated by Edwards circuit, has been acquired by the Cal Pac Corp. . . . Joe Kennedy, formerly with FWC Theas., has joined Real Pictures. . . . Jacob Jacobs, National Screen Service, who has undergone several eye operations, was welcomed back to his desk by friends and associates. . . . "Chuck" Piercy, Preferred Theatres booker, also back recovered from a heart ailment.

MIAMI

Hal Kopplin, art dept. head of the Wometco chain, creating the posters for the third annual mgrs. showmanship contest, to run two months with prizes totaling $3,000. . . . David Kaye is new asst. mgr. at the Paramount. . . . Jack Miller of the Shores Theatre now sells the News Reel to Peoples National Bank of Miami Shores. They sponsor it for 12 weeks, with commercial plugs. . . . Ray Toemmes and Tim Tyler looking forward to new contour curtain for the Miami Theatre. . . . Henry Chapman, mgr. of E. M. Loew's Salem Theatre, visiting many theatres in Miami area and getting ideas for his New England patrons, even palm trees for the lobby. . . . George Jessel is the latest personality to plant a Mahogany Tree at the Variety Children's Hospital.

MILWAUKEE

Vic Manhardt Co. Inc. RCA theatre supply dealer, leased the Highway No. 14 Drive-In at Richland Center from Mrs. David Resnick, daughter of the late Mrs. Sarah Eskin, owner of the project. Various improvements will be made, including regrading, new playground equipment and booth improvements. W. J. Coughlin, associated with the Manozoner. . . . A committee to study charges

MILWAUKEE (cont'd.)

of "lurid" motion picture advertising and objectionable TV films will be formed by the metropolitan crime commission here.

A day of Paramount screenings was announced for March 29 by branch mgr. I. Werthamer. "Elephant Walk" will be shown at 10 A.M., then lunch at the Schroeder Hotel, followed by screenings of "About Mrs. Leslie" and "Knock On Wood." . . . Sam Miller, owner of the Rialto in Gladstone, Mich., came east to do his booking and buying here. He lives in Calif. . . . Distributor here for PolaLite, 3-D single strip system, is Milwaukee Film Center, Inc., operated by Oliver Trampe. It's the first single 3-D strip system to be put on the market. . . . A parade was held in front of the Fox Palace, managed by Mr. Boesel, on opening night of "Beachhead." Marine equipment decorated the lobby.

Theatres throughout this territory now CinemaScope equipped, are the Crescent, Shawano, Mrs. Nagle; Plaza, Burlington, Poblocki & Sons; Grand Wausau, L. Beltz; State at Wausau and Fox-Wausau; Badger, Reedsburg, R. Kelly; Orpheum, Green Bay, R. Leddy; Bay, Green Bay, Standard house; Orpheum in Kenosha; Capitol, Manitowoc, R. Guiterman; Wisconsin and Rapids at Wisconsin Rapids; Raulf and Oshkosh, Oshkosh; Don Kelliher's theatre at Elkorn, and houses in LaCrosse, Beloit and Sheboygan.

MINNEAPOLIS

Eddie Ruben, Welworth circuit prexy; his associate, Joe Floyd of Sioux Falls, S.D., and his son-in-law, Larry Bentson, have been granted Channel 7 for a TV station in Rapid City, S.D. The trio also operates a TV station in Sioux Falls. . . . The Westgate, a suburban art house, opened an art gallery in its lounge and lobby and features the works of Minnesota artists. . . . Dale Bring, former mgr. of the Moorhead at Moorhead, Minn., was named mgr. of the Time at Rochester, Minn., where he succeeds Venice Barsness, now mgr. of the Badger at Eau Claire, Wis. . . . Warner salesman Don Urquhart is passing out cigars to announce the arrival of a son, named David. . . . William Svendsen sold the Park at Pelican Rapids, Minn. to Roy Malke of Hazen, N. D.

Cinerama Corp. signed a three-to-five-year lease on the Century Theatre, now being redecorated and equipped for showing of "This Is Cinerama" around April 19. . . . The un-



Piper Laurie poses with Lou Sorenson, manager of the Utah Theatre, Salt Lake City, where Miss Laurie made personal appearances in connection with the world premiere of RKO's "Dangerous Mission," Technicolor film in which she co-stars with Victor Mature, William Bendix and Vincent Price.



Republic's director of sales, C. Bruce Newbery, presents the company's February "Man Of The Month" citation to New York branch manager Joseph Wohl, while Metropolitan division sales manager James V. O'Gara enjoys this tribute to one of the men in his district.

occupied Isis Theatre at Deadwood, S.D. and two adjoining buildings were destroyed by fire, with damage estimated at $50,000. . . . Reno Wilk, operator of drive-ins at St. Cloud and Mankato, Minn. and Minot, N.D., is visiting Phoenix and Los Angeles on business. . . . W. H. Workman, M-G-M branch mgr., back at work recovered from injuries received in an auto accident.

Sam Honigberg, Columbia exploiteer, was in from Chicago working on "It Should Happen to You," which opens at the Orpheums in both Mpls. and St. Paul on March 24. . . .Eve Lovlette, Columbia salesman who has been ill in a Minot, N.D. hospital, is reported much improved.

NEW HAVEN

The newly formed Groton Open Air Theatre, Inc., listing J. Lawrence Peters as pres., has started construction of a 650-car drive-in at Groton, with late May slated for completion. Associated with Peters are Isadore Fishbone, v.p.; Harry Picazio, Jr., secy., and Anthony Albino, treas. . . . Town Assessor at Branford, Conn. issued a a permit for construction of a drive-in to Anthony and John Perri of New Haven. . . . A permanent injunction restraining John D. Sirica and associates from building an ozoner on Litchfield Rd., Watertown, was granted by Judge Charles S. House, ending an 8-month dispute between Watertown property owners and the Sirica group.

The 950-car Plainville Drive-In, located about a mile from New Britain, home base for the 8-theatre Perakos circuit, opened March 18, marking the first outdoor project for this chain. . . . Mrs. Joe Spivack, wife of the former gen. mgr. of Theatre Candy Co., was named mgr. of the State Theatre, New Britain. Spivack is now a sales rep. in Conn. for Bradley & Smith Candy Co. . . . Lou Green is new asst. to mgr. Sid Kleper of Loew's Poli College, New Haven.

NEW ORLEANS

Ike and Harry Katz have acquired franchise for their Kay Exchange to distribute Hallmark productions in this area. . . . Recently reopened drive-ins include the Moonlite, W. Long Beach, Miss., by Mrs. H. B. Millet; the Fern at Woodvile, Miss. by Al Randall; the Loop at Texarkana, Tex. by Joy Houck; Hub at Monroeville, Ala. by McLendon Theas.; Autovue at Lorman, Miss.; Pines at Homer, La.; 82 at Stamps, Ark. . . . Richard Walsh, IATSE prexy and 46 executive board members held their spring meeting at the Roosevelt Hotel here, March 15-19. . . . The Strand Theatre, Vicksburg, Miss., was reopened, also the Loop at Texarkana, Tex. and the Swan at Bastrop, La.

35 Drive-In at Pickens, Miss. was taken over by M. E. Ginn. . . . George Chadwick is the new owner of the Mavon Theatre, Pickens, Miss. . . . The local WOMPI chapter held a dance in the Walnut Room of the New Orleans Airport last week.

A seven-week "Search for Talent" is scheduled by Saenger Theatre and Radio Station WSMB, ABC, with prize of $1,000, a free trip to New York or Hollywood and a guest appearance on one of the network's shows.

Grosses on "The Glenn Miller Story" in its fourth week at the Joy Theatre exceeded all previous records at regular admission prices. . . . "The French Line" opened at the Tudor at raised admission of 90¢ and is playing to record crowds. Reports of picketing, etc., seem to have been unfounded. . . . Edward M. Frankel, for many years owner of the Century, Mobile, Ala., passed away.

NEW YORK

When free popcorn and half-price tickets failed to attract customers to his Treat Theatre in Newark, N. J., on Monday nights, Lewis Tortariello advertised a free showing of "From Here to Eternity." 700 persons crowded into the theatre, which seats 400, smashing glass panel doors and requiring police and firemen to weed out persons standing in the aisles. At regular admission of 50¢, theatre normally has about 40 customers that night.

Louis de Rochemont arrived in N. Y. from Europe to view for the first time all the rough-cut footage so far shot and assembled for "Cinerama Holiday," which he is producing in the U. S. and abroad, and which he expects to wind up in another six weeks. Minneapolis will be the 11th city to see Cinerama when "This Is Cinerama" opens at the Century threre on April 19. . . . "The Lost Weekend," which won an academy award in 1945, will open at the Rivoli Theatre on March 26.

(*Continued on page* 24)



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PHILADELPHIA

Trans Lux Corp. of N. Y. has taken a long-term lease on the 800-seat World Theatre here, located in the new center housing a number of office buildings and the Sheraton Hotel. The theatre property is owned by Faith Theatre Corp. of N. Y. C., headed by Samuel Cummins, and N. Y. brokers Berk & Krumgold consummated the deal. . . . Local TV station WPTZ has bought 30 Italian-made movies for future programs. . . . Dean Martin and Jerry Lewis will be heading for Philly in the late spring to promote their new movie, "Living it Up." . . . Irv Blumberg has been named ad-pub dir. for Stanley-Warner theatres, replacing Everett Callow, who joined Cinerama Corp. in New York. Blumberg's asst. will be Ray Robbins, former mgr. of the Aldine and Terminal theatres.

The Aldine will be called the Viking Theatre when it reopens shortly. Seating capacity has been reduced to 950 to allow for installation of CinemaScope. . . . Elmer Hirth, film buyer and booker for Wm. Goldman theatres, resigned after 14 years with the company. Former M-G-M salesman in Chicago, Schmyler Beattie, has joined the Goldman chain. . . . Roy Sullender, former theatre mgr. and more recently head of the Allied buying and booking service, opened his own National Service Corp.

PORTLAND-SEATTLE

The Irvington, leading Portland suburban theatre managed by Stan Smith, has installed CinemaScope and following house renovations will reopen with "The Robe." . . . A wide screen will shortly be put into te Lincoln Theatre, Taft, Ore., according to Bill McKevitts, Inc., owners of a small chain in Lincoln County, including theatres in Oceanlake, Taft and Newport, Ore. . . . Additional drive-in openings in the Inland Empire include the East End, managed by Robert J. Fiebiger, following improvements and a new 60′ screen; E. W. Johnson's West End at Geiger Field; East Sprague and Motor-In. Portland's Amphitheatre and Super 99 drive-ins lead the way there with showing of CinemasScope films.

Francis Grenlich and Ted Jones, owners of the Liberty and Granada theatres in LeGrande, Ore., have purchased the ozoner there from Al Parker and W. J. Shell, who plan on building another theatre for the coming season. . . . Mgr. Dick Newton of the Paramount, Portland, announces the arrival of a son named Richard William. . . . Sandy Boulevard and 82nd St. drive-ins, Portland, opened for the season, also the Midway at Granger, Wash. . . . Jack O'Bryan, UA exec. for Ore., has been named v.p. of the Portland Council of the Navy League of Ore.

Dick Edge, former mgr. of the Liberty in Astoria, Ore., assumed the duties of city mgr. for Sweet Home's two theatres, owned by Jesse Jones, whose Roseway, Portland, now has CinemaScope.

ST. LOUIS

Marion L. Plessner and Robert E. Johnson, veteran St. L. ad-pub. men, will open a publicity agency on April 15, to be known as Plessner & Johnson, Inc. Among accounts which they will service are F&M-St. L. Amuse. Co., Sheraton Hotel, Missouri Cinerama Corp. and Home Show of St. L. . . . Ed Fellis, theatre owner and mgr. of Hillsboro, Ill., is retiring from the industry after 35 years of continuous service. Effective March 1, the 600-seat Orpheum was taken over by Frisina on a long-term lease.. . . . Frank Rogers, formerly connected with Leon Jarodsky's Lincoln and Paris theatres at Paris, Ill., is new owner of the Star Theatre at Newton, Ill. . . . Kerasotes closed its 350-seat Palace at Chillicothe, Ill. for an indefinite period. . . . F. J. "Mike" Lee, UA dist. mgr., is recuperating at home after hospitalization. . . . Bob Marchbank, Commonwealth dist. mgr. at Washington, Mo., recently suffered a heart attack. .. . National Thea. Supply installed CinemaScope lenses and Simplex X-L mechanisms at Bloomer's Ritz in Belleville, Ill.

Local film exchanges will service some 67 ozoners in Mo., 63 in So. Ill., 2 in Indiana, 9 in Ky., 1 in Ark. and 1 in Iowa. . . . March 12 marked the opening of several drive-ins in St. L. County. Included are Midwest's Airway and Manchester; Ronnie's and the 66 Park-In, owned by Wehrenberg; the North, jointly owned by Wehrenberg and Kaimann; Skyline and St. Ann 4-screen, under F&M management. . . . Under construction and due to open in June are the twin screen South Drive-In for 1000 cars and 700 seats; the 700-car Broadway, owned by Mayor Ray Parker of Brentwood and associates. Others scheduled to open this year are the 750-car Star View between Cape Girardeau and Jackson, Mo., owned by Howard Bates and Carl Milne; Norvin Gardner's 300-car project near Dexter, Mo.; 350-car operation of Geraldine Twitty and Earl Ferrell near E. Prairie, Mo. and Leon Jarodsky's 500-car drive-in near Paris, Ill.

Ozark TV Corp., operator of KACY on Channel 14, with studios near Festus Mo., filed treble damage suit totaling $2,532,848 against CBS and Signal Hill Telecasting Corp. of Belleville, Ill., operator of WTVI, charging conspiracy to prevent KACY from getting any CBS network programs. . . . Richard Klages, 20th-Fox shipping clerk and pres. of Film Exch. Employees Local B-1, was retired on pension under the company's retirement plan. . . . A 30′ Dynalite screen was purchased for the Strand at Fairfield, Ill. . . . Victor Klarfeld, mgr. and part owner of the Rialto at Cape Girardeau, Mo., is recovering from his recent illness.

Haile Selassie, boss man in far-off Addis Ababa, has indicated he may stop off here in May when he visits this country to see the Zoo's performing chimps. . . . The new South Side day nursery, made possible through the Variety Club Heart Fund, was the subject of a special feature story in the Post Dispatch. . . . A free movie party was staged at F&M's Fox Theatre for elementary school children as part of the area-wide observance of Brotherhood Week. . . . St. L. Amuse. Co. has started equipping all its theatres with stereophonic sound and wide screens.

An 11 P.M. curfew has been adopted by the Granite City, Ill. Council for youths under 18 and will be strictly enforced. . . .Accounting work of Allied Artists St. L. and Denver exchanges has been combined with that of Kansas City, Mo., where it will be performed in the future, resulting in resignation of two members from the local exchange. . . . Delta Drive-In at Sikeston, Mo., and the Cape Drive-In, Cape Girardeau, Mo., which had been operating week-ends, went on full time last week. . . . Gt. States made a deal with Perry Hoeffler, former partner, to take over the 1,000-seat Orpheum at Quincy, Ill., in compliance with the Paramount decree, leaving Gt. States the Washington there, which will be temporarily managed by Joe Hackworth, former city mgr. at Alton, Ill. . . . McRae and Hunsaker closed their De-Luxe Theatre at Camp Point, Ill.

SAN FRANCISCO

Sam Sobel has purchased the Tower Pictures Co., organized by "Duke" and Robert (father and son) Clark last June. Sobel will remain at the present Tower location. Robert Clark will find new headquarters for the Robert Clark Booking and Buying Service and devote all his time to that project. "Duke" Clark has not announced his future plans. . . . Variety Club will move to new headquarters on the ground floor of the Golden State Theatres bldg. . . . Roy Cooper, for many years film buyer for United-Calif. Theas., resigned to devote full time to his personal theatre holdings, which include the Visalia and Grand in Visalia; Strand, S.F., and the Sea Vue, Pacific Manor. Cooper's asst., Fred Dixon, takes over film buying.

Lew Maren, formerly with Columbia, has joined M-G-M here and is promoting "Julius Caesar" in the territory. . . . The nabe Rita will reopen on a week-end policy, German films without English subtitles, March 20. . . . Station KSAN-TV made its debut here March 1. It will televise the home games of the S.F. Seals as well as other live sports events.

Alfred Laurice, operator of the Cardinal, S. Palo Alto, has filed suit against the City's Advisory Board on Commercial Amusements, because the board has hampered efforts to show movies made for "discriminating audiences." Stating he has never tried to show "smutty, immoral or indecent" pictures, he wants freedom to exhibit "adult entertainment." Laurice is unhappy over the Board's adverse decision on "The French Line" and "I, The Jury," and also voiced objection to its designation of "adults only" on some films. Palo Alto is the town where Stanford University is located.



Crew members of St. Louis Variety Club, Tent No. 4, inspect the newly completed South Side Day Nursery building, its major charity, under guidance of Mrs. Otto Patterson, pres., and Miss Shomaker, director. Entire proceeds from the premiere of "This Is Cinerama" at the Ambassador Theatre were donated to the Club in behalf of this project. L. to R.: Joseph Ansell; Al Poos, 1st asst.; Louis Ansell; Ray Quinlan; Paul Krueger, dough guy; Edward B. Arthur, chief barker; Tom Canavan; Tommy James; Gordon Halloran; John Meinardi, 2nd asst.; Gordon Graber.

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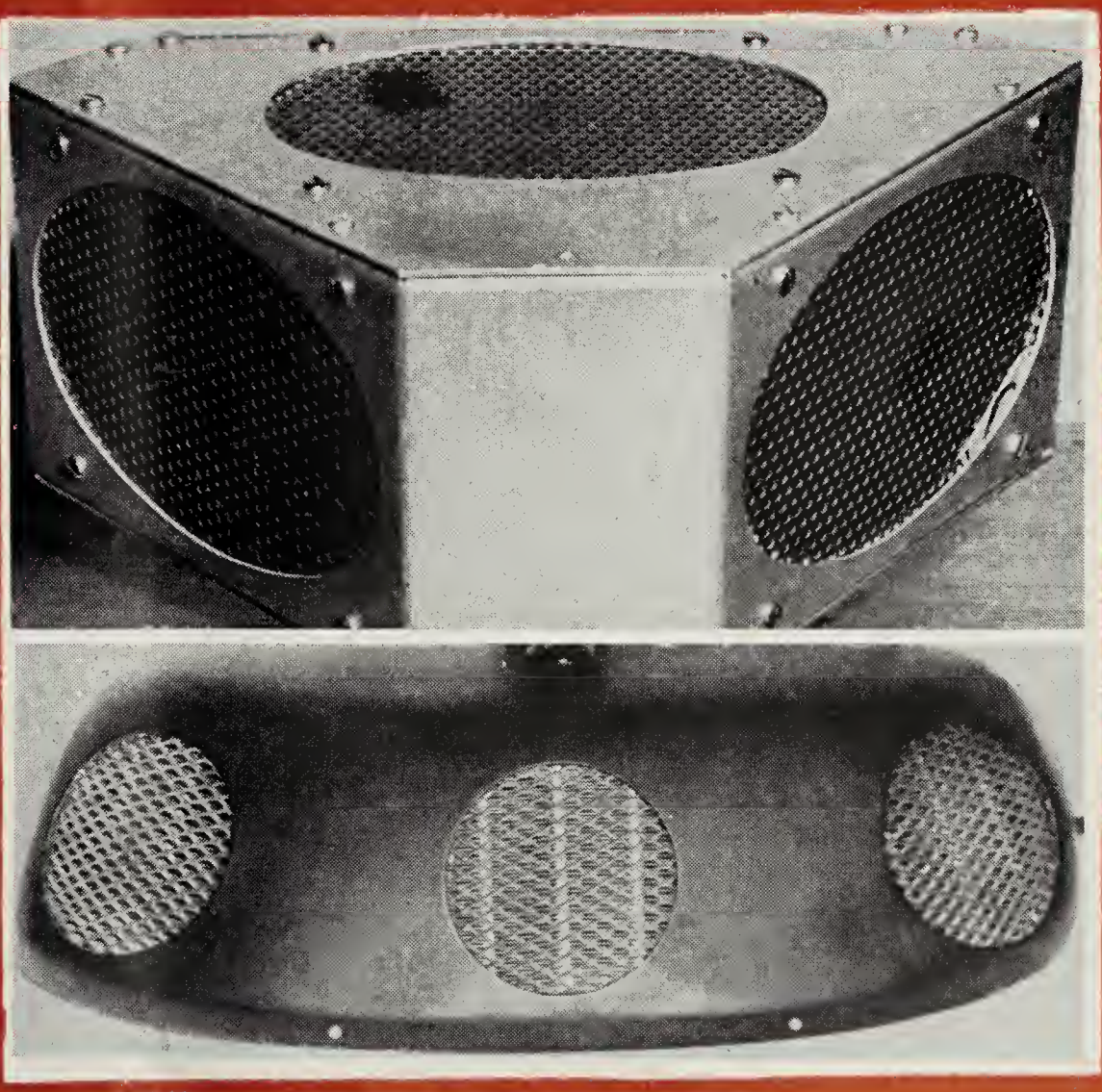
Perspecta Installed Abroad

"Twi-Nite" Screen Set

Luxuria Screen Used

Tower Conversions Seen

Glass Screen Employed



STEREOSOUND FOR DRIVE-INS

[PICTURES ABOVE show Ampex (top) and Ezell (bottom) in-car speaker models]

See page 32

STAVISION by Loren L. Ryder

HY AMPEX? by Spyros S. Skouras

Para's VistaVision System Offers Benefits To Theatres

by **LOREN L. RYDER,** *Head of Engineering and Recording for Paramount Studio*

Paramount's VistaVision, a complete new process of photography and release printing, is pointed straight at Mr. Exhibitor. VistaVision was developed to enable theatres, large and small all over the world, to present a picture in almost any aspect ratio and with a clarity of detail unequalled. Moreover, the theatre owner need not spend huge sums of money in order to provide his patron with the finest in motion picture presentation.

The advent of wide screen and stereophonic sound, enjoyed now by relatively few houses, posed the question in many minds as to "What shall we do?"

Before proceeding, these few facts should be made clear:

1. **VistaVision can be shown in any aspect ratio from 1.33/1 to 2/1.**
2. **VistaVision does not require the purchase of any additional equipment.**
3. **VistaVision will not reduce the seating capacity of any theatre.**
4. **VistaVision will permit the patrons to see more and gain more enjoyment.**

Starting with the camera a completely new technique has been employed whereby regular 35mm. Eastman color negative stock film is exposed horizontally, utilizing an eight sprocket hole space instead of the conventional four sprocket holes. All of the available film space between the sprocket holes, including that normally reserved for the sound track area, is included in the photographic space which measures 1.472" x .997" and is nearly three times the size of a regular 35mm. camera frame. The resulting negative frame carries complete picture information in fine detail. This is accomplished by the use of the widest angle lenses in any motion picture camera.

Grain Disappears

The technique of optical reduction from a large negative image to the standard image size is the most important and distinctive feature of VistaVision. Larger screens and larger pictures have always been possible, but they have been limited until now by picture quality and adequate screen illumination. The metalized screens which were introduced for 3-D have helped screen illumination, and VistaVision is the first process to make a noteworthy and immediately apparent improvement in picture quality.

Optical reduction of the large negative in an operation that turns the image 90° results in dailies, studio copies and release prints on standard 35mm. film which may be run on any standard projection machine.

A standout feature of this process is that in the reduction all of the grain practically disappears on the screen and a bright, sharp image is retained. It is this feature that allows comfortable viewing down front, which has always been a problem with other ide screen presentations and the older small screen showings.

While pictures produced with the VistaVision camera may be shown in any theatre without changes in normal equipment, certain advantages may be obtained by making specific improvements and with each increment of improvement additional viewing pleasure is gained.

For theatres not so equipped, a large screen is recommended. This should be as large as the premises will allow and preferably seamless. Even the best of screens with seams tends to divide the picture in sections and obviously does not permit the best presentation. Therefore, we suggest a large seamless screen and that the exhibitor *fill the screen with picture.* This is the first step in utilizing VistaVision to better advantage.

Good quality standard projection lenses and adequate light will naturally increase the depth and clarity of VistaVision scenes. However if the house and screen are very large, it may be desirable to purchase variable expander lenses, since all future pictures photographed in VistaVision will be made both with standard prints and compressed prints. Complete flexibility is assured by the use of expander lens because it not only will play a VistaVision compressed print, but also compressed prints of other studios. In normal projection, standard lenses can be used with a standard print and the improved VistaVision quality can be played in any aspect ratio from 1.33/1 to 2/1 by the simple expedient of masking with a properly shaped aperture.

Favors Single Horn

Of the two types of release prints to be made available (standard and compressed), both will have a control track which will control sound placement in theatres equipped for dimensional sound. However, our recommendation is for regular single horn sound reproduction for most smaller theatres and suggest stereophonic type sound only for those operators who feel that such an installation has value in their theatres.

VistaVision might be referred to as the Eye-to-Eye system. From the camera eye to the human eye, each detail comes up as sharp as if you were viewing the original scene. Many hundreds of persons attending the demonstration at the Paramount Hollywood Studio declared that from (any angle or distance (our throw was 165") the quality of the picture showed such outstanding detail as to be almost unbelievable.

Our opinion is that VistaVision is the only completely compatible and flexible system of giving theatre patrons the best possible quality on the largest possible screen at the lowest possible cost.



Reproduction of the VistaVision camera negative at left showing size and placement of the image. Note clarity of detail. At right is reproduction of the 35mm. release print made from the double frame VistaVision negative. Latter is optically printed down to area shown and turned 90°. Resultant print gives wide screen picture having greater resolution.

Perspecta Stereo Installed Abroad

The first two Perspecta stereophonic sound integrator units for regular theatre use have been shipped to Europe, it was announced by C. Robert Fine, president of Fine Sound Inc. The shipment initiates the delivery of integrator units for the single, optical track stereophonic sound system which M-G-M has adopted for all prints used abroad.

Fine reported that all 40 M-G-M theatres abroad will be equipped for Perspecta stereophonic sound by the end of April. A large number of orders for integrator units for non-M-G-M theatres wil also have been filled by that time.

One unit will be permantently installed in M-G-M's Plaza Theatre, Toulouse; the second is for M-G-M, Belgium. Both units were made by the Fairchild Recording Equipment Co. of Whitestone, New York. Installation of the units will be by Westrex.

For the installation of the integrator units in Belgium, Fine reported that he has been conferring with Robert F. Desberg, theatre supervisor of M-G-M of Belgium, now in New York. Conference have also taken place with Robert Lucas, technical supervisor of the M-G-M theatre chain in Australia.

At present Fairchild is the sole licensed manufacturer of integrator units on a non-exclusive basis. Other non-exclusive licenses are available to qualified manufacturers, some of whose applications are now under consideration.

Among the organizations placing orders for additional units are the folowing: estrex; the international division of RCA; and the international division of National Theatre Supply.

Bevelite Designs Ozoner Four-Inch Cone Speaker

A new four-inch speaker for drive-in theatres, priced at $5.95, has been designed by Bevelite and is being manufactured by Theatre Specialties, Inc. Described as a "jewel-toned" speaker, product is said to be the result of extensive research and experiment. Company claims the speaker combines full tonal quality with sturdy construction, and case is allegedly weatherproof.

The Bevelite speaker reportedly delivers full range sound at all levels. Volume control, while operated easily, cannot be worked loose from the case, according to statement. Both speaker and volume control are mounted on a single yoke.

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Motiograph Features Newest In-Car Speaker With Raincoat

A drive-in speaker system designed to hold up under adverse weather conditions has been made available by the Motiograph Co., which describes its Rainmaster Series as "the in-car speaker with a raincoat." Claim derives from the fact that the company has covered the face of the speaker unit with a taut linen cover impregnated with a chemical which allegedly makes it both waterproof and dustproof.



The Motiograph in-car speaker is composed of five parts: the front and back of the case, the Rainmaster speaker unit, a full range volume control and the cord, distributed both plain and coiled.

Speaker unit has been made rattle proof by being firmly screwed to the speaker case, and there are no cork pads or springs to deteriorate, according to Motiograph.

The Rainmaster speaker has been designed to fit almost any junction box so that it may be ordered with or without the accompanying one designed for it. Box itself has multi-tapped transformers which allegedly permit exact impedance matching with any make or model of sound reproducing equipment.

Both speaker and junction box are made of light, strong die cast aluminum finished in white on silver with an emerald-green trim. Unit has a four-inch diameter speaker, with all of the metal parts specially plated to resist corrosion.

Speaker may be quickly taken apart and reassembled, as it has only two patented screws holding the housing together, Motiograph explains.

Fog-Producing Machine Cuts Drive-In Mosquito Problem To Minimum

Drive-in operators whose profits are eaten into by pesky mosquitoes that take chunks out of patrons, keeping them away from open-air shows, may find their problems solved by a fog-producing machine created by the combustion equipment division of Todd Shipyards. Firm calls its invention TIFA, short for Todd insecticidal fog applicator.

TIFA machine disperses a fine, dry fog, which is said to be harmless to both customers and their cars. Density of the fog may be regulated according to particular need, and then it spreads quickly over a wide area, company claims. It is said to cover everything in its path and penetrate the most inaccessible corners.

Fog kills insects and bugs on contact, or else it leaves behind a residue which has an insect-killing effect for days or weeks, depending upon the circumstances. Machine sells for about $1850 and is available through dealers and custom foggers.

The TIFA machine uses both newly developed as well as older type chemicals of a selected particle size. The insecticide, fungicide, repellent, hormone or purifier, dissolved or suspended in a carrier liquid, is atomized mechanically by air into a spray. This spray is then introduced into a blast of hot air and further fractionized.

Billions of Droplets

On contact with the atmosphere, this material is turned into fog, whose droplets fall on the surface of buildings and foliage. One pound of insecticide is broken up into several billion droplets. Size of fog particles is controllable by the setting of one valve, company explains.

Todd reports that TIFA fog coverage is more economical than spraying or dusting. The health department of one city estimated that this type of insect control cost less than two percent of previous methods, according to a company brochure. Additionally claimed for TIFA, which is powered by a small standard-make gasoline engine, is that it is easily operated by one man.

Company quotes a favorable report from a drive-in said to be located in a bad mosquito area. Theatre reportedly had fresh water swamps to its rear and salt marshes close by. Exhibitor is quoted as saying that the fogging treatment reduced the mosquitoes to an unimportant factor. Towns, ranches, farms, beaches and other similar exposed areas are using the invention successfully, according to report.

Screen Brush By Raytone

New brush for use in cleaning all types of metallic-surfaced screens, and for use with all other types of screens, has been perfected by Raytone Screen Corp., according to a company announcement. Most successful results will be obtained, Raytone claims, by using the brush at least once weekly. Special bristles help accomplish the cleaning, it was pointed out.

Polaroid Introduces New All-Plastic 3-D Glasses

A new model of 3-D glasses, with all-plastic frames, contoured temples and increased viewing area will be introduced this month by the Polaroid Corp., according to Richard Kriebel, Polarizer sales manager for Polaroid. New viewers will be sold at the same price as the old cardboard models and may be applied toward permanent possession of the Polaroid 3-D equipment under previously announced terms.

Orders for the new viewers, available in yellow and blue frames, will be processed through RCA theatre dealers, Kriebel stated. Introduction of new glasses indicates company's faith "in the future of 3-D as a continuing asset to motion picture entertainment." Medium is entering its third era as an integral device for certain films, the report states.

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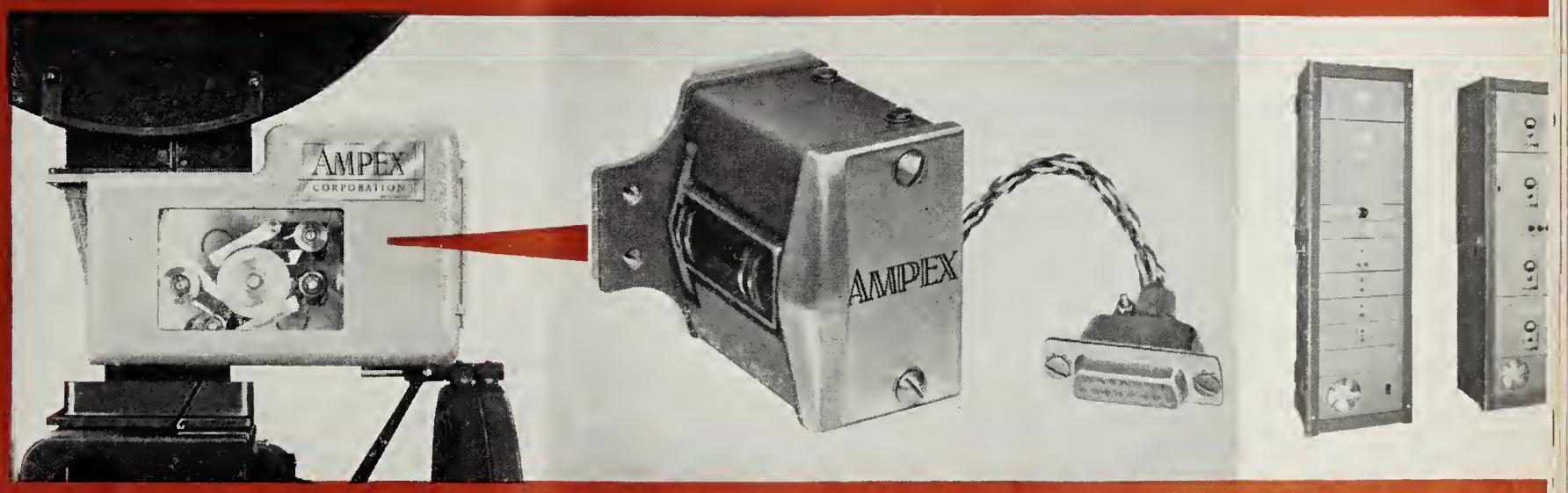
  AMPEX is the stereophonic system based on outstanding previous achievements in **magnetic sound.** AMPEX has for many years been the acknowledged leader in magnetic sound for the major broadcast networks and for the leading phonograph record manufacturers (for master recordings). Your theater audience will hear and appreciate the difference in AMPEX quality.

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  It's a complete system from one responsible source. All amplifiers and control equipment are furnished together in neat rack mountings with orderly wiring and connections. It's the least expensive to install and maintain.

- **BECAUSE IT'S THE BEST INVESTMENT**

  The AMPEX theater stereophonic system wasn't announced hastily, BECAUSE IT HAD TO BE THE BEST. Now it has been in full production for several months and firm delivery dates can be quoted. It's the system designed and built to last. It's the smart choice for theaters that have waited until now for something better at a price that's right.



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AMPEX—the leading name in magnetic sound

Why Ampex?

by Spyros S. Skouras
President
Circuit Construction Corp.

A fortnight ago I had the pleasure of sending a personal letter to practically every exhibitor in the United States on behalf of the Circuit Construction Corp., distributors of Ampex multi-directional stereophonic sound systems. My communication outlined the basic features of the ultimate in stereophonic sound provided by Ampex. The gist of this analysis was the answering of a simple question: "Why Ampex . . .?"

I, too, am an exhibitor, and like every other one I want my theatre to have the best in sound equipment. By the word "best" I do not imply a sound system that is as good as the one installed by my competitor, but a superlative one that excels my competitor's installation — a system that I am proud to have for the absolute satisfaction of my patrons whose money at the box office provides me with my livelihood.



SPYROS S. SKOURAS

Like any "thoroughbred" in any line, before one makes a selection he must study not only the claims that the company makes, but must go beyond that and investigate the past, the background, the very genesis of the "thoroughbred." Such an examination of the qualities of the Ampex Electric Corp. was undertaken by the Circuit Construction Corp.

With an established undisputed leadership in the recording and broadcasting fields supported by the excellence of performance and superiority of design of Ampex Stereophonic Sound, the officials of the Circuit Construction Corp. were confident that in undertaking the distribution of Ampex equipment they were truly performing a service for the American exhibitor.

It is a fact that 90% of all phonograph recordings are processed with Ampex equipment, and it is also a fact that all major radio and television studies are equipped with Ampex magnetic sound installations. Therefore, supported by this type of firm foundation of past achievement in the magnetic sound field, the entrance of the Ampex Electric Corp. into the motion picture field is only a natural consequence.

Today they have designed and constructed for the motion picture theatres of America the best and finest performing magnetic stereophonic sound equipment. Ampex sound systems, in DeLux, Master and Super Series, have been engineered and designed with the same care and precision that has earned for Ampex the undisputed leadership in the field of magnetic sound.

The Ampex Master Series, unlike competing systems which were built of previously existing component parts, is not a hybrid in adaptation, half new and half old. Every component part of the Ampex system, from the magnetic pick-up head to the reproducer mechanism, preamplifiers, power amplifiers, power supplies, switching appartus and loudspeakers was engineered and designed to take advantage of the latest developments in electronics.

Only the Ampex system achieves a real unity of design with all components enclosed in racks with prefabricated wiring which offers the theatre owner the most rapid and inexpensive installation and the maximum in convenience for maintenance and operation. This unity of design saves the theatre owner at least 1/3 to 1/2 the electrical wiring charges of other systems.

Only the Ampex system in the event of an emergency can mix all the three voices and music sound tracks of the three stage speakers so that it would be impossible to lose the three voice and music sound tracks of the three stage speakers under any of the following conditions:

a. If one or two preamplifiers should fail, there can be no loss of the three voice and music sound tracks.

b. If one or two of the power amplifiers should fail there can be no loss of the three voice and music sound tracks.

c. If one or two of the stage speakers should fail, there can be no loss of the three voice and music sound tracks.

These are some of the significant features of the Ampex stereophonic sound system that were studied and examined carefully by leading engineers of the theatre industry—engineers for such circuits as Loew's Theatres, Warner Bros., National Theatres, Century, Prudential, Skouras Theatres Corp. and many others.

The experts for the various theatre companies arrived at the unanimous conclusion that the Ampex system is important to the theatre owner because in the final analysis it provides for Economy, Performance, Durability and Maximum life expectancy.

An Ampex stereophonic sound installation in the theatre means a service to the patron that cannot be matched by any other system. That is why when the theatre owner is asked "why Ampex for your theatre . . .?" he answers "because it is the best."



Shown at a cocktail party given by Coca Cola at the International Popcorn Association meeting, are left to right: Bert Nathan, chairman of I.P.A., Charles Okun, Coca Cola executive and Lee Koken head of R.K.O. Theatre Concessions.

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35mm DeVry To Paromel

CHICAGO.—The complete line of 35mm. motion picture projection equipment of the DeVry Corp. has been taken over by the Paromel Co., according to W. C. DeVry, president of the firm bearing his name. An engineering program encompassing magnetic, 3-D, CinemaScope and extended operations in the drive-in field has been planned for the line by Paromel, headed by Jack Miller, formerly of the DeVry sales and engineering departments.

Both W. C. DeVry and E. B. DeVry, vice-president, will have a financial interest in Paromel, they reveal. The executives will devote more time to the DeVry Technical Institute, a television training center, they have announced.



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Stereo Sound Speakers For Drive-Ins Unveiled

With 20th Century-Fox remaining steadfast, despite exhibitor protests, in its determination that drive-in theatres will not be furnished with the company's CinemaScope product unless it can be played with stereophonic sound, two announcements have come from designers who believe they have finally solved the stereo problem for ozoners.

Both Claude Ezell Associates and the Ampex Corp. have created stereophonic sound systems designed especially for the open-air theatre. The two systems, similar in their basic approach to the problem, were explained to the trade press within 10 days of each other at the 20th-Fox home office.

Position of the film company has remained consistent on the two inventions. Spyros P. Skouras, speaking of the Ezell system, stated that his company would approve anything that will help CinemaScope to reach the drive-ins. While 20th-Fox has not given its official sponsorship to these products, it has provided them with the facilities of the company's publicity staff and office space.

Placed in Cars

The Ampex system was presented to the trade press this week, at which time the reporters actually were placed in autos to hear the difference between monaural and stereophonic sound. General agreement among those present indicated that the system does provide stereo sound in cars.

Stereophonic sound is achieved by placing three speakers in one case, James Mahon, Ampex sales manager, explained. Idea for the design was stimulated by requests from west coast drive-ins for the company to find some method of beating the stereo problem for open air situations, he revealed.

The three three-inch cones are enclosed in a V-type case, with two of the speakers facing the windshield and one directly towards the face of the patrons. Sound from the side speakers hits the windshield and bounces back, providing a type of surround effect, Mahon stated.

Cost of the Ampex system is still not known, but the sales manager estimated that costs for complete conversion of drive-in theatres to CinemaScope would run about $25,000 for material. This is based on an estimate of approximately $12 per speaker and involves a theatre accommodating from 500 to 750 cars.

That figure includes cost of screen, speakers, additional wiring, lenses, etc., covering everything needed for CinemaScope presentation except the cost of labor. Mahon stated that Ampex had teams out now surveying drive-ins in California and the midwest to try to determine the exact cost.

The Ampex researchers are also trying to discover whether it would be possible to rush their system into production so that drive-in theatres could play CinemaScope films during the upcoming drive-in season, getting under way within a very few weeks.

Contact Coast Firm

Ampex has contacted Theatre Specialties, a west coast firm, for a time estimate, Mahon stated. He explained that his company will not manufacture its own stereophonic sound design but instead would let equipment manufacturers turn it out.

The three speakers are placed in a plastic case weighing 12 ounces at most, Mahon stated. This will be mounted on the dashboard with a flexible hook, where it will not interfere with the vision of the audience. System definitely requires additional wiring as four wires are needed for the three speakers, the sales executive revealed.

Case will be waterproof, and there will be no need to replace present junction boxes, although they will have to be rewired, Mahon disclosed. Booth installations in drive-ins will be very similar to those for regular theatres, he stated. This includes the need for two extra power amplifiers and other standard CinemaScope equipment.

The Ampex sound system has been tested in a 600-car drive-in theatre, where stereophonic sound was successfully reproduced, according to the Ampex executive. For the trade press the company showed off its system by having everyone sit in cars containing the new speaker system. Music was played first monaurally, and then suddenly was switched to stereophonic sound, at which time the difference became apparent to this reporter.



Demonstrating the new single-unit drive-in stereophonic sound speaker explained to the trade press last week are the three men responsible for the invention (l. to r.): Claude Ezell, president of Ezell Associates; Albert H. Reynolds, firm's general manager who designed the speaker, and H. M. Goldstein, of Bishop-Green Corp., which will manufacture the invention. System is now being installed in Ezell's Texas ozoners.

The Ampex demonstration followed by about 10 days a similar one from Claude Ezell, Texas exhibitor and industry leader who heads a firm called Claude Ezell Associates. The exhibitor from the southwest also conferred with the trade press at the home office of 20th-Fox, where his stereophonic sound system for ozoners was described.

The Ezell system also gives three-channel sound, with the three speakers enclosed in one speaker case. Major difference between the two methods is that in the Ezell case, the three speakers are lined up in a row next to each other. Also, Ezell uses four-inch speakers instead of the three-inch Ampex ones. Cost per speaker is approximately the same, somewhere close to $12.

Enters Production

While the press did not actually hear the sound resulting from the Ezell design, system allegedly gives better stereophonic sound than is achieved in indoor theatres because of the close proximity of the speakers, the executive stated. His system has already gone into production, and he hopes to open a CinemaScope film in a drive-in sometime this month.

Picture would open either in Corpus Christi or Dallas, Ezell revealed, and would be the first ozoner to play a CinemaScope picture. For that purpose, and to equip his other theatres in his southwest chain, Ezell's company has gone into 24-hour production on the new system. He wants to equip five of his theatres immediately, he revealed, with plans for the eventual equipping of 22 drive-ins.

The Ezell method wil be released to other manufacturers much the same as the Ampex plan, except that Ezell will continue to produce them himself. System was the idea of Albert H. Reynolds, general manager of Ezell Associates, and cabinet was created by H. A. Goldstein, of the Bishop Green Corp., N. Y. C., who will manufacture the speaker.

This stereophonic sound system works

(*Continued on page 35*)

Wonder Glass Screen In Drive-In Debut

Dallas.—A fiber glass screen, measuring 80 by 40-feet and known as the NATCO Wonder Glass Screen, has been installed at the Buckner Boulevard Drive-In Theatre. Screen, first known to use the new substance, was created, produced and distributed by the International Drive-In Theatre Owners Association.

New screen was demonstrated for exhibitors under the direction of Claude Ezell, presidential director of the drive-in organization. He stated that it represents "the most progressive step taken since the inception of the drive-in theatre." With installations now being made in other Texas theatres, Ezell revealed that 100 individual orders have been received as well as several mass circuit ones.

Announcing

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Drive-Ins Gearing For Wide-Screen Tower Conversion

With the introduction of wide screen pictures into drive-in theatres, First-American Products, Inc., is manufacturing a line of screen towers designed to accommodate these "new look" films. The Kansas City, Mo., firm offers exhibitors both completely new prefabricated steel screen towers and extensions to existing towers so that conversion to wide screen projection can be made with a minimum of expense.

New towers are available in standard sizes to play aspect ratio films of 2:1 and 2.55:1, while special size towers can be purchased if desired. Towers are available both flat and curved, on a radius of 300-feet, at extra cost. Exhibitors can have their towers curved on a different radius at a slightly higher cost, the company claims.

Withstand Wind

First-American towers are allegedly designed to withstand a wind velocity of 30 pounds per square foot, or 90 miles per hour, with a 50 percent safety factor.

Company announces that it will furnish complete erection plans as well as detailed foundation plans, which are drawn consistent with the physical characteristics of the soil at the building site.

Present screen towers can be converted by adding wings to the structure in any one of several ways, the company reveals. Utilizing the existing tower frame, it can design and fabricate the side addition to integrate with it at minimum expense, according to a First-American brochure.

For these reconditioned screen towers, as well as for any drive-in screen tower, the company recommends its screen facing called UniSurface.

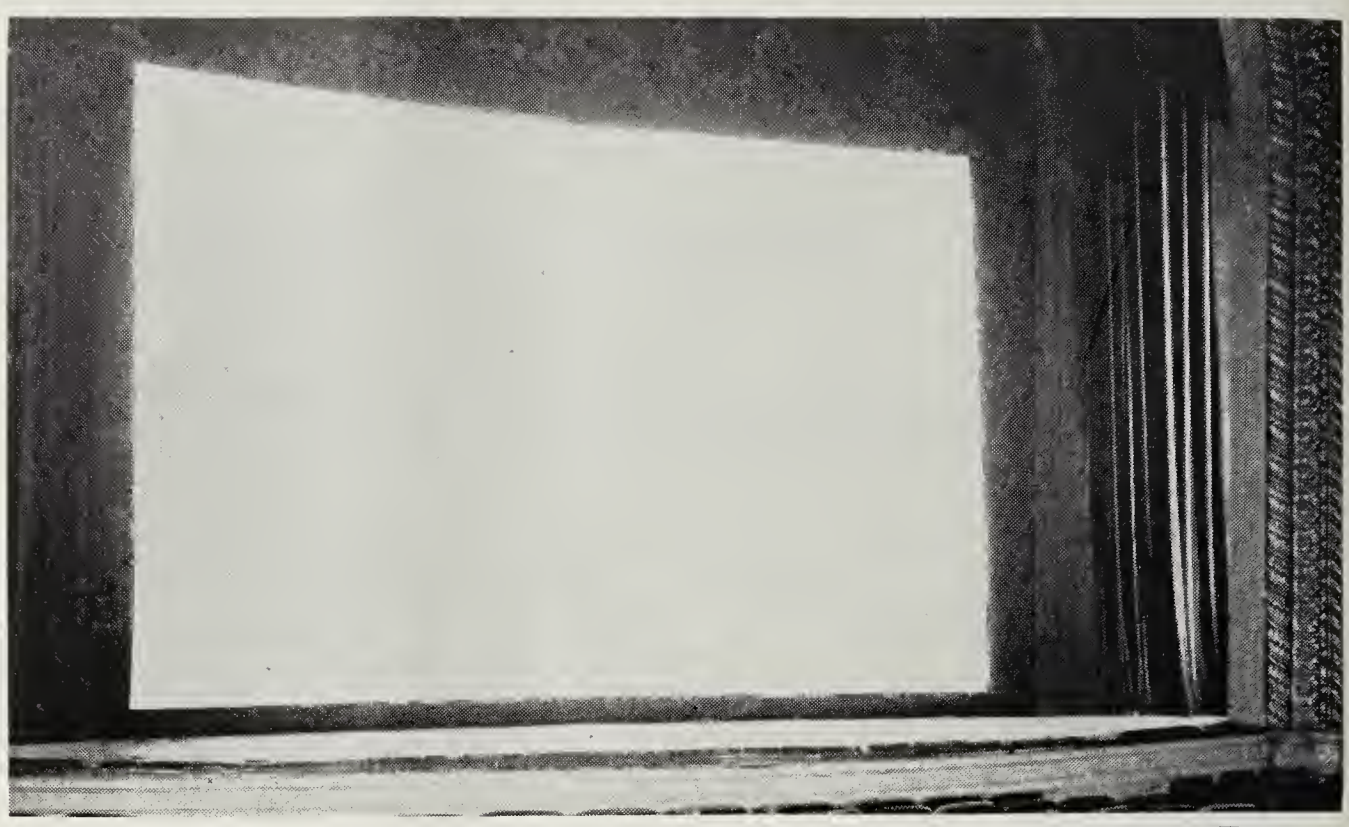
Specially Prepared

Latter is a specially prepared, factory mixed, cement-base exterior plaster of lightweight aggregate. Similar to stucco, it is allegedly thoroughly waterproof with a pure white surface.

With a surface texture said to resemble a beaded indoor screen, UniSurface allegedly has extremely high light efficiency, with good viewing quality from all angles. It is described in a compartmentalized folder distributed by the company called "Theatre Owner's Manual of Equipment and Supplies." Enclosed material describes the entire list of theatre products available from First-American.

For the exhibitor not working on a strict minimum budget, the company offers another type of screen surfacing called MirraScope. This is an annodized aluminum meaterial with vertical flutings rolled into its surface. Said to be highly reflective, MirraScope is sold in large sectional pieces which can be fitted together without perceptible joints, First-American claims.

Trans-Lux Luxuria Seamless Screen In VistaVision Test



Recent installation of the Stewart Trans-Lux Luxuria Seamless screen at Loew's 86th Street Theatre in New York City. Screen dimensions are 35 ft. x 17 ft. with a 2.5 ft. curvature.

New "Twi-Nite" Screen Set For Jersey Ozoner

BOSTON.—First ozoner to get the "Twi-Nite" screen designed by the Open Air Development Co. will be the S-3 Drive-In, Rutherford, N.J., unit of the drive-in chain headed by Philip Smith, Open Air president. Installation is scheduled to be finished by the first week in April for the situation, which is putting in a screen measuring 48-feet in height and 104-feet in width installed on a curved screen tower.

The "Twi-Night" screen is an all-purpose one which allegedly will permit ozoners to start their shows as soon as the sun gets behind the screen. This could result in having shows start as much as two hours earlier than usual, company claims. Screen was demonstrated two months ago at the Natick Drive-In, Natick, Mass., and Montgomery Drive-In Cincinnati.

Screen is made of a metallic material, and is said to be all-weather, non-corrosive and maintenance free. Company developed the surface during the course of a year of testing, spurred on by the need of creating a brighter, clearer screen for CinemaScope, according to Smith. While testing the surface, researchers discovered that it possesses the quality that permits shows to start before complete darkness.

Exhibitors seeking a custom tailored screen that is entirely seamless in sizes up to 90-feet in length and 50-feet in height can find one in the "Luxuria Seamless," an all-purpose screen manufactured by the Stewart-Trans Lux Corp.

This screen was the one chosen by Paramount when the film company demonstrated VistaVision on the west coast, utilizing a "Luxuria Seamless" measuring 62½ feet by 35¼ feet.

Stewart-Trans Lux, which manufactures the product at its newly erected factory in Torrence, Calif., reports that with the "Luxuria Seamless" there are no disturbing lines or seams to detract from any type of projection. This includes CinemaScope, wide screen, 3-D and 2-D. The seamless quality is reportedly achieved via a secret process.

Less Amperage

The screen is now being used in theatres from coast to coast, and a Trans Lux report discloses that 55 existing installations report less amperage and 30 percent more brilliance with the "Luxuria" than with other screens. These theatres additionally report no annoying falling off or fuzziness at the sides, according to the company statement.

The "Luxuria Seamless" has been perforated for all types of sound. It allegedly presents no cleaning problem, as it can be washed easily with soap and water. Present installations include the Crest, Embassy, Colony and Loew's 86th St. Theatres, N.Y.C. Eastern sales rights are handled through Joe Hornstein, Inc., N.Y.C.

DON'T FORGET TO ATTEND

MARCH 22-26, 1954

VARIETY CLUBS INTERNATIONAL CONVENTION

DALLAS, TEXAS

Conclave Agreed:

Drive-In Owners Watch, Wait As Equipment Situation Shifts

KANSAS CITY.—General agreement seemed to reign among both speakers and questioners at last week's meeting of the annual drive-in convention of the Kansas-Missouri Theatre Association that a watch-and-wait policy is in order for drive-in owners perplexed by problems brought by new techniques. Group heard the warning, however, that too long a wait might spell death for the industry.

Convention was held at the Continental Hotel, where all the major problems of drive-in operators came up for discussion. In addition, about 20 manufacturers prepared booths, showing off the latest in equipment for the open-air theatre. Demonstrations of new products vied with discussion of problems for the attention of the delegates.

With an attendance of more than 175, largest in the history of the group, principle speakers included M. A. Levy, 20th Century-Fox division manager; E. D. Van Dyne, RCA manager, and Paul Peterson, general manager of Walter Reade Drive-In Theatres of New Jersey.

Levy discussed the question of bringing CinemaScope to drive-in theatres, and he revealed that his company hopes to come up with a definite suggestion before the ozoner season is finished this year. Van Dyne spoke on engineering problems in using sound equipment, asserting that magnetic sound is much superior to optical sound although it presents additional wiring problems.

Peterson, speaking on concession sales, revealed that concessions account for from 42 to 53 percent of the intake of his company. He reported that his circuit uses all sorts of stunts, including horse-shoe pitching contests and games as well as holiday fireworks, to attract crowds to the Reade ozoners. Once there, everything is done to get them to use the concession facilities, he added.

Among the products demonstrated and exhibited to the group were new screen facing, directional lights and in-car speakers created by First-American Products; a tape recording machine to tape advertising copy demonstrated by Mercury advertising and a new popcorn machine by Buttercup Popcorn Co.

A hot-dog broiler that cooks by infra-red processes and is designed to put the frankfurters on display was exhibited by Poppers Supply Co. Other equipment designed to get the food to the customer in a hury included a hamburger broiler that could turn out two a minute, which was part of the exhibit of National Theatre Supply.

George Baker demonstrated a donut machine, while the Deconrsey Ice Cream Co. announced a "walking snndae" with a cellophane top.

New In-Car Stereophonic Sound Speakers Unveiled For Outdoor Theatre Use

(*Continued from page* 32)

exactly on the same principles as the ones created for indoor theatres, Ezell stated, and it even gives the qualities of high fidelity, he added. Three speakers are enclosed in a pearl gray fiber glass case, which is 15-inches across, 6-inches deep and five-inches high.

Design is an all-purpose speaker and can be used both for stereophonic and monaural sound. It possesses one volume control, so that no one of the three speakers can ever be louder or softer than the other two, it was disclosed. Case is hung in the same place as the Ampex speaker, on the dash board in new cars and over the rear-view mirror in older model cars.

Company has been working about three months on the idea until it finally came up with this finished product, which it showed to 20th-Fox for the film company's approval. It decided on the fiber glass case because that substance allegedly affords the best sound reproduction.

Durability of the speaker cases was mentioned as an integral part of the final design chosen. Material is said to be waterproof and the speaker cones will not be ruined if they get wet. The cable coming into the speaker case is made of woven steel and could support 500 pounds, Ezell stated. It has been molded into the cabinet and could not get loose, he added.

Case has neoprime rubber bumpers and is impervions to rnst. Finished product makes up a complete stereophonic sound system within the car, for which the windshield provides a big CinemaScope screen, according to the designer. Immediately after the interview, he planed back to Texas to supervise production of the new system.

Exhibitors Ask Fox Ease CinemaScopeRestrictions

(*Continued from page* 6)

bert Barnett, SMPTE head, at Allied's last drive-in convention. Point was also made that the cost of installation would be prohibitive for most ozoners.

Group declared additionally that "it is ridiculous on its face to insist on directional sound in the confines of an automobile, the interior of which is approximately five feet wide and eight feet long." Letter called Skouras' "crusade to save the industry" speech at the Allied Boston convention a "serions and damaging blow to the industry."

Six Cameras Designed For Para's VistaVision

(*Continued from page* 5)

stock and its processing, and improvement in the raw positive print stock.

Paramount's west coast VistaVision demonstration embodied only the first of these three points, the speaker announced. Tests showed off the increased negative area needed by the eight-perforation VistaVision procedure but not the improved matrix nor positive print raw stock, he stated.

Both of these last two improvements should provide further clarity, smoothness and freedom from grain of Technicolor prints, Kalmus asserted. The company expects to complete this work "to the practical manufacturing stage" sometime during the year, he announced.

Low-Price Stereo Offered To Trade

A new lower-priced series of stereophonic sound equipment in complete theatre packages has been announced by the Magnasyne Manufacturing Co. of North Hollywood, Calif. D. J. White, Magnasyne president, stated his belief that if other leading sound apparatus manufacturers would adopt similar programs, it would "revitalize the interest of large and small exhibitors alike" in stereo sound for CinemaScope.

Prices on the new Magnasyne P-1435 packages are said to be lower than previous models because of "new manufacturing techniques and mass production." As an example of the new price schedule, White pointed out that the P-1435 penthouse reproducer now sells for $550, whereas such equipment previonsly cost from $870 to $1,000.

Co-op Plan Started

Another reason cited for the new package price program is the establishment of a co-operative program among Magnasyne, James B. Lansing, Inc. and the McIntosh Laboratory, Inc. Lansing will furnish speaker systems, while McIntosh will provide special Magnaphonic power amplifiers directly to registered Magnasyne dealers.

In addition to the WC-435 pre-amplifier wall cabinet which had been furnished with reproducers in the past, a new pre-amplifier package has been designed by J. W. Green, company's chief audio engineer. This package includes plug-in pre-amplifiers, ganged faders, change-over switches and the necessary 12KC filter network to suppress the control signal feeding out into the wall speakers.

Magnasyne penthouse reproducers are designed to mount on any of the popular models of projectors now in common use, a company report claims. All interconnecting cables between the reproducers, pre-amplifiers and amplifiers are furnished.

N. Y.'s Censorship Bill Seen As Bluenose Pattern

(*Continued from page* 5)

the U. S. Supreme Court "M" and "La Ronde" decisions. He added that he expects from 45 to 50 additional applications for approval of other previously banned films.

The board will continue to withhold its approval of "Striporama," which contains "indecent and obscene burlesque material," Dr. Hissong stated. It also continues to demand that Jane Russell's dance sequence be cut before approval is granted to RKO's "French Line" and two Lili St. Cyr sequences be sliced from "Cinderella's Love Lesson."

In Elizabeth, N. J., the way was cleared for showing "Moon is Blue" as a result of a Union County Grand Jury decision which refused to return an indictment against the Ritz Theatre of the Stanley Circuit and Clarence P. Murphy, house manager, for running the film.

Meanwhile in Quebec, Maurice Duplessis, attorney general of the Canadian province, turned down a proposal to appoint a Protestant to the all-Catholic Board of Censors. Group had banned "Martin Luther" from province showings last December in the interests of "social peace."

Story Value High In U-I Program

Universal-International will place more stress than ever before on story values in its forthcoming productions, Edward Muhl, vice-president in charge of production has revealed.

Eight best-selling novels and dramas, topped off by the Pulitzer Prize winning play, "The Shrike," and the new novel, "Away All Boats," have been acquired by the studio in recent months for 1954 production, he pointed out.

"The Shrike" already has been set by Muhl for production this summer with Jose Ferrer, who starred in the play on Broadway, also scheduled to star in the movie version and to direct it.

"Away All Boats," a sea story, is about the battle of the Pacific in World War II. It was written by Kenneth Dodson, who served on a U. S. landing attack transport in the Pacific during the war.

"We have long recognized that story content is perhaps the single most important factor in blue-printing a successful picture," Muhl said. "An important yardstick of public acceptance obviously is the support accorded by this same public to a long-running play or a best-selling novel. Our job therefore is to acquire these and to translate them onto the screen in worthwhile and entertaining motion pictures."

Muhl added that the studio would not relax its constant search for original ideas which can be made the raw material for successful screenplays.

Other important literary properties that will be brought to the screen by U-I this year include:

Anya Seton's novel, "Foxfire," which will star June Allyson and Jeff Chandler, in Technicolor; "The Galileans," Frank G. Slaughter's best-selling novel of Biblical days, planned as one of the studio's biggest productions; "Tacey Cromwell," Conrad Richter's novel about a frontier woman; and "All That Heaven Allows," the new novel by Edna Lee and Harry Lee.

Also, Ben Lucien Burman's "Mississippi Landing," a novel of Mississippi River people which will be filmed in Technicolor in various locales along the river; "They Stole $2,500,000," Joseph F. Dinneen's "Collier's" magazine story.

The studio recently completed these Technicolor CinemaScope productions: "Sign Of the Pagan" and "The Black Shield."

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Jack L. Warner signed Rosanna Podesta, Italian star, and Jacques Sernas, a continental star, for the co-starring roles of Helen and Paris in "Helen of Troy." The CinemaScope production has started in Rome at Cinecitta Studios with Robert Wise directing. The film is being lensed in WarnerColor.

* * *

Frank Ferrin has made a distribution deal with United Artists for the foreign release of his India-made feature, "Sabaka," formerly titled "The Hindu." "Sabaka" was filmed in Eastman Color from which Technicolor prints are being made at the latter's London plant. "Sabaka" was written, produced and directed by Frank Ferrin and has Boris Karloff, Reginald Denny, Victor Jory, Lisa Howard and Nino Marcel in the cast. Ferrin retains his American and Canadian release rights.

* * *

Mala Powers was set to co-star with Lex Barker in U-I's "Goldfield," formerly titled "Nevada Gold," a robust mining story set in Nevada at the turn of the century. It will be filmed in Technicolor with Ross Hunter producing and Jesse Hibbs directing. . . . Rex Allen has announced that he will not return to Republic where he signed five years ago and has completed 23 features. Allen has a TV series slated for early production.

* * *

Veteran producer-director Cecil B. DeMille announced that his next picture, "The Ten Commandments" would be made in VistaVision. . . . Jan Sterling will co-star with Neville Brand in "Sons of the Navy," which Scott Dunlap will produce for Allied Artists.

* * *

Alan Young has a two picture deal about lined up in England. . . . Steve Rowland, who scored heavily in a legitimate stage version of "Tobacco Road" with John Carradine, has signed for the juvenile lead in Larry Gross' "African Chant." . . . Elaine Stewart and John Derek check onto the Allied Artists lot this week for conferences with Walter Wanger regarding their star roles in "The Adventures of Hajji Baba," which rolls Apr. 12 with Don Weis directing. Miss Stewart and Weis were borrowed from M-G-M for this Technicolor production which will be launched at Lone Pine, California.

* * *

Jack L. Warner announced the signing of James Dean, star of the New York stage, for the male lead, as Caleb, in "East of Eden," which will be the film version of the John Steinbeck novel. Dean was discovered by Elia Kazan, who will produce and direct the Steinbeck best seller in April. Dean is co-starring in "The Immoralist," on Broadway with Geraldine Page.

* * *

Carl Dudley announced that he has set July 15 for the starting date for "Round The World Weekend" which Dudley Pictures Corp. will produce in color and Vistarama for major theatrical release. Originally scheduled for production a year ago, the picture was held back due to the new innovation in wide-screen anamorphic process. John Monks, Jr. is currently polishing the screen play based on an original by David Chandler and Dudley and Richard Goldstone will function as producer. A major star will be signed shortly for the lead replacing Richard Carlson originally penciled in who can no longer fulfill the commitment due to a television series. Dudley and his entire crew and cast plan to leave here in July traveling completely around the world via TWA. Dudley Pictures Corp. also has "The Fabulous Land" in production for 1954.

* * *

Zsa Zsa Gabor is being paged by Alexander Paal for a movie to be made in Germany this spring. She is currently working in the Hal Wallis' Paramount release, "The Big Top." She has been offered the starring role in "The Most Beautiful Girl in America," a comedy concerning the adventures of two G.I.'s who marry European girls during the war. To be filmed in Hamburg, the movie will go into production May 4 with a top cast of American and German stars.

* * *

Barbara Stanwyck has a busy schedule lined up for her. She will join Glenn Ford in Columbia's Technicolor CinemaScope western, "The Bandits," executive producer Jerry Wald announced. This picturization of Donald Hamilton's "Collier's" magazine serial, "Smoky Valley," requires two other top stars in femme roles and two top male leads. Producer Lewis J. Rachmil and director Rudy Mate have scouted possible location sites in Arizona, New Mexico and Colorado. Camera work is scheduled to start Mar. 29. Miss Stanwyck will also star in "Cattle Queen of Montana," which Benedict Bogeaus will produce for RKO in Technicolor and SuperScope, the new Tushinsky process recently announced. Slated for a June 1 start, most of the film will be shot on the King Ranch in Texas.

* * *

John Huston has put "Moby Dick" into preparation in anticipation of a June 1 starting date for Moulin Productions' Cin-

(*Continued on next page*)



Harry C. Arthur, Jr., (holding paper), chairman of Southern California Theatre Owners Association, extends group's resolution of appreciation to Y. Frank Freeman, Paramount studio head, on behalf of film company's VitaVision demonstration, as other SCTOA members look on.

Rosenberg Notes Importance Of Characterization In Films

By Richard Bernstein

"My concept of motion pictures," explained Producer Aaron Rosenberg in his Universal-International office, "is that pictures are a medium of action and reaction. What you see you don't have to talk about. Films are a medium of doing with a minimum of dialogue. Each sequence must carry a story point."

Rosenberg is one of the most story conscious producers in Hollywood. He continually is seeking film material from all sources.

"Character stories all have different plots," he pointed out. "Tell a story through the people and follow them through a plot. This way the audience viewing a film understands what the people are striving for."

Rosenberg selects a story for films with an eye toward its characters. "In filming a story," he further explains, "don't complicate it with sub-plots."

The producer is now at work on "The Galileans," based on the best-selling novel by Frank Slaughter, which tells the story of Mary Magdalene. The script is being written by Jack Sher.

Rosenberg does quite a bit of pre-production work on his films; so far he has spent nine months pre-production on "The Galileans." "The Glenn Miller Story" involved two years pre-production work.

Other films on his future schedule are "Foxfire," from the novel by Anya Seton, which will be shot in Technicolor partly on location in Arizona. The film will star Jeff Chandler and June Allyson. It has a mining background and is the story of how a half-breed and a society girl cement their love. Also scheduled is "The Long Hunters," which deals with the War of 1812.

He explained that "The Galileans" will be made on a big scale. It is a personal story and a great love story, the producer stated. It is also the first story of a woman's revenge. Jeff Chandler is set to star in the film.

Rosenberg believes that a producer should be versatile. He has "Blow For A Landing" as the next on his schedule. It will be shot on location.

"To have an honest background," the producer cited, "your picture should be shot on location." Rosenberg recently finished "Saskatchewan," starring Alan Ladd, on location.

"Background is part of the story," he said. "The Far Country," which Rosenberg also recently completed, which stars James Stewart, Ruth Roman, and Corinne Calvet was also shot on location.

How to make a good picture? Rosenberg's formula is get the best story about the best people and give it the best treatment. He also stressed the fact that the most important question in Hollywood motion picture production is still "How is the audience going to receive a picture?" Producers still have to guess what the public will go see.



AARON ROSENBERG

Rosenberg's position in the world of motion pictures did not come quickly or easily. It took him 15 years to reach the post that he holds today. During his rise from a second assistant director at Fox Films in 1934 to producer ranks in 1949, he accumulated a thorough knowledge of the art of producing for the screen.

"Actually, I picked the movies for a career 'way back in 1928," Rosenberg admits. At that time Aaron, a high school junior, was hired to double for Jack Oakie as a football player in the film, "Sweeties."

His first task as a full-fledged producer was on "Johnny Stool Pigeon," which starred Howard Duff, Dan Duryea and Shelley Winters. From there on, his credits number such hits as "Winchester 73," "Air Cadet," "Cattle Drive," "Iron Man," "The Raging Tide," "Red Ball Express," "Bend of the River," "The World In His Arms," "The Man From The Alamo," "Thunder Bay," "The All-American," and "Wings of the Hawk."

"I like wide screen," Rosenberg said. "I find it much easier on the eyes."

One of the most important factors in motion pictures today, according to Rosenberg, is the ability to "cut." By this he means edit a motion picture so that all points are defined.

"Exploitation is next to the making of pictures in importance," the producer stated. "Producing pictures is the studio's bread and butter, selling is the exhibitors." They should work together."

Title Changes

Columbia: "**I Was A Prisoner in Korea**" is the new title for "Those Reported Missing." (Stars Robert Francis and Dianne Foster; Bryan Foy produces).

RKO Pictures: "**Silver Lode**" is the final title for "Four Desperate Men." (Stars John Payne and Lizabeth Scott; A Pinecrest Production; Benedict Bogeaus produced; Allan Dwan directed).

HOLLYWOOD

(*Continued from preceding page*)

emaScope film, which will be released by Warner Bros. Huston and Ray Bradbury, the novelist, are working on the script. Present plans for the film call for Huston to get his first unit rolling at a United Kingdom seaport in early July. The company will shoot on location approximately eight weeks and then another eight weeks at Associated British Studios in Elstree.

* * *

Producer-writer Irwin Allen, who resigned from RKO recently, has formed his own company, Windsor Productions and appointed Ernest Scanlon, former treasurer of Cinerama, as general consultant. Allen has started negotiations with President J. R. Grainger and vice-president C. J. Tevlin of RKO Studios for the distribution of two Technicolor features to be shot in the new Tushinsky wide-screen process and planned for production by Windsor during the company's first ten months.

* * *

Dore Schary, M-G-M production head, announced that the studio will make a picture dealing with labor, just as the forthcoming "Executive Suite" dealt with "big business" management. John Houseman will produce the film about labor, as yet untitled, and James Bartlow Martin, widely known magazine writer, has been signed to help on the script.

* * *

"The Lovely Delinquent," a musical comedy about a stage star who is always delinquent in her income taxes, will be made by Universal-International this summer with Robert Arthur producing. Edward Hope has been signed to develop the story from Arthur's original idea. . . . Out at Warners, it was announced that Leland Hayward will produce as a Warner Bros. release, "The Spirit of St. Louis," the story of Col. Charles Lindbergh's New York to Paris flight and the dramatic events leading up to it. Billy Wilder, an Academy Award winner, will write and direct the production, which will be made in CinemaScope and WarnerColor.

* * *

John Derek signed a Paramount contract and will star with Humphrey Bogart in "Angels Cooking," which Producer Pat Duggan and Director Michael Curtiz hope to put before the cameras in late May.



On set of Warner Bros.' "Dial 'M' For Murder" are star Ray Milland, visitor Maureen O'Hara, co-star Grace Kelley and John Fitzsimmons, Miss O'Hara's brother.

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

1952-53

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Color Favorites (Tech.) (Re-Issues)	5614	The Dream Kids	1	July 9	7½
"	5615	The Rocky Road To Ruin	1	Aug. 6	8½
Comedy Favorites (Re-Issues)	5436	Hot Water	2	July 16	18½
World of Sports	5809	Dude Ranch Sports	1	July 23	9½
Screen Snapshots	5860	Out West in Hollywood	1	July 23	10½
Mr. Magoo (Tech.)	5704	Magoo's Masterpiece	1	July 31	7
Animal Cavalcade	5653	Greyhound Capers	1	July 30	8½
"	5654	The Three Big Bears	1	Aug. 27	8
Stooges 3-D	5441	Pardon My Backfire	2	Aug. 15	16

1953-54

All Star	6411	Oh Say Can You Sue	2	Sept. 10	16
"	6412	A Hunting They Did Go	2	Oct. 29	16½
"	6413	Down the Hatch	2	Nov. 26	17½
"	6414	Doggie In The Bedroom	2	Jan. 7	16½
Stooges	6401	Rip, Sew & Stitch	2	Sept. 3	17
"	6402	Bubble Trouble	2	Oct. 8	16½
"	6403	Goof on the Roof	2	Dec. 3	16½
"	6404	Income Tax Sappy	2	Feb. 4	16½
"	6405	Spooks (2-D)	2	Mar. 18	16
Color Favorites (Tech.) (Re-Issues)	6601	Carnival Courage	1	Sept. 3	7
"	6602	Fiesta Time	1	Oct. 8	7½
"	6603	Room and Bored	1	Nov. 5	7
"	6604	A Boy, A Gun And Birds	1	Nov. 26	7½
"	6605	Skeleton Frolic	1	Dec. 17	7½
"	6606	Tree For Two	1	Jan. 7	7½
"	6607	Way Down Yonder In The Corn	1	Jan. 28	7
"	6608	Dog, Cat & Canary	1	Feb. 28	6
"	6609	The Egg Yegg	1	Mar. 31	7½
Assorted-2-Reel Favorites	6421	Wife Decoy	2	Sept. 17	17
"	6422	Silly Billy	2	Oct. 22	18
"	6423	Strife Of The Party	2	Dec. 17	16
"	6424	Oh Baby	2	Feb. 11	18½
"	6425	Two Nuts in a Rut	2	Mar. 11	18
World of Sports	6801	Assault & Mat-tery	1	Sept. 24	10
"	6802	Hockey Thrills and Spills	1	Oct. 15	9½
"	6803	Snow Speedsters	1	Nov. 12	10½
"	6804	Battling Big Fish	1	Dec. 17	11
"	6805	Gauchos Down Uruguay Way	1	Feb. 18	11
"	6806	Tee Magic	1	Mar. 25	—
Screen Snapshots	6851	Hollywood Stuntmen	1	Sept. 17	10½
"	6852	Hollywood Laugh Parade	1	Oct. 22	10
"	6853	Men of the West	1	Nov. 19	10
"	6854	Hollywood's Great Entertainers	1	Dec. 24	10½
"	6855	Memories In Uniform	1	Jan. 2	10½
"	6856	Hollywood Stars To Remember	1	Feb. 25	10½
"	6857	Hollywood Goes to Mexico	1	Mar. 25	—
Thrills of Music	6951	George Towne & Orch.	1	Sept. 24	10
"	6952	Boyd Raeburn & Orchestra	1	Nov. 26	11
"	6953	Claude Thornhill & Orch.	1	Dec. 24	11
"	6954	Machito Orch.	1	Feb. 4	10½
Candid Microphone	6551	No. 1	1	Sept. 10	9½
"	6552	No. 2	1	Dec. 10	9½
"	6553	No. 3	1	Feb. 18	9½
"	6554	No. 4	1	Mar. 18	—
Comedy Favorites	6431	Half Shot At Sunrise	2	Oct. 15	15
"	6432	Meet Mr. Mischief	2	Dec. 17	16
"	6433	Love At First Fright	2	Jan. 14	16
"	6434	Get Along Little Hubby	2	Feb. 25	19
"	6435	Slappily Married	2	Mar. 4	16½
Mr. Magoo	6701	Magoo Slept Here	1	Nov. 19	7
"	6702	Magoo Goes Skiing	1	Dec. 31	7
U.P.A. Cartoon Specials	6509	A Unicorn in the Garden	1	Sept. 24	7
"	6510	The Tell-Tale Heart	1	Dec. 17	8
U.P.A. Assorted (Tech.)	6501	Bringing Up Mother	1	Jan. 14	7
"	6502	Ballet Oop	1	Feb. 11	7½

METRO-GOLDWYN-MAYER

1953-54

Cartoon (Tech.)	W-531	Just Ducky	1	Sept. 5	7
" "	W-532	Half Pint Palomino	1	Sept. 26	7
" "	W-533	Two Little Indians	1	Oct. 17	7
" "	W-534	Life With Tom	1	Nov. 21	8
" "	W-535	Three Little Pups	1	Dec. 26	7
" "	W-536	Puppy Tale	1	Jan. 23	7
" "	W-537	Posse Cat	1	Jan. 30	7
" "	W-538	Drag Along Droopy	1	Feb. 20	8
" "	W-539	The Impossible Possum	1	Mar. 20	7
Pete Smith Spec. (Technicolor)	S-551	It Would Serve 'Em Right	1	Sept. 12	10
"	S-552	This Is Living?	1	Oct. 10	9
"	S-553	Landlording It	1	Nov. 7	9
"	S-554	Things We Can Do Without	1	Dec. 5	9
"	S-555	Film Antics	1	Jan. 2	8
"	S-556	Ain't It Aggravatin'	1	Feb. 6	8
"	S-557	Fish Tales	1	Mar. 13	8
"	S-558	Do Someone A Favor	1	Apr. 10	9
"	S-559	Out For Fun	1	May 8	10
Gold Medal Reprint (Cartoons (Tech.)	W-561	Swingshift Cinderella	1	Oct. 3	8
"	W-562	Springtime For Thomas	1	Nov. 7	8
"	W-563	The Bear That Couldn't Sleep	1	Dec. 5	9
"	W-564	Northwest Hounded Police	1	Dec. 19	8
"	W-565	The Milky Waif	1	Jan. 9	7
"	W-566	Uncle Tom's Cabana	1	Feb. 6	8
"	W-567	Trap Happy	1	Mar. 6	8
Fitzpatrick Travel Talks	T-511	Seeing Spain	1	Oct. 17	8
"	T-512	In The Valley of The Rhine	1	Nov. 28	9
"	T-513	Looking At Lisbon	1	Dec. 26	9
"	S-553	Landlording It	1	Nov. 7	9
"	S-554	Things We Can Do Without	1	Dec. 5	9
"	S-555	Film Antics	1	Jan. 2	8
"	S-556	Ain't It Aggravatin'	1	Feb. 6	8
"	S-557	Fish Tales	1	Mar. 13	8
"	S-558	Do Someone A Favor	1	Apr. 10	9
"	S-559	Out For Fun	1	May 8	10

PARAMOUNT

1952-53

Sportlight	R12-11	Wee Water Wonders	1	July 10	9
"	R12-12	Collegiate Circus Champs	1	Aug. 14	9
Popeye (Tech.)	E12-6	Toreadorable	1	June 12	9
"	E12-7	Baby Wants a bottle	1	July 24	9
"	E12-8	Firemen's Brawl	1	Aug. 21	9
Herman & Katnip (Tech.)	H12-4	Drinks on the Mouse	1	Aug. 28	7
Pacemaker	K12-6	Hurricane Hunters	1	Aug. 7	10
Casper (Tech.)	B12-5	By the Old Mill Scream	1	July 3	7
"	B12-6	Little Boo Peep	1	Aug. 28	7
Kartune (Tech.)	Q12-6	No Place Like Home	1	July 31	7
Noveltoon (Tech.)	P12-6	Surf Bored	1	July 17	7

1953-54

Cartoon (Tech.)	S13-1	The Wee Men	1	Oct. 2	10
"	S13-2	The Enchanted Square	1	Oct. 2	10
"	S13-3	Cheese Burglar	1	Oct. 2	7
"	S13-4	The Stupidstitious Cat	1	Oct. 2	7
"	S13-5	Much Ado About Mutton	1	Oct. 2	8
"	S13-6	Naughty But Mice	1	Oct. 2	7
Headliner	A13-1	Tuna	1	Oct. 2	9
"	A13-2	Timber Athletes	1	Oct. 2	9
"	A13-3	Try And Catch Me	1	Oct. 2	9
"	A13-4	Who's Who in Animal Land	1	Oct. 2	10
"	A13-5	Bundle From Brazil	1	Oct. 2	10
"	A13-6	Broncs and Brands	1	Oct. 2	9
Popeye (Tech.)	E13-1	Popeye, The Ace of Space (3-D)	1	Oct. 2	7
"	E13-2	Shaving Muggs	1	Oct. 30	7
"	E13-3	Floor Flusher	1	Jan. 1	6
Pacemaker	K13-1	The Spirit of Seventy	1	Oct. 2	9
"	K13-2	Society Man	1	Dec. 25	9
"	K13-3	The Room That Flies	1	Feb. 5	—
Sportlight	R13-1	Rocky Mountain River Thrills	1	Oct. 2	9
"	R13-2	Mother Was A Champ	1	Nov. 6	9
"	R13-3	Choosing Canines	1	Nov. 13	9
"	R13-4	Rough Ridin' Yougsters	1	Dec. 4	9
"	R13-5	Water Swimphony	1	Dec. 18	9
"	R13-6	Angling For Thrills	1	Jan. 22	9
Topper	M13-1	Rowdy Raccoons	1	Oct. 2	10
"	M13-2	Uncommon Sense	1	Jan. 29	10
Caspar (Tech.)	B13-1	Do Or Diet	1	Oct. 16	10
"	B13-2	Boos and Saddles	1	Dec. 25	7
"	B13-3	Boo Moon (3-D)	1	Jan. 1	8
"	B13-4	Zero The Hour	1	Feb. 26	—
Noveltoon (Tech.)	P13-1	Huey's Ducky Daddy	1	Nov. 20	7
"	P13-2	The Seapheme Court	1	Jan. 29	7
"	P13-3	Crazy Town	1	Feb. 12	—
Herman & Katnip (Tech.)	H13-1	Northwest Mousie	1	Dec. 18	7
"	H13-2	Surf and Sound	1	Feb. 19	—

RKO-RADIO

1953-54

RKO-Pathe Specials	43101	Shark Killers	2	Oct. 2	15
"	43102	This Is Little League	2	Oct. 30	15
"	43103	The Magic Streetcar	2	Dec. 18	20
My Pal (Re-Release)	43201	My Pal	2	Aug. 7	22
"	43202	Pal's Adventure	2	Sept. 4	20
Ray Whitley (Re-Release)	43401	A Western Welcome	2	Aug. 21	18
"	43402	Rhythm Wranglers	2	Sept. 18	19
Edgar Kennedy (Re-Release)	43501	Unlucky Dog	2	Aug. 7	15
"	43502	Trouble or Nothing	2	Aug. 21	18
"	43503	Wall Street Blues	2	Sept. 4	17
"	43504	Motor Maniacs	2	Sept. 18	18
"	43505	Do or Diet	2	Oct. 2	18
"	43506	Heading For Trouble	2	Oct. 16	18
Leon Errol (Re-Release)	43701	Gem Jams	2	July 31	18
"	43702	He Forget to Remember	2	Aug. 14	17
"	43703	Birthday Blues	2	Aug. 28	17
"	43704	Let's Go Stepping	2	Sept. 11	17
"	43705	It Shouldn't Happen to a Dog	2	Sept. 25	18
"	43706	Maid Trouble	2	Oct. 9	18
Specials (Technicolor)	43301	Prowlers of the Everglades	3	Aug. 14	32
Specials (Eastman-Color)	43001	Holiday Island	2	Aug. 14	15
Walt Disney (Technicolor)	44101	Football (Now and Then)	1	Oct. 2	7
"	44102	Rugged Bear	1	Oct. 23	6
"	44103	Working for Peanuts	1	Nov. 13	7
"	44104	How to Sleep	1	Dec. 4	7
"	44105	Canvas Back Duck	1	Dec. 25	7
"	44106	Spare the Rod	1	Jan. 15	7
"	44107	Donald's Diary	1	Feb. 5	—

SHORT SUBJECT RELEASES (CONTINUED)

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
"	44108	The Lone Chipmunks	1	Feb. 26	.....
"	44109	Dragon Around	1	Mar. 19	.....
"	44110	Grin and Bear It	1	Apr. 9	.....
"	44111	The Social Error	1	Apr. 30	.....
"	44112	Chips Ahoy	1	May 21	.....
Mickey House Re-Release (Tech.)	44801	Mickey's Birthday Party	1	Aug. 21	8
"	44802	The Pointer	1	Aug. 28	7
"	44803	Tiger Trouble	1	Aug. 14	8
"	44804	The Nifty Nineties	1	Sept. 4	7
"	44805	Mr. Mouse Takes a Trip	1	Sept. 11	8
"	44806	The Whalers	1	Sept. 18	8
Sportscopes	44301	Ben Hogan	1	Sept. 4	8
"	44302	Bat Boy	1	Oct. 2	8
"	44303	Best In Show	1	Oct. 30	8
"	44304	Wild Birds Winging	1	Nov. 27	8
"	44305	Summer Schussboomers	1	Dec. 25	8
"	44306	Railbird's Album	1	Jan. 22	8
"	44307	Golfing with Demaret	1	Feb. 19	.....
Screenliners	44201	Running the Red Blockade	1	Sept. 18	8
"	44202	Herring Hunt	1	Oct. 16	8
"	44203	Laughs of Yesterday	1	Nov. 13	8
"	44204	Ocean to Ocean	1	Dec. 11	8
"	44205	Report on Kashmir	1	Jan. 8	10
"	44206	Fire Fighters	1	Feb. 5	8
"	44207	Golden Gate	1	Mar. 5	.....
Sports Specials	43901	Football Headliners	2	Dec. 11	16
"	43801	Basketball Headliners	2	Apr. 16	.....
Specials (Eastman Color)	44401	Motor Rhythm (3-D)	1	Sept. 18	8
"	44501	Motor Rhythm (2-D)	1	Sept. 18	8
Adventures in Music	44601	Melody (3D)	1	June 12	10
"	44701	Melody (2-D)	1	June 12	10

REPUBLIC

Serial	5381	Canadian Mounties vs. Atomic Invaders	12 Ep.		
"	5382	Return of Captain America (re-release of Capt. America)	15 Ep.	Sept. 30	.....
"	5383	Trader Tom of the China Seas	12 Ep.	Jan. 11	.....
"	——	Manhunt in African Jungle	15 Ep.	April 7	.....
Short Subjects	9223	Germany	1	Aug. 1	9
" "	9224	Japan	1	Oct. 1	8
" "	9225	Hong Kong	1	Jan. 15	9
Commando Cody Adventures	5274	Robot Monster of Mars	3	July 3	30
"	5275	Hydrogen Hurricane	3	July 10	30
"	5276	Solar Sky Riders	3	July 17	30
	5277	S.O.S. Ice Age	3	July 24	30
	5278	Lost In Outer Space	3	July 31	30
"	5279	Captives of the Zero Hour	3	Aug. 7	30

TWENTIETH CENTURY-FOX

1953

Terrytoon (Tech.)	5317	Terry Bears in Open House	1	August	7
" "	5318	Heckle & Jeckle the Talking Magpies in Bargain Daze	1	August	7
" "	5319	Aesops Fables. Sparky, The Firefly	1	September	7
" "	5320	Little Roquefort In Mouse Menace	1	September	7
" "	5321	Teddy Bears in the Relucant	1	October	7
" "	5322	Dimwit in How to Keep Cool	1	October	7
" "	5323	Dinky In the Timid Scarecrow	1	November	7
" "	5324	Heckle & Jeckle The Talking Magpies in Log Rollers	1	November	7
" "	5325	Mighty Mouse in Spare the Rod	1	December	7
" "	5326	Terry Bears in Growing Pain	1	December	7
Lew Lehr (Re-Release)	9382	Grunters and Groaners	1	July	10
Movietone (New Camera)	6303	Kamikaze	1	August	10
"	6304	Impact of Tragedy	1	October	10
"	6305	Calamity Strikes	1	November	10
"	6306	Focus On Fate	1	December	10
"	3307	Sports Immortal (re-release)	1	July	10
Sport	3303	Morning Light	1	July	9
"	3304	Unusual Sports	1	October	9
"	3305	Laurentian Sports Holiday	1	October	9
"	3306	The Golden Glover	1	December	9

1954

Terrytone (Tech.)	5401	Little Roquefort in Runaway Mouse	1	January	7
" "	5402	Dimwit In How To Relax	1	January	7
" "	5403	The Helicopter (Re-release)	1	January	7
" "	5404	Heckle & Jeckle the Talking Magpies in Blind Date	1	February	7
" "	5405	Nonsense Newsreel	1	February	7
" "	5406	Much Ado About Nothing (Re-release)	1	February	7
" "	5407	Mighty Mouse in the Helpless Hippo	1	March	7
" "	5408	Terry Bears In Pet Problems	1	March	7
" "	5409	The Frog and the Princess (Re-release)	1	March	7
" "	5410	Little Roquefort in Prescription For Percy	1	April	7
" "	5411	Heckle and Jeckle the Talking Magpies in Satisfied Customers	1	April	7
" "	5412	Mighty Mouse in the Wreck of the Hesperus (Re-release)	1	April	7
Sport	3401	Unititled	1	February	.....
"	3402	Unititled	1	April	.....
See It Happen (Movietone)	6401	Unititled	1	February	.....
"	6402	Unititled	1	April	.....
CinemaScope (Tech.)	7402	Dancers of the Deep	1	Jan.	6
"	7405	Polovetzian Dances	1	Feb.	8
"	7406	Tournament of Roses	1	Feb.	18
"	7407	The New Venezuela	1	Mar.	.....
"	7408	Haydn's Farewell Symphony	1	Mar.	.....
"	7409	A Day On a Jet Aircraft Carrier	1	Apr.	.....
"	7410	Multiple Piano Concerto	1	May	.....
"	7411	Stunt Pilot	1	May	.....
"	7412	Stephen Foster Medley	1	June	.....
"	7413	Valley of the Nile	1	June	.....

UNIVERSAL

1952-53

Musical Featuretts	8309	Camp Jamboree	2	Oct. 8	15
" "	8310	Fabulous Dorseys	2	Oct. 22	15
" "	8311	Nat King Cole—Russ Morgan's Orch.	2	Oct. 29	15
Variety View	8345	Bolivar Bonanza	1	Sept. 7	8
"	8346	Behind the Wall	1	Sept. 21	8
"	8347	Rip Van Winkle Returns	1	Oct. 5	8
"	8348	Fun For All	1	Oct. 19	8
The Earth and its Peoples	8371	The Lumber States	2	Aug. 10	21
"	8372	Mountain Farmers	2	Sept. 3	20
"	8373	Adobe Village	2	Oct. 5	19
Woody Woodpecker Cartune (Tech.)	8329	Maw and Paw	1	Aug. 10	6
"	8330	Belle Boys	1	Sept. 14	6
"	8332	Hoot Noon	1	Oct. 12	7
"	8333	The Hypnotic Hick	1	Aug. 26	6
"	8334	Chilly Willy	1	Oct. 26	6
Color Parade	8383	Calypso Carnival	1	Aug. 10	9½
"	8384	Three Years to Victory	1	Oct. 19	.....

1953-54

Musical Featurette	9101	Carnival In April	2	Nov. 10	15
" "	9302	David Rose & His Orch.	2	Dec. 24	15
" "	9303	Hawaiian Nights	2	Jan. 22	15
" "	9304	Jimmy Wakely's Jamboree	2	Feb. 26	15
Variety View	9341	Byways To Broadway	1	Nov. 16	8
"	9342	Bow River Valley	1	Jan. 4	8
"	9343	Brooklyn Goes To Chicago	1	Feb. 22	8
Woody Woodpecker Cartune (Tech.)	9322	Socko In Morocco	1	Jan. 18	7
Color Parade	9381	Go South Amigos	1	Feb. 8	9
" "	9382	Royal Mid-Ocean Visit	1	Mar. 1	9

VITAPHONE

1953-54

Technicolor Specials	1001	Gone Fishin	2	Sept. 12	17
"	1002	Romance of Louisiana	2	Oct. 10	13
"	1003	North of the Sahara	2	Nov. 7	17
"	1004	Don't Forget To Write	2	Dec. 5	17
"	1005	Winter Parade	2	Jan. 9	20
"	1006	Hold Your Horses	2	Feb. 6	20
"	1007	Monroe Doctrine	2	Mar. 6	20
"	1008	Continental Holiday	2	Apr. 10	20
Featurettes	1101	Minstrel Days	2	Sept. 26	20
"	1103	Pills for Thrills	2	Nov. 21	20
"	1102	They Were Champs	2	Jan. 30	20
Blue Ribbon Cartoons (Tech.)	1301	Old Glory	1	Sept. 12	7
"	1302	Walky, Talky Hawky	1	Oct. 17	7
"	1303	Birth of a Nation	1	Nov. 7	7
"	1304	Eager Beaver	1	Nov. 28	7
"	1305	Scent—imental Over You	1	Dec. 26	7
"	1306	Of Fox and Hounds	1	Feb. 6	7
"	1307	Roughly Squeaking	1	Feb. 27	7
"	1308	Hobo Bobo	1	Apr. 3	8
Joe McDoakes Comedy	1401	So You Think You Can't Sleep	1	Oct. 31	10
"	1402	So You Want to be an Heir	1	Dec. 19	10
"	1403	So You're Having Neighbor Trouble	1	Jan. 30	10
"	1404	So You Want to be Your Own Boss	1	Mar. 13	10
Sports Parade (Tech.)	1501	Royal Mounties	1	Sept. 19	9
"	1502	Sea Sports of Tahiti	1	Oct. 24	9
"	1504	Arabians in the Rockies	1	Dec. 12	9
"	1503	Born to Ski	1	Jan. 16	10
"	1505	When Fish Fight	1	Feb. 20	10
"	1506	Heart of a Champion	1	Mar. 20	.....
"	1507	Carvinal in Rio	1	Apr. 10	.....
Vitaphone Novelties	1601	Hit 'Im Again	1	Sept. 5	10
"	1602	Say It With Spills	1	Oct. 24	10
"	1603	Magic Movie Moments	1	Dec. 26	10
"	1604	Remember When	1	Mar. 20	10
M. M. Cartoons (Tech.)	1701	A Street Cat Named Sylvester	1	Sept. 5	7
"	1702	Zipping long	1	Sept. 19	7
"	1703	Easy Peckin's	1	Oct. 17	7
"	1704	Catty Cornered	1	Oct. 31	7
"	1705	Of Rice & Hen	1	Nov. 14	7
"	1706	Cats A-Weigh	1	Nov. 28	7
"	1707	Punch Trunk	1	Dec. 19	7
"	1708	Dog Pounded	1	Jan. 2	7
"	1709	I Gopher You	1	Jan. 30	7
"	1710	Feline Frame-Up	1	Feb. 13	7
"	1711	Wild Wife	1	Feb. 20	7
"	1712	No Barking	1	Feb. 27	7
"	1713	Design For Learning	1	Mar. 27	7
"	1714	The Cat's Bah	1	Apr. 3	7
"	1715	Bell-Happy	1	Apr. 17	7
Bugs Bunny Specials (Tech.)	1723	Duck! Rabbit, Duck!	1	Oct. 3	7
"	1724	Robot Rabbit	1	Dec. 12	7
"	1725	Captain Hareblower	1	Jan. 16	7
"	1726	Bugs and Thugs	1	Mar. 13	7
Melody Master Bands	1801	Desi Arnaz & Band	1	Oct. 3	9
"	1802	Hal Kemp & Orch.	1	Nov. 14	9
"	1803	Rythm of the Rhumba	1	Jan. 29	.....
"	1804	Songs of the Range	1	Feb. 27	9
"	1805	Jamming The Blues	1	Mar. 17	9

"BEACHHEAD!"

ESTABLISHED...

A SMASH GROSSER!

SENSATIONAL BUSINESS IN NEW ORLEANS (Sanger); SAN DIEGO (Fox, State, Loma); MIAMI (Carib, Miami, Miracle); TAMPA (Park); JACKSONVILLE (St. John's); LOS ANGELES (Los Angeles, Uptown, Loyola, Hollywood, Village Westwood); LONG BEACH (Imperial, Crest, Belmont).

WATCH FOR NEW OPENINGS COMING UP IN KEY CITIES ALL OVER THE COUNTRY!

QUALITY PICTURES UA

AUBREY SCHENCK presents TONY CURTIS · FRANK LOVEJOY · MARY MURPHY in "BEACHHEAD" · PRINT BY TECHNICOLOR

Featuring Eduard Franz · Skip Homeier · Sunshine Fukunaga · Dan Aoki · AN AUBREY SCHENCK PRODUCTION

Produced by HOWARD W. KOCH · Directed by STUART HEISLER · Screenplay by RICHARD ALAN SIMMONS

35TH ANNIVERSARY 1919 UA 1954

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

EWS

ADMISSIONS TAX RELIEF GRANTED WITH EXEMPTION

PERSPECTA SOUND SET FOR METRO, PARA PRINTS

APPROVED CINEMASCOPE DEMONSTRATIONS SLATED; PRINT PRICES REDUCED

SCHNITZER CITES HUGE CINEMASCOPE GROSSES

1,400 THEATRICAL PIX SHOWN OVER AIRWAYS

AVAILABLE ASPECTS OF NEW LENSES TO FIT ALL PRINTS

EVIEWS

pages 11, 18, 22

38, No. 6 April 3, 1954

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FOR SHAME!

LAST week, the motion picture industry — and that includes all of us who are a part of it and take pride in its accomplishments—had cause for shame for the manner in which the Academy Awards were televised to a nationwide audience.

There can be no major criticism of the show itself. The program had all the necessary ingredients—glamor, stars, production and prestige. The Academy of Motion Picture Arts and Sciences is entitled to accolades from the industry for its presentation.

Over the years, the Oscar awards have become the most important event of the year in the industry. It commands the public's attention and is the one great public relations medium available to us. What are we doing with it?

(See Page 5)

EXHIBITORS EVERYWHERE ARE SINGING . .

♫ Rose Marie,



Love You!



A NATIONWIDE SENSATION!

M-G-M presents

THE FIRST GREAT MUSICAL IN

CINEMASCOPE

In Color Glory

"ROSE MARIE"

Starring

ANN BLYTH • HOWARD KEEL • FERNANDO LAMAS

BERT LAHR • MARJORIE MAIN • With JOAN TAYLOR • RAY COLLINS

A MERVYN LeROY PRODUCTION

Screen Play by RONALD MILLAR and GEORGE FROESCHEL

Based on the Operetta "ROSE MARIE"

Book and Lyrics by OTTO A. HARBACH and OSCAR HAMMERSTEIN II

Music by RUDOLF FRIML and HERBERT STOTHART

Photographed in EASTMAN COLOR • Directed by MERVYN LeROY



AND YOU'LL BE HEARING THIS:

"JULIUS CAESAR"

("I Love You!")

Frisco
12th Week

Los Angeles
5th Month

Detroit
9th Week

Wash., D. C.
9th Week

Philly
9th Week

Dallas
4th Week

Toledo
2nd Week

Columbus
2nd Week

SENSATIONAL NEW OPENING

Pittsburgh
Milwaukee
Buffalo
Rochester
Syracuse

EXCELLENT BI

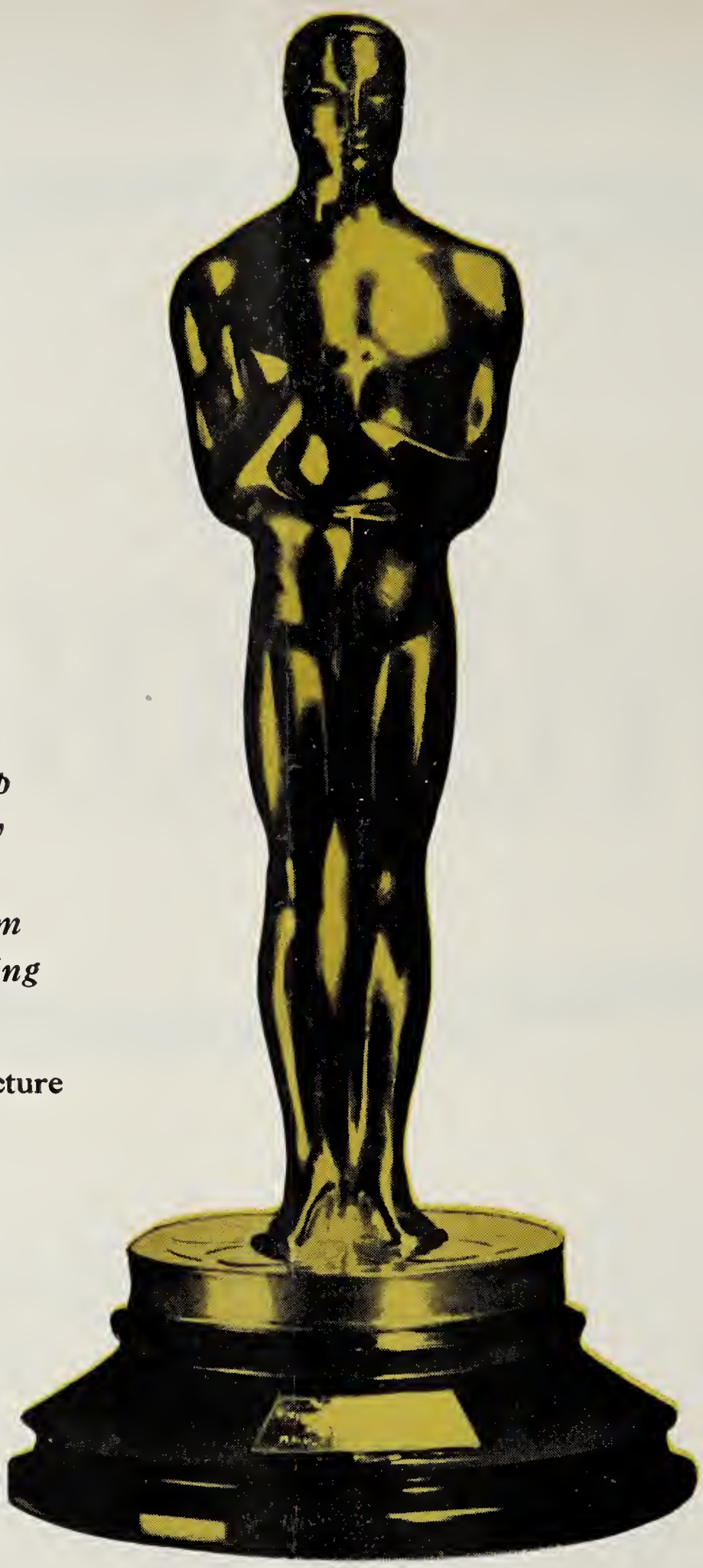
Akron
Canton
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AND MORE O
THE WAY!

LISTEN FOR THIS:

"RHAPSOD

("I Love You!"

3rd Week at Music Hall swe
Off to a solid start throughou
the nation!



"In recognition of their imagination, showmanship and foresight, an honorary award has been voted to the 20th Century-Fox Film Corporation for introducing CinemaScope."

Academy of Motion Picture Arts and Sciences



CINEMASCOPE

In the Wonder of 4-TRACK HIGH-FIDELITY STEREOPHONIC SOUN

Vol. 33 No. 6

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

While the Oscars belong to the industry, we have seen fit to give them away to sell the products of other industries. We have not yet seen the wisdom of using them to the industry's full advantage.

For the second consecutive year, a commercial sponor was given the rights to televise the Academy Award presentations. Last year it was RCA. After that show, the INDEPENDENT wrote editorially on April 4, 1953. "It would be criminal if the event is not industry-sponsored next year with COMPO taking an active role."

And criminal it was! Nobody can accuse General Motors of reckless expenditures, and the televising of the Academy Awards was worth $220,000 to it in order to sell the 1954 Oldsmobile to an estimated worldwide audience of 91,000,000. It certainly should have been worth as much to the industry to sell its forthcoming product.

Apparently the industry can't see the forest because of the trees. When producer support was taken away from the Academy, it required outside financing to make the show possible—and also to cheapen it.

Neither the quality nor the frequency of the commercials are the basic issue. The fact that the commercials were extraneous to the show and detracted from the dignity and continuity of it is the issue. They were designed to urge people into automobile showrooms and not into motion picture theatres.

Instead, it would have been most natural to take the public behind the scenes with the newest technical innovations in motion pictures, tell them about the great books and plays that are being adapted to the screen and present scenes from pictures like "Sabrina Fair" (starring the two Oscar winners), "Brigadoon," "Caine Mutiny," "The Egyptian," "A Star Is Born" and many others.

The exhibitor suffered the most on Oscar night with empty theatres—but he would have no objection if the awards were used to serve a proper purpose. Sol Schwartz, president of RKO Theatres, was properly outraged even before the program started, that it had to be dragged down by outside commercial sponsorship. Sam Rinzler, president of the Randforce Amusement Corp., deserves an Oscar for the letter he sent us (see page 20) on the subject, in which he stated:

"Is our industry so impoverished that in order to present the greatest show of the year it must call on the automobile industry . . . ? I think that something should be done about it—and done right now, not next year when it is too late. I hope that a committee will be appointed to start at once to plan for the radio and television presentation of the 1954 Academy Award performance—a show that should be paid for by everyone who has a stake in our industry, and that includes distributors, producers, exhibitors and all the others. After the wonderful job that COMPO has done on the tax situation, this might be its next important task, one that would bring everlasting credit to the industry and COMPO."

You're so right, Sam. This should be COMPO's next big assignment. And there must be no delay!

If this is accomplished, it will give each and everyone of us an opportunity to be proud of our industry while helping to sell pictures on their way to our theatres.

Man Of The Year

Now that the tax campaign has come to an end, there is still one job to be done at the grass roots level. Exhibitors should communicate with their Congressmen and Senators and thank them for their aid.

And while doing that, we believe that it would be a nice gesture for industryites to express their appreciation to the COMPO triumvirate of Al Lichtman, Sam Pinanski and Wilbur Snaper; to the COMPO Tax Committee co-chairmen, Col. H. A. Cole and Pat McGee; and to COMPO's Information Director Charles McCarthy.

For dedication to the tax campaign far beyond the call of duty, the INDEPENDENT nominates Robert W. Coyne, COMPO's Special Counsel, as the industry's Man of the Year.

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Admissions Excise Relief Granted With Exemption

WASHINGTON.—A compromise bill granting total exemption from the Federal admission tax of tickets costing 50 cents and less, while levying a straight 10 percent tax on all higher film theatre admissions was signed by President Eisenhowever after it passed both houses of Congress late this week. The measure took effect April 1. Vote on the conference report was 395-1 in the House; it passed 72-8 in the Senate.

Probable effect of the new law on the prices charged in the nation's theatres was outlined in the fifth COMPO ad published in "Editor & Publisher." Ad copy explained that some theatres will be able to pass on the saving to the public, but that other theatres would be forced to keep the saving for themselves in order to remain in business. Still others will be able to pass on part of the saving, the ad explained.

Increased Rental Warnings

In line with this, the Radio City Music Hall, the nation's largest film theatre, will lower prices to pass on the saving to its patrons, according to Russell V. Downing, house's managing director. Richard Dickson, executive director of the Roxy Theatre, revealed that that theatre is working on a revision of prices in line with the new law.

With the new law now in effect, Abram F. Myers, National Allied general counsel, warned exhibitors to take into account the expected increased grosses when buying films. He explained in a bulletin that otherwise distributors will gain automatically an unfairly high share of the benefits accruing from the tax cut.

Another warning was sounded this week by Alfred Starr, TOA board chairman, who called for "more than vigilance" on the part of exhibitors so that their saving is not lost to the states and local municipalities. Local governments, desperate for funds, are just waiting to step in to increase their taxes with the Federal government cutting its rate, he stated.

Starr urged "positive action" so that the theatres will not lose "what they fought so hard to attain." He advocated that local TOA members and state and regional organizations step in to watch this problem. TOA will probably revise its manual on how to handle local taxes, it was revealed.

Deplores Dollar Struggle

Against what was described as even a "worse threat" than local government, Starr warned additionally that exhibition guard itself to see that distribution does not take away its new saving via increased film rentals. He deplored the struggle for "the box office dollar" and predicted that the film companies would immediately schedule a series of sales meetings.

At least 75 percent of all the theatres in this country are now operating at a loss, the southern exhibitor declared. All steps must be taken to see that these houses are kept in operation and not permitted to close, Starr declared.

Differences between the House of Representatives and the Senate were ironed out by a joint committee earlier in the week. The House had passed an excise bill reducing the admission tax from the 20 percent mark down to 10 percent. The Senate then advocated total exemption for tickets costing 60 cents or less, with a 10 percent tax on higher priced ones.

The 60 cent figure was arrived at by the Senate Finance Committee, but this group was willing to compromise on 50 cents in order to get the bill through by April 1, the deadline for certain other excise taxes. The higher figure would help 6,100 distressed theatres, while the reduction to 10 percent would aid all the other houses, the committee argued.

Col. H. A. Cole and Pat McGee, co-chairmen of COMPO's tax committee, expressed their gratitude to Congress for its efforts, stating that such help "will bolster exhibitor prospects for taking advantage of the improved technological developments which are being put on the market." The exhibitor leaders urged all theatremen to announce their appreciation to their Congressmen for their aid.

Applying The Tax

Tax on tickets costing more than 50 cents must be paid from the first cent, according to the new law. That is, a 51-cent admission will be taxed five cents. An extra cent tax will be levied against a major fraction, which has been declared to be six cents by an oral ruling from the Treasury Department, which has been swamped with inquiries. Therefore, a 56-cent admission will be taxed six cents; a 55-cent admission carries a five-cent tax.

3,300 Theatrical Films Shown Over Airwaves

During the past 12 months 575 pictures originally released for theatrical exhibition found their way on to the metropolitan area's television screens, bringing to more than 3,300 the total number of films played on Gotham's TV stations since 1948, according to the latest tally by THE INDEPENDENT. A total 8,532 run-offs was counted for the period from March 15, 1953-March 15, 1954.

Although the number of new films going over to video has kept pace during the year, signs point to the fact that this number will decrease. The Gotham stations are already showing product released as late as 1951, which would indicate that the supply of older films is fast diminishing.

With fewer new films turned over to the video stations, it is expected that they will repeat the ones they now own more frequently. As it is, many of the same films turn up many times on the TV outlets. The bulk of the product still consists of vintage films dating back to the 1930's, British programmers, and Republic, Monogram and Lippert westerns and mysteries.

The major companies are continuing a no-sale policy for showing their films on video. One of the lesser independents is already negotiating to turn over 1952 and 1953 films for showing in 1955. But the supply is rapidly reaching the exhaustion point.

Metro, Paramount Prints To Carry Perspecta Sound

Additional material has been supplied for the stereophonic sound controversy by the announcement of Loew's International last week that henceforth all prints of films produced by M-G-M and Paramount will carry Perspecta stereophonic sound tracks. All prints distributed both domestically and abroad are included, except that M-G-M's CinemaScope product will continue to carry magnetic stereo sound in this country.

Theatres in the U.S. will not have to equip for Perspecta sound to play M-G-M product, Arthur M. Loew, president of Loew's International, explained at a trade press conference. This is due to the fact that the Loew's process is an optical one, compatible with present optical sound systems.

Perspecta stereophonic sound is comprised of the standard three-horn type installation plus an integrator. Houses already equipped for stereophonic sound need purchase only the integrator, priced at between $800 and $900. Theatres having to equip completely from the beginning will find the cost ranging from $2,900 to $4,900, according to the size of the house, Loew estimated. This price is exclusive of installation costs.

Stereo Not Required

He pointed out, however, that houses not wishing to spend the money for stereophonic sound can run the entire Perspecta sound track through a single horn. In such cases, there would be no stereophonic sound effects, he explained. Theatres abroad must install the entire system if they wish to play Metro CinemaScope product.

The optical stereophonic sound system provides as true stereo sound as does the magnetic variety, according to C. Robert Fine, inventor of the new process. It is allegedly much more economical for both the exhibitor and the producer. First Paramount film to bear the process will be "White Christmas," while M-G-M will introduce it with "Betrayed" domestically and "Knights of the Round Table" abroad.

The first manufacturer of the Perspecta sound equipment will be the Fairchild Recording Equipment Co., with licenses to go to other similiar firms. Distribution will be

(*Continued on page* 10)

Loew's Theatres Install Perspecta Sound

All Loew's theatres in the U.S. and Canada will begin the installation of Perspecta reprodneers shortly, according to the latest company announcement. Target date for the public introduction of the new equipment is June 1, by which date all installations should be completed.

Since all of the circuit's theatres are already equipped for magnetic-type stereophonic sound, the new scheme will require only the installation of the Perspecta integrator unit, explained Joseph R. Vogel, vice-president in charge of operations. With the device, houses will be able to present "mixed" programs of single-track and stereophonic sound without any inconvenience, he stated.

CinemaScope Demonstrations Slated; Lens Prices Reduced



Twentieth Century-Fox executives in attendance at a trade press conference held at the Hotel Plaza this week included (l. to r.): William C. Gehring, executive assistant general sales manager; Herbert Bragg, assistant director of research; Murray Silverstone, newly appointed assistant general sales manager; Al Lichtman, director of distribution; Spyros P. Skouras, president; Charles Einfeld, vice-president in charge of advertising, publicity and exploitation; William Michel, vice-president, and Earl J. Sponable, director of research.

With a dramatic series of announcements designed to maintain the company's position of leadership in the development of motion picture techniques, Spyros P. Skouras, president of 20th-Fox, told members of the trade press at a luncheon meeting in New York this week that:

(1) 20th-Fox would hold a series of demonstrations within the next 30 or 40 days in all domestic exchange areas to exhibit CinemaScope advancements.

(2) At that time, the company will demonstrate side-by-side the difference between four-track magnetic stereophonic sound and single-track optical sound.

(3) On April 1, 20th-Fox is withdrawing from the marketing of CinemaScope projection attachments despite the fact that the company has not yet recovered its large investments in launching the process.

(4) Bausch and Lomb had reduced the prices of CinemaScope projection attachments to $1095. for a small pair and $1195. per large pair.

(5) Seven new CinemaScope camera lenses had been developed by Bausch and Lomb resulting in previously unmatched flexibility, range and depth.

Referring to exhibitor criticism of 20th-Fox's firm stand on equipment requirements for CinemaScope, Skouras stated, "We could easily abandon our policies and be heroes but we would be rendering theatres the worst possible dis-service if we acceded to their demands."

Pointing out that his company is devoted to the survival and health of theatres everywhere, Skouras added that every theatre in the U. S. which has played a CinemaScope picture has made a profit.

"We have said before and we now re-state that we guarantee a profit to every exhibitor on every CinemaScope feature," he said.

The 20th-Fox prexy revealed that the company has expended $15,900,000 thus far in perfecting CinemaScope with practically no overhead charges added.

Later, during a question and answer period, Skouras indicated that exhibitor committees would be appointed in each exchange area to judge the superiority of stereophonic sound presentation.

"If the industry is overwhelmingly the other way, we will give it every consideration," he stated.

The 20th-Fox executive, welcoming the new innovations of VistaVision and the variable prismatic lenses, added that his company would support anything that comes along that contributes to the industry's welfare.

Earl Sponable, research and technical head for the company, highlighted the optical achievements in the development of CinemaScope and described the improvements in the new anamorphic camera lenses developed by Bausch and Lomb which will improve quality while cutting down production cost. He predicted that these new methods will remain standard for some time to come and will not be equalled by any "subterfuges."

Sponable pointed out the limitations of variable prismatic lenses. He emphasized that the variable lenses, such as Tushinsky and Panatar, cannot be used to project aspect ratios different than the aspect ratios of the film prints unless the material projected is in the abstract such as cartoon material.

The 20th-Fox technician stated further that these lenses will give fringing on the sides of the picture in theatres with short focal lengths and create additional problems in theatres with long focal lengths, such as drive-ins. He added that a variable lens could not meet the standards of a fixed condition as well as a fixed lens.

Most significant was Sponable's remark that Bausch and Lomb would, in all probability, market adapters for CinemaScope lenses to achieve different aspect ratios for the projection of other product. He stated that Fox would neither encourage nor discourage the sale of such adapters.

(*Continued on page 16*)

Lichtman Cites Huge CinemaScope Grosses

Declaring that "the proof of the pudding is in the eating," Al Lichtman, director of distribution for 20th-Fox, cited a phenomenal record of receipts on CinemaScope features at a trade press conference with company executives this week.

With 2793 theatres now fully equipped for CinemaScope in the U.S. and Canada, the 20th-Fox sales chief stated that there are 1896 prints of seven CinemaScope features now in release out in the field and booked solid.

"The Robe," up to March 20th, has been shown in 1451 theatres grossing approximately $27,000,000, with many of the engagements not yet concluded. To date, company film rental on the picture is $13,263,000, Lichtman said. Comparison gross for "Gone With The Wind" during its first year of exhibition was 5450 engagements with a film rental of $13,500,000.

The distribution chief also cited impressive receipts from other CinemaScope features which are listed in the comparison chart below and compared with regular 2-D pictures of similar boxoffice components. In each instance, the CinemaScope feature outgrossed the regular 2-D picture by at least 3 to 1.

Standing firm on the company's requirements for CinemaScope exhibition, Lichtman pointed out that he had not received one complaint from an exhibitor showing CinemaScope. In fact, he said, many theatre owners who pleaded that Fox recede from its position have thanked the company after installing the necessary CinemaScope equipment.

No Sound Royalties

Lichtman estimated that CinemaScope can be installed for as little as $5000 in many small theatres and $6000 where further wiring is necessary. He emphasized the fact that the company was not getting any royalties from sound manufacturers and, in no case failed to secure long-term credit for an exhibitor who desired to install CinemaScope.

The 20th-Fox distribution head challenged any company to match its unprecedented guarantee of a profit to any exhibitor showing CinemaScope features.

Turning to double features, Lichtman expressed the hope that progressive exhibitors will refrain from doubling up a CinemaScope feature. To accomplish this, he added, the company has undertaken to produce fine shorts to complete CinemaScope programs without resorting to the necessity of booking an inferior second picture. "We know the public prefers single bills," he concluded.

On the international front, Murray Silverstone, president of 20th-Fox International, cited the company's efforts in helping for-

(*Continued on page 16*)

COMPARISONS OF CINEMASCOPE RENTALS AS OF MARCH 20, 1954

Production	No. Weeks In Release	Theatre Gross	No. Bkgs.	Film Rental
THE ROBE	25	24,600,000	1,370	13,263,238
MILLIONAIRE	18	8,500,000	813	3,728,001
12 MILE REEF	13	3,872,000	454	1,558,006
KHYBER RIFLES	12	2,653,000	475	1,306,346
HELL & H. WATER	4	1,473,600	99	518,739

Production	No. Weeks In Release	No. Bkgs.	Film Rental
GONE WITH WIND	52	5,450	13,500,000
GENT. PRE. BLONDES	34	10,418	4,433,981
ANNE OF INDIES	123	14,117	1,271,400
PONY SOLDIER	69	14,703	1,622,000
DEST. GOBI	52	12,004	1,048,124

Tushinsky and Panatar Lenses

Must Set Variable Lenses To Same Aspect Ratio As Prints

Industry interest in SuperScope and Panavision continued to build this week as exhibitors excitedly discussed the merits of the two systems which were demonstrated last week at the RKO 86th St. Theatre, N.Y.C. With the elation, however, came some confusion because of the smart showmanship of inventors Joseph and Irving Tushinsky in presenting their SuperScope process.

Despite this uncertainty about some points, exhibitors seem generally agreed that both SuperScope and Panavision offered practically complete flexibility in allowing for the projection of films in varying aspect ratios. Widespread acceptance with strong sales were foreseen for both processes.

SuperScope got off to a strong start when George Dembow, of National Screen Service, announced that he had received orders for 100 lenses from Harry Brandt, 50 for Walter Reade houses, 50 for the Schine circuit, five for Wilbur Snaper, etc.

An additional token of support for the new system came from the National Allied watchdog committee which announced that the Tushinsky lens "as of now represents the best buy for . . . wide screen presentations in either enclosed or open-air theatres."

Panavision has already been accepted for use by Loew's International, whose houses are being equipped with the lenses developed by Robert E. Gottschalk, Panavision president. Production-wise, Gottschalk revealed that Columbia has adopted his system, while SuperScope could claim RKO as one of its major proponents with five RKO films already set to receive the Tushinsky treatment. Negotiations are being completed for other companies to use SuperScope, it was revealed.

Requires Squeeze Prints

Major point that needed clarification following the SuperScope showing is that the SuperScope lens, as well as the Panavision one, can project images only in the same aspect ratio as the print being fed the projector. This means that if an exhibitor wishes to show a wide screen picture, he must use a "squeeze" or anamorphic-type print.

No system has as yet been devised that will allow an operator to insert a 1.33:1 print in his projector and come up with an undistorted CinemaScope image. If he wants to project a 1.75:1 ratio image, he must insert a 1.75:1 print into the projector, turn the knob on the SuperScope attachment to 1.75 and show his film.

Current plans of the Tushinsky brothers are to have SuperScope prints made available in two standard aspect ratios: 1.875:1 and 2.15:1. These would actually be compromise prints, with a tolerance of about 10 percent in either direction. This means that the first print can be shown in ratios varying from 1.75:1 up to 2:1 without too much visible distortion.

With the second print accommodating images from 2:1 up to 225:1, the Tushinskys believe that they can satisfy practically any theatre in the world. However, for those theatres wishing to play films in the standard CinemaScope 2.55:1 ratio, such prints will be prepared on certain films.

Exhibitors wondering about what effect SuperScope would have on CinemaScope learned that the two systems are compatible when scenes from M-G-M's "Knights of the Round Table" and a Walt Disney travelogue were shown in standard CinemaScope prints with the SuperScope lens.

Twentieth Century-Fox, CinemaScope pioneer, announced that it has given its permission for its anamorphic product to be projected with the SuperScope lens. Al Lichtman, 20th-Fox distribution head, stated, however, that he considers the Tushinsky lens "inferior" to the Bausch & Lomb CinemaScope ones.

The executive admitted that the price of $700 for a pair of Tushinsky lenses is considerably less than the current price on the Bausch & Lomb lenses, but those lenses have been reduced to $1195 and $1095 per pair. No definite price has been set yet on Gottschalk's Super Panatar lenses, but it is expected to be close to the Tushinsky price.

Quality and price of these competing lenses are seen as playing a major role in exhibition's thinking, as it is the lens that is of utmost importance to the theatre owner. Although the latter naturally wants the best image possible for his theatre, the controversy of anamorphic versus "normal" shooting remains largely in the province of production.

Must Make Optical Track

For exhibition, SuperScope shapes up essentially as a pair of lenses which will allow for the projection of varying aspect ratio images. Joseph Tushinsky stressed that the system requires no companion or adapter lens and once the machine is threaded, an operator need only to turn the knob to the ratio desired to project the film.

Sound-wise Tushinsky caused a stir among industry thinking when he announced that although producers could use any sound system they wanted with SuperScope, they would have to make Tushinsky prints available with optical single-track sound for those theatres not equipped with special sound equipment.

With a multiple number of SuperScope prints probable for the same picture, industry leaders have been worried about aggravating the current print shortage. As it is, distribution finds it too expensive to turn out more than a minimum number of prints per film.

This amount would then have to be further divided to provide at least two different ratio prints, each with and without stereophonic sound. Dembow offered one possible solution when he announced that National Screen will keep a record of the ratio on which houses operate as they are sold lenses, and this will determine the percentage of prints released in each form.

While the industry could envision huge profits resulting from the reviving of past film successes via the use of specially prepared anamorphic prints, others were wondering about using the system in reverse. If SuperScope could stretch normal pictures out, it could also reduce anamorphic ones.

Introduce SuperScope



Joseph (l.) and Irving Tushinsky showing their SuperScope variable aspect ratio lens.

Tushinsky showed the result of this process when he demonstrated scenes from the CinemaScope "Knights of the Round Table" in standard 1.33:1 ratio. He explained that part of the image had to be cropped when preparing the new print, but he stressed that this cropping can be done scientifically and artistically.

Some cropping was done also on RKO's "Son of Sinbad," which had not been shot originally with SuperScope in mind. General reaction seemed to point to the fact that most of those present found the scenes from "Sinbad" as acceptable as those from other films that had not been cropped.

Tushinsky and Gottschalk apparently disagree on what can and cannot be done with cartoons, with the former claiming that they can be shown anamorphically without the need of making special prints. He substantiated his claim by showing a sequence from Walt Disney's "Fantasia" in several different ratios, gradually extending the image to 3:1 with the image not spoiled by the distortion.

At the Panavision demonstration, Gottschalk proved that even cartoons can look distorted when projected in a ratio for which they were not shot or printed. He projected a 1.33:1 "Tom and Jerry" cartoon in an extended ratio, much to the amusement of those present who found the resultant image somewhat ridiculous.

Special Processing

In any case, the point seemed certainly settled that exhibitors would have to be furnished with specially prepared prints of all live films before they could be shown in a ratio for which they were not originally shot.

From several sources have come the suggestion that a natural combination would have SuperScope being used with Paramount's VistaVision. The latter film company has itself offered the proposal, and Tushinsky stated at the SuperScope showing that he regretted not being able to show how effectively the two systems work together.

VistaVision is by itself in no way competitive with any of the various scopes or any other projection method. The Paramount invention, when used alone, results in standard "flat" pictures such as the industry has known all along, except that the system allegedly furnishes a better quality print.

VistaVision is primarily a printing process which makes use of a special camera and a

(*Continued on page* 16)

In theatres large and small . . . in cities of every size . . .

THE FABULOUS $6.60
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CINEMASCOPE

IS PUTTING BRIGHT

Leonard Sillman's

NEW FACES

SMILES ON EXHIBITORS'







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Newest Trade Probe Report Blunts Earlier Barbs At JD

WASHINGTON.—The Senate Small Business Committee has issued a "corrected" annual report which removed much of the sting from criticisms of the Justice Department contained in an earlier draft and a Senate floor statement on the same day by Sen. Andrew F. Schoeppel, chairman, insisted that the Committee hasn't changed its views since issuance of a specific report on film industry distribution problems last August.

Schoeppel told the Senate that the draft which leaked to the press last week, had been issued without his knowledge or consent. He said it was staff written and did not reflect the findings of his subcommittee.

Allied board chairman and general counsel Abram F. Myers who had expressed gratification at an apparent Committee change of heart after the report was made public last week, indicated no concern whatever after the substitution of a new report again criticizing Allied for its stand on arbitration.

The new report continued to warn the Justice Department that it should be alert in watching the pre-release practice for signs of illegality. It also continued to view askance the "flat sum" method of price in prereleasing. But it removed several criticisms of Justice Department laxity. And if, in any spot, the new report seemed to lean farther away from the distributors and toward the exhibitors in any of the disputes, Schoeppel in his floor speech removed the effect of such shifts. He said categorically that there has been no shift whatever in Small Business Committee views since issuance of the special report of August 3.

Allied Criticism Restated

Implied criticism of Allied, left out of the first report, was put back in the second, plus a strong endorsement of arbitration and an appeal to exhibitors to go ahead with negotiations even without Allied.

Most important, the amended report contains a strong recommendation that film rentals be left out of arbitration. The report says in part:

"The Committee has heretofore stated unequivocally . . . that it does not believe that film rentals should be the subject of arbitration. The distributor of a motion picture is entitled to receive the best possible price for his product, and the exhibitor cannot dictate the price he will pay. . . . There is no reason to believe that the noninclusion of film rentals as an arbitrable matter will prevent the working out of a successful arbitration system.

"The Committee has noted with approval the formal invitation extended by the distributor groups to exhibitors to again sit down for the purpose of reaching agreement on arbitration.

"It also notes with approval that despite the fact that one exhibitor organization refuses to confer, a number of other exhibitor organizations have agreed to go ahead in an effort to gradually overcome many of the industry's problems."

In another place the report quoted sentiment among all industry segments as strongly in favor of arbitration despite the unresolved question of whether to include film rentals, and expressed the hope that this issue would not be permitted to sidetrack efforts to set up such a system; ". . . . your committee is confident that industry leaders can establish arbitration procedures which will be productive of renewed vitality and increased prosperity in the motion-picture industry."

Allied's Myers was not disturbed by the sudden change in Congressional climate. He repeated an earlier comment on the subject of film rentals, "it is rather astonishing that the subcommittee should be so dogmatic abont an issue that was not developed before them in the hearings by oral testimony."

But on the whole, he held, recent technological developments in the film industry such as the "scopes" and new dimensions "have created new and more pressing problems to the extent that the Senate Small Business report is largely moot."

Premium Ad Rate Survey Of Newspapers Launched By TOA Among Members

A questionnaire has been sent to all members of Theatre Owners of America in an attempt to determine the percentage of newspapers charging theatres premium advertising rates. The form asks additionally for comments and counsel on how to persuade publishers that theatres should be charged the same rates asked of other local merchants.

Survey asks how much space the papers give to theatre activities and how much, if any, of this space is reciprocal. Letter asks also whether theatre's ad rates have recently been boosted and whether theatre is charged for a daily or weekly schedule of local runs carried by the papers.

Statement accompanying the questionnaire emphasizes that TOA is not planning an "attack" upon newspapers but is hoping to get the exhibitors "a more equitable deal." Note adds that the problem is completely a local one and "cannot be solved by any sort of national campaign."

Surveys taken earlier indicate that a majority of the daily newspapers are charging special theatre rates, especially among the larger papers. In several cases where theatre rates have been reduced, TOA reports that free pubicity has been stopped for the theatres.

Metro Paramount Prints Set For Perspecta Sound

(Continued from page 6)

undertaken by Westrex, RCA, National Theatre Supply and others.

The fact that Loew's is not forcing the system on U.S. theatre owners was praised by Abram F. Myers, National Allied general counsel, in a bulletin from the group. Myers hit out against Metro's continuing use of magnetic sound with its local CinemaScope product.

He argued that if foreign theatremen can have anamorphic product without the costly magnetic sound, denying this privilage to Americans makes them "second class citizens." The exhibitor leader conjectured that there might be a pact between M-G-M and 20th Century-Fox, perhaps even including the major circuits, to "cripple" the small independent theatres by burdening them "with costly stereophonic sound."

NEW POSTS

ARTHUR SILVERSTONE was promoted to assistant general sales manager of 20th Century-Fox, in which capacity he will work with Al Lichtman, director of distribution, and W. C. Gehring, executive assistant general sales manager. Silverstone's former post of eastern sales manager has been taken over by GLENN NORRIS, formerly Atlantic division sales manager.



SILVERSTONE

A veteran sales executive, Silverstone has held important posts as assistant managing director and general sales manager of United Artists' international division and as assistant director sales manager of its domestic department. He started with 20th-Fox in 1943, serving initially in London as home office representative of an international unit.

Silverstone was appointed division sales manager, headquartering in Toronto, in 1948. In 1951 he was named eastern and Canadian sales manager. Norris has been with the company since 1933, when he started out as a poster clerk in the Washington exchange. Since then he has held many posts in the company, gradually working his way up to his new position.

MERVIN HOUSER, currently serving as RKO's eastern director of advertising, publicity and exploitation, will move to Hollywood between May 15 and June 1 to serve as executive assistant to Perry Lieber, national ad-pub-exploi director of the company. Houser has been heading the New York office for the past year.

ROY FJASTAD was appointed head of the Paramount music department succeeding the late Louis R. Lipstone. Fjastad has been assistant head of this department for the past 25 years.

Gulf States Exhibs Name Abe Berenson President

Abes Berenson was elected president of Allied Theatre Owners of Gulf States this week at the group's annual convention, at which Ben Marcus, Rube Shor and Max Youngstein were principal speakers. Other new officers include F. G. Prat, Jr., vice-president; Jack O'Qnin, secretary, and Teddy Solomon, treasurer.

Marcus, president of the national organization, discussed the confusion confronting the exhibitor today. He urged that all film companies standardize with one system. Shor reported on the latest developments in optical and sound equipment. He asked exhibitors not to support companies forcing them to play films in any special medium.

Youngstein, United Artists vice-president, spoke on the 35th anniversary of the releasing company and pledged the continued release of good product. ATO unanimously resolved to affirm National Allied's stand condemning 20th Century-Fox for its "arbitrary attitude" with respect to CinemaScope. Berenson, Claude Dare, Ed Ortte and L. C. Montgomery, were added to the board.

Staff Reviews

"Prince Valiant"

(20th-Fox) CinemaScope Technicolor 100 Min.

Cast: James Mason, Janet Leigh, Robert Wagner, Debra Paget, Sterling Hayden, Victor McLaglen, Donald Crisp, Brian Aherne, Barry Jones, Mary Philips, Howard Wendell, Tom Conway, Sammy Ogg, Neville Brand.

Credits: Produced by Robert L. Jacks; Directed by Henry Hathaway; Screen play by Dudley Nichols; Based on King Features Syndicate's "Prince Valiant" by Harold Foster.

A rousing and light-hearted melodrama, set in the chivalrous days of King Arthur and the Knights of the famous Round Table, is unspooled in spectacular fashion in this CinemaScope and Technicolor headliner. Based on the highly popular and syndicated comic strip of the same name, ''Prince Valiant'' comes equipped with a ready-made brand of drawing power that should aid attendance in any situation. The value of CinemaScope should also serve as a box office stimulant. Loaded with action and flavored with romance, the story clips along at a pace guaranteed to hold the attention and provide the viewer with pure escapist diversion.

Particularly effective are two climactic episodes. The first centers on a vigorous attack on a castle stronghold, culminating in a furious fire in which the roar of flames is spread throughout the theatre by means of stereophonic sound. Second sequence deals with a rugged hand-to-hand duel between the hero and the heavy. Again, stereophonic sound enhances the action via full reproduction of the clash of steel against steel. Lures that will help in the selling are present in the names of James Mason, Janet Leigh, Debra Paget and Sterling Hayden. Young Robert Wagner, rapidly rising to stardom, portrays the title character with appropriate dash and bravado.

Particularly fetching for the juvenile market, and highly attuned to the tastes of those who like humor blended with their melodrama, ''Valiant'' follows standard plot lines to achieve its many and colorful high spots of derring-do. Production qualities are tops, providing superb Old English atmosphere in the sets and costuming alike.

Young Valiant, journeying to King Arthur's court to enlist Round Table support with which to rescue the throne of his Viking father from traitors, encounters numerous obstacles before his mission is accomplished. He pledges himself as squire to Sir Gawain, Sterling Hayden, from whom he learns the arts of chivalry. He runs afoul of the self-seeking Sir Brack, James Mason, who is soon revealed as the infamous Black Knight—main nemesis of Valiant's father. After a series of tournaments and ambuscades, in which Sir Brack bests Valiant, the lad runs into trouble with King Arthur and is imprisoned. He escapes to help restore his father's kingdom.

A sequence in which derring-do and sword play figure prominently serves to accomplish Valiant's mission. The castle in which his father is held captive is stormed and destroyed by flame under Valiant's leadership. Back in King Arthur's court, Valiant tackles with Sir Brack. Utilizing sabres in hand-to-hand combat, Valiant defeats the heavy and is dubbed a knight. He returns to his father's kingdom with Miss Leigh as his bride.

●

"Knock On Wood"

(Paramount) Technicolor 103 Min.

Cast: Danny Kaye, Mai Zetterling, Torin Thatcher, David Burns, Leon Askin, Abner Biberman, Gavin Gordon, Otto Waldis, Steven Geray.

Credits: Produced, written and directed by Norman Panama and Melvin Frank; Words and music by Sylvia Fine.

Danny Kaye's latest Technicolor frolic, loaded with the specialized sort of gags and songs in which he excels, provides flavorsome family entertainment that should send patrons away in high spirits. ''Knock on Wood'' has solid production values, the marquee attraction of the Kaye name, plus all the assorted trappings necessary for considerable box office returns. Results should consequently be top-draw. Since the greater portion of the comedy is slapstick, laughs will come frequently. Kaye's encounter with a new-fangled British auto, his misadventures aboard an airplane, stand out as but two of many sequences that pack a socko sight-gag punch. His side-splitting knack of timing a gag is tremendous.

Filmed largely in England, where outdoor sets register as entrancing backgrounds to the action, ''Knock on Wood'' represents the combined production, writing and direction talents of Norman Panama and Melvin Frank. This pair has hilariously cast Kaye in the role of a ventriloquist with a neurosis. It seems the comic has a compulsion to talk to his dummies, in the heads of which international spies have hidden top-secret plans. Attempts by rival gangs of spies to secure the plans carry the plot along to a bang-up conclusion. This takes place on stage at a ballet performance, with Kaye forced to masquerade as one of the dancers in order to elude the heavies.

Sparking the romantic side of ''Knock on Wood'' are Kaye's episodes with a woman psychiatrist, played by Mai Zetterling, a Swedish blonde. Intermingled with the spy chase and the romance are several musical numbers, written especially for the comedian by Sylvia Fine, who has usually supplied his material. Kaye handles these songs in typical rapid-patter fashion, wresting the most from his material every time.

●

"Elephant Walk"

(Paramount) Technicolor 103 Min.

Cast: Elizabeth Taylor, Dana Andrews, Peter Finch, Abraham Sofaer, Abner Biberman, Noel Drayton, Rosalind Ivan.

Credits: Produced by Irving Asher; Directed by William Dieterle; Screen play by John Lee Mahin; Based on the novel by Robert Standish.

Elizabeth Taylor's latest starring vehicle should prove itself a popular and profitable diversion in the general market. Besides boasting the beauteous presence of Miss Taylor, picture offers a sumptuous production photographed in Ceylon in Technicolor to serve as background for a well-paced tale of romance and action. Colorful native dances and rituals round out the proceedings. Plot line details how Miss Taylor, a newlywed, rids her husband of the ill-fitting cloak of his late millionaire father's unpleasant personality. As stumbling blocks, the star meets up with a cholera epidemic, romantic advances from and involvement with Dana Andrews and a mammoth elephant stampede. Latter sequence occupies the climactic footage and is fraught with action, suspense and excitement.

There is also a measure of suspense to be gleaned from the romantic end of the story. Audiences will be kept wondering until the end as to which man, either Andrews, the other man, or Peter Finch, who plays the husband, will be chosen by the star. Miss Taylor marries Finch, son of a millionaire tea plantation owner, and goes with him to his Ceylon estate. There she finds the mode of living patterned after the brusque and ill-mannered habits of Finch's late father. Miss Taylor is tempted to run off with Andrews, the plantation overseer, when Finch's temper becomes unbearable. But her husband's courage in the face of a cholera epidemic and elephant stampede convinces her that he has come into his own as a man.

●

"Carnival Story"

(RKO) Agfa Color 95 Min.

Cast: Anne Baxter, Steve Cochran, Lyle Bettger, George Nader, Jay C. Flippen, Helene Stanley, Adi Berber.

Credits: Produced by Maurice and Frank King; Directed by Kurt Neumann; Screen play by Hans Jacoby and Neumann; Based on a story by Marcel Klauber and C. B. Williams.

Highly exploitable because of its colorful background and the sexy shenanigans of its stars, ''Carnival Story'' provides a notable entry of the King Brothers into the ''big'' picture field. Film gives star Anne Baxter another dynamite role as a high diver emotionally involved with four different men in this Agfacolor production filmed on location in Munich, Germany. Along with the melodramatic plot, additional excitement comes via the skillful camera work done on the diving scenes and other weird carnival props used in the picture.

The location shooting bears the mark of smart showmanship, as a brand of authenticity is stamped on the film's background, which should help in selling it. The producers have gathered all the paraphernalia of a carny troop, in itself a provocative subject, and transplanted it in the heart of a strange land. Against this canvas, a very effective, and somewhat sensational, drama is unfolded. Every bit as exciting as the atmosphere is Miss Baxter, a starving German girl who joins the American carnival through the help of heel Steve Cochran. In her early love scenes with him she manages to achieve a wanton quality that has the screen sizzling. Drama builds when, despite her attraction for Cochran, she marries diver Lyle Bettger out of spite.

Plot reaches a climax as Miss Baxter finds herself unable to resist Cochran and betrays her husband on his account. Too late she decides it is Bettger that she really loves, for a vengeful Cochran fixes the ladder so that the former is killed during one of his dives. Thrill seekers will find several other accidents and hand-to-hand fights, including a death match between Cochran and the circus strong man, to whet their appetites. Things finally work out all right for Miss Baxter, as she is taken in tow by a ''Life'' photographer, but the picture keeps up a steady pace until the final fade-out. Through it all, it manages to mix solid meat with just enough of an off-beat tang to make it a winner in the money division.

●

'Make Haste To Live'

(Republic) 90 Min.

Cast: Dorothy McGuire, Stephen McNally, Mary Murphy, Edgar Buchanan, John Howard.

Credits: Associate producer and director, William A. Seiter; Screen play by Warren Duff; Based on the novel by Mildred and Gordon Gordon.

''Make Haste To Live'' is a well made, suspenseful drama of a woman confronted by her past when she has reasoned that she has escaped it. The film is a polished entry for Republic and is one of the top credits for Associate producer-director William A. Seiter. The film builds in suspense as it moves from episode to episode. For Dorothy McGuire, who plays the woman who has journeyed to a New Mexico town and entered the newspaper business only to find that after 18 years her gangster-husband has tracked her down to make her pay for the fact that she could have saved him from prison and did not, the role is one for which she will receive praise as well as a barrage of additional screen offers. Stephen McNally as

(*Continued on page* 18)

Universal Gross Overseas Seen Nearing Record

The foreign department of Universal-International is headed for its third record year in a row, with approximately an 11 percent increase in business, Americo Aboaf, foreign sales head, told the trade press last week. Speaking upon his return from a trip to South America, Aboaf estimated that this territory accounts for about 26 percent of U-I's total foreign grosses.

The sales executive cited the wide distribution of U-I films in the Latin American countries as the major reason for this rise in grosses. He explained that his company turns out commercial "bread and butter" pictures, which are successful both in the big cities and small rural towns.

While stressing that he had returned with a highly optimistic picture from his trip, Aboaf noted that extremely low admission prices and inflated economies are prevalent in the southern continent. Theatres in Rio de Janeiro were just granted price increases for the showing of CinemaScope films, and he thinks this action might pave the way for a general price raise on film tickets in that city.

Playing Time Expanded

A realignment of certain theatre circuits in Buenos Aires will result in more playing time for American pictures in that area, the speaker noted. Competition still exists from European films, but U-I is not hurt by this, he declared.

South American theatre owners are not rushing to purchase equipment for the use of new techniques, Aboaf revealed. He stated that wide screen has been installed in several theatres, and one or two houses in each country have completed CinemaScope installations, but there is no frenzied activity in this direction.

Aboaf paid tribute to the efforts of Eric Johnston and the Hollywood delegation for performing a major public relations job for the American film industry at the Brazil film festival in Sao Paulo. Sentiment had been decidely anti-American until their arrival, he noted.

FINANCIAL REPORTS

20th-Fox's Gain

Twentieth Century-Fox Film Corp. and wholly-owned subsidiaries reported this week consolidated net earnings of $4,560,887 for the year ended Dec. 26, 1953. This amounted to $1.65 per share on the 2,769,486 shares of common stock outstanding.

Comparable operations for 1952 showed net earnings of $2,178,117 which amounted to $.78 per share, company disclosed. This did not include a special credit arising from a change of accounting procedure with respect to foreign operations and the operations of domestic theatre subsidiaries (National Theatres and the Roxy) which were separated on Sept. 27, 1952.

The net earnings for the fourth quarter ended December 26, 1953 amounted to $3,127,850 as compared with $900,849 for the fourth quarter of 1952.

AB-PT's Increase

American Broadcasting-Paramount Theatres has reported consolidated net profit of $8,996,000, including $4,480,000 from operations and $4,516,000 from capital gains for the year 1953. The annual report compares this on an adjusted pro rata basis for the previous year with $5,927,000 consolidated net, of which $4,548,000 resulted from operations.

After deducting preferred dividends, earnings were declared equivalent to $2.14 per common share, of which $1 was from operations and $1.14 from capital gains. No comparative per share earnings could be cited for the previous year because the consolidation of American Broadcasting Co. with United Paramount Theatres occurred Feb., 1953.

Leonard Goldenson, company president, revealed that theatre operating income and earnings for 1953 were higher on a theatre-by-theatre basis and over a comparable period of time than in 1952. Due largely to the continued shortage of pictures, film rentals increased in 1953 by an amount greater than the gain in theatre grosses, he disclosed. Product shortage has increased competition, he noted.

The company disposed of its interests in 39 theatres during the year, leaving it with a whole or partial interest in 669 theatres at the year end, Goldenson reported. It must divest itself of 65 more houses by Sept. 3, 1954 to complete reqnirements of the consent judgment. The circuit collected approximately $21,450,000 in admission taxes during the year.

General Precision's Rise

The heavy need for new and improved equipment as experienced by exhibitors in 1953 brought sales of such items by General Precision Equipment Corp. to 66 percent above those of the previous year, according to Hermann G. Place, GPE president and board chairman. Indications of further substantial growth in the company's motion picture equipment sales for 1954 were also noted by Place.

In the company's annual report, Place disclosed that theatre equipment sales for 1953 reached the record level of $22,878,000. Consolidated net sales were $87.763,925, as against $54,326,849 for 1952.

Net income for 1953 was listed at $3,436,-349, or $5.09 per share on 649,087 shares outstanding. Figure for 1952 was $1,255,-278, or $1.88 per share on the 646,087 shares then outstanding.

Polaroid's Upswing

Profit after taxes rose to $1,415,021, or $3.32 per common share, from the $597,210, or $1.32 per common share, reported for last year by the Polaroid Corp. The company's annual report lists $26,033,656 for net sales and other income in 1953, compared with $13,393,259 for the previous year.

Profit before taxes was $5,014,285 in 1953 and $1,940,566 the year before, according to the report. The increased sales were seen due "primarily to the continued growth" of the company's photographic business and the "initial burst of enthusiasm" for 3-D films. Report noted that "while this rate of increase cannot be expected to continue, the year ended with a healthy volume of orders."

George Hoover Elected VCI Chief

George Hoover of Miami was elected International Chief Barker of Variety Clubs International at the group's 18th annual convention held last week in Dallas. John H. Rowley got the bid as first assistant and George Eby as second. Ed Emanuel was named property master, Jack Dumestre dough guy and Ben Goffstein press guy.

Rotus Harvey was elected international representative at large, and Ezra Stern and Edward Shafton were voted international fixers. The heart citation plaque went to Tent 27 of Grand Rapids, Michigan, for its Youth Commonwealth, Inc., an agency formed to combat juvenile delinquency. Barbara Stanwyck presented this award, with honorable mention going to Tent 16, Omaha.

The 1954 Humanitarian Award of VCI was presented to Dr. Karl Friedrich Meyer, director of pathology and bacteriology at the Hooper Foundation for Medical Research, San Francisco, Calif. Jack Beresin, retiring chief barker, awarded the bronze and mahogony plaque to the Swiss-born scientist for his work in the research project to find an anti-polio vaccine.

The conventioneers decided to move international headquarters to Dallas, and re-elected William C. McCraw of Dallas as executive director, which is to be a full-time job. They voted additionally to hold their 1955 convention in Los Angeles.

Award for the best publicity story of the year went to Robert Adelman of Philadelphia's Tent 13. Morris Berman received the citation for the best human interest photograph of 1953, and Bill Koster was given the press book trophy for his publicity work.

Approximately 10,000 VCI members spent more than $2,700,000 during the past year in their varied efforts to aid underprivileged children, Nathan D. Golden, international heart chairman, informed the convention. He noted that more than 40,000 persons were directly benefitted by this activity, while other thousands were indirectly aided.

Top Exhibitors Join Unit For UA Anni Testimonial

Sol A. Schwartz, Joseph R. Vogel, Harry M. Kalmine, Samuel Rinzler and Louis W. Schine have accepted posts on the honorary committee for the gala United Artists 35th anniversary testimonial dinner to be sponsored by the Variety Club, Tent 13, at the Bellevue-Stratford Hotel, Philadelphia, on May 5, Jay Emanuel, dinner chairman, announced this week.

The dinner will be attended by executive leaders from every phase of the film industry, as well as hundreds of screen and stage stars, according to a UA report. This affair is one of a global series of events commemorating the anniversary, the distributing company announces.

Town Halves Ticket Tax

MARTINSVILLE, VA.—The City Council has voted unanimously to halve the city's amusement tax from 10 to five percent beginning July 1, start of the new fiscal year. Move, which was requested by local theatre owners, is estimated to cost the city about $12,500 annually.

Regional Veepees Named By Allied

Regional vice-presidents, whose duty it will be to bring the various units of National Allied together and to co-ordinate Allied activities in their respective territories, have been appointed by Ben Marcus, president of the exhibitor group. The new appointees will also assist the president and board chairman in bringing national policies to their respective territories.

The officers will be present at all conventions and regional meetings and will report to the national board any violations of trade practices and other problems warranting attention. The men chosen include Irving Dollinger—New England, Connecticut, New Jersey, Eastern Pennsylvania and Maryland; Jack Kirsch—Michigan, Indiana, Illinois and Wisconsin.

Also, Horace Adams — West Virginia, Western Pennsylvania and Ohio; Benjamin Berger — Iowa, Nebraska, North Central, Kansas, Missouri, Mid-Central and Rocky Mountain, and Abe Berenson—Mid-South, Oklahoma, Gulf States and Texas.

Trade Show Date Listed By TESMA-TEDA-TOA

Combined 1954 trade shows of TESMA-TEDA and Theatre Owners of America, has been scheduled for Oct. 31-Nov. 3 at the Conrad Hilton Hotel, Chicago, by the heads of the three associations.

According to Walter Reade, Jr., TOA president, the show will probably rank as the most important event of its kind ever held. Reade's reason is that by November "both exhibitors and manufacturers will have a reasonable knowledge of what is the best investment for both."

Fred C. Matthews, TESMA president, backed up the theatreman's viewpoint by stating his belief that when trade show time rolls around "much of the indecision that now exists in the industry will have been eliminated. The equipment to be shown will be in its final form and the theatre owners can therefore examine and purchase it with confidence," he said.

GoldwynForHighRentals

Views favoring pre-release, advanced admission policies are held by Samuel Goldwyn, who told the trade press in an interview that everything costs more today and the public is willing to go along. Only exhibitors want lower rates but the public will still pay the price to see good pictures, the producer said.

Goldwyn, meeting in New York last week, revealed that his recently purchased $1,000,000 screen property, "Guys and Dolls," will roll as soon as he is presented with a script, has chosen his actors, director, etc. He did not give any filming date.

High Tax Bid Rejected

HOMESTEAD, FLA.—A decision by the city council to charge local theatres a higher tax than other businesses was rescinded when the council voted in favor of the complaint of J. W. Englis, owner of the Seminole and Breezeway Theatres. He was to have been taxed $250 a year for both situations, while other merchants pay $25 a year. Council agreed that English should pay the same amount as others retroactive to Jan. 1.

Exhibs See Newest Para Pictures



Meeting at the metropolitan Paramount Pictures Pageant are (l. to r.): Jerry Pickman, Paramount ad-pub vice-president; Walter Reade, Jr., TOA head; Hugh Owen, Para eastern-southern manager, and Sam Goodman, of Century Theatres.

Paramount will deliver top drawer product exclusively "because theatremen want and need such pictures to make money," according to A. W. Schwalberg, Paramount Film Distributing Corp. president, and Don Hartman, studio executive producer. They outlined this policy this week to approximately 25,000 persons attending the Paramount Pictures Pageant held in 34 theatres throughout the nation.

Schwalberg's opening address characterized the three Pageant pictures—"Elephant Walk," "About Mrs. Leslie" and "Knock on Wood"—as a confirmation of this policy "designed to meet the needs of every theatre in the land." The distribution chief stated there is profit in "big pictures, with big name stars, big production values and big story properties."

He promised additionally continuance of the company's established pattern of concentrated publicity, advertising and pre-selling. Hartman cited forthcoming Paramount product to substantiate Schwalberg. Films named include "Living It Up," "Sabrina Fair," "Casanova's Big Night," "Secret of the Incas," "Conquest of Space," "The Bridges at Toko-Ri," "Ulysses," "Rear Window" and "White Christmas."

Balaban To Be Honored At JDA Waldorf Dinner

Barney Balaban, Paramount Pictures president, will be honored at the Joint Defense Appeal dinner slated for April 8 at the Waldorf-Astoria Hotel, N.Y.C. Dinner will serve to kick off the 1954 drive to raise $5,000,000, according to Irving M. Engel and Henry E. Schultz, JDA co-chairmen in the metropolitan area.

Balaban is to be honored for "his efforts in the fight to protect American civil rights and liberties." He is honorary chairman of the JDA campaign in Greater New York. The money sought is to sponsor activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

"Caesar" Breaks Record

M-G-M's "Julius Caesar" has grossed more than $1,500,000 in 38 engagements, most of which are still running, the film company reported this week. This is believed to set a record for a Shakespearean film, the company notes. It plans to continue booking the film slowly with no general release date set. There are 75 openings scheduled for April, with sell-out student parties planned for April 23.

Gov. Dewey Seen Signing Measure Tightening State Censorship Of Pictures

ALBANY. — General agreement prevailed among experts here that Governor Thomas E. Dewey will sign the Brydges-FitzPatrick bill tightening state censorship of films despite protests of the industry and the metropolitan press. The measure, which was drafted with the aid of the Governor's counsel, George M. Shapiro, has already been passed unanimously in the Assembly and 47-7 in the Senate.

The bill defines the terms "immoral" and "incite to crime" after the Supreme Court ruled they were too vague in their "La Ronde" and "M" decisions. State Sen. Earl W. Brydges, R., defended his bill in the upper chamber, while Sen. Joseph Zaretski, D., spoke against it.

The measure is being supported by the State Education Department and various religious groups. The industry's case has been presented to the Governor by Philip J. O'Brien, Jr. The bill has been attacked in the New York "Times," "Daily News," "Daily Mirror," "World Telegram," "Post," and "Herald Tribune."

FMPC Opposes Censorship

The newly-formed Federation of Motion Picture Councils, which allegedly represents 50,000,000 Americans, expressed its opposition to legal censorship of films as "un-American in principle" last week in a resolution drawn up at the organizational meeting. The new group will replace the defunct Motion Picture Councils of America.

The latter organization was formed "in revolt against legal censorship of motion pictures administered by political appointees," the FMPC declared. It announced its intention of "encouraging, supporting and co-operating" with the MPAA's self-regulation program. Mrs. Max M. Williams, Royal Oak, Michigan, was named group's president.

RKO Fights Ban

CHICAGO.—In protest against this city's ban of RKO's "The French Line," the film company has filed two actions in the Cook County Circuit Court. First is a petition of mandamus and a complaint for a declaratory judgment; the other requests that Judge Harry Fischer direct the Mayor and the Police Commissioner not to prohibit the showing of the film.

FIRST DATES START SOON FOR A PARAMOUNT BIG ONE OF SPECTACULAR SCOPE...



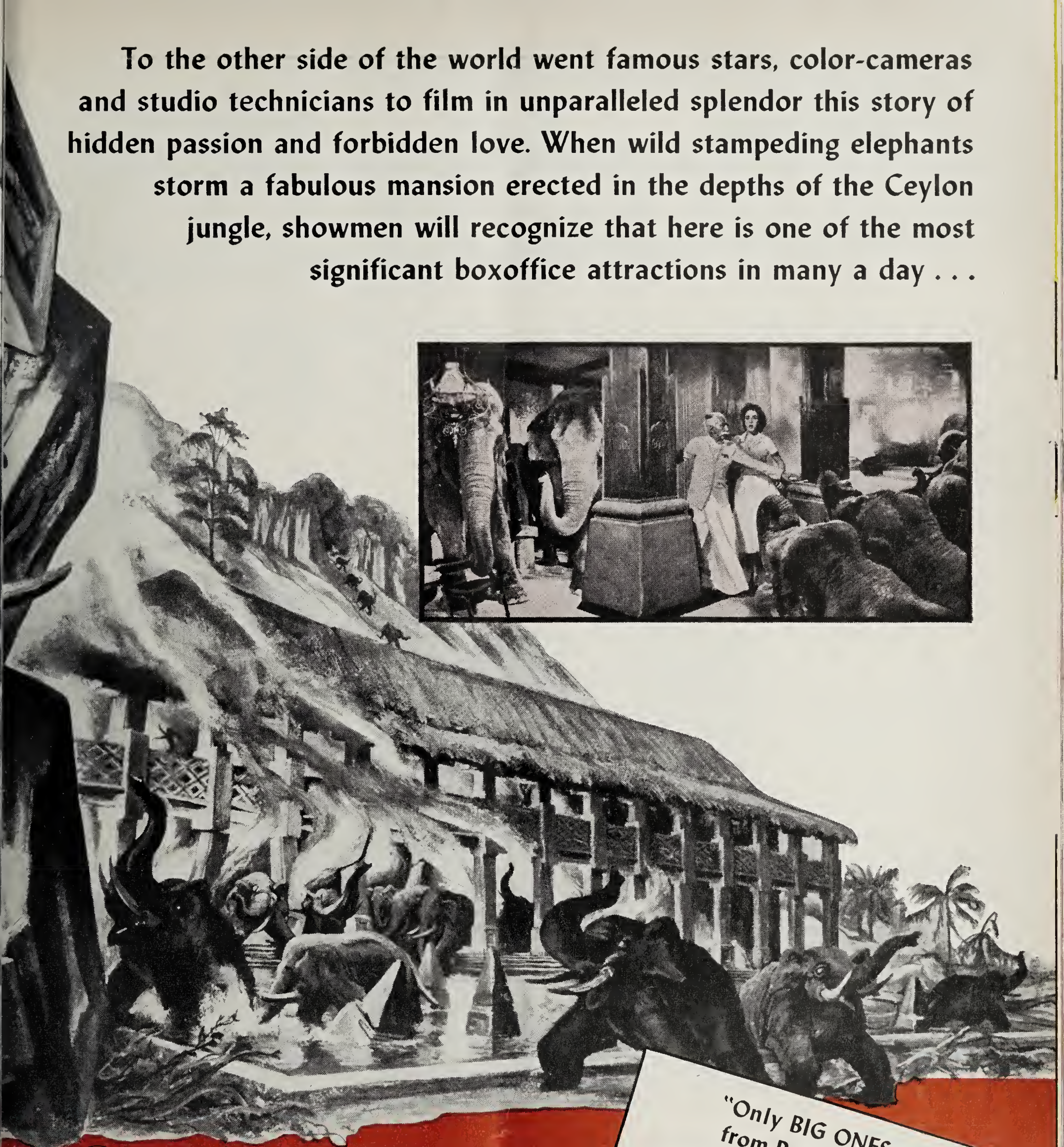
ELEPHAN

COLOR BY TECH

starring **ELIZABETH TAYLOR · DANA AN**

Produced by **IRVING ASHER** · Directed by **WILLIAM DIETERLE** · Scree

To the other side of the world went famous stars, color-cameras and studio technicians to film in unparalleled splendor this story of hidden passion and forbidden love. When wild stampeding elephants storm a fabulous mansion erected in the depths of the Ceylon jungle, showmen will recognize that here is one of the most significant boxoffice attractions in many a day . . .



WALK

OLOR

US · PETER FINCH

LEE MAHIN · Based on the Novel by Robert Standish

"Only BIG ONES from Paramount":
Now — THE NAKED JUNGLE
RED GARTERS
MONEY FROM HOME
Soon — CASANOVA'S BIG NIGHT
KNOCK ON WOOD
All in color by Technicolor

Demonstrations of CinemaScope Scheduled; Lens Prices Reduced

(Continued from page 7)

Queried at the end of the press conference, Sponable told this reporter that the price of the lens adapters should be "nominal." He explained that a lens could easily be placed over the CinemaScope lens to project an aspect ratio of 1.85 to 1 or 2 to 1.

Sponable also pointed out that buckling and shrinkage which had been experienced in the first three CinemaScope productions was due to the film stock and had been corrected thereafter. He added that the life of the expendable magnetic heads have been increased fourfold from a limited life of 3,000,000 feet of film and that new metals will bring it up tenfold.

The Fox technician cited six improvements brought about by the new CinemaScope taking lenses which improve resolving power, depth of field, flatness of field which results in better definition at the edges of the field, corrections of optical aberrations (lateral distortion), mechanical mounting for simultaneous adjustments from a single control and an extended assortment of focal lengths making for complete flexibility of choice on the part of the cameraman and director. In terms of horizontal field angles, the latter advancement permits a range from 122 degrees to 18 degrees inclusive.

Demonstration Planned

Improvements which have been made during the past year in CinemaScope will be demonstrated at the exchange area showing with scenes from "Garden of Evil," "Broken Lance," "The Egyptian," "A Woman's World," "Untamed," and "There's No Business Like Show Business."

The company will make all these new lenses available to all producers. While Bausch and Lomb will distribute CinemaScope lenses directly to dealers and suppliers in the future, 20th-Fox will continue to distribute anamorphic attachments for taking cameras.

Herbert Bragg, assistant to Sponable, emphasized the superiority of four-track magnetic stereophonic sound over optical sound stressing the use of magnetic sound by the studios for original recordings. He claimed that magnetic stereo sound provides an improved frequency response, greater volume range and greater flexibility offering dimension as well as direction.

Bragg also pointed out that the net savings to a theatre installing Perspecta sound averaged about $500. and that the savings largely accrued to the film producer. In conclusion, he ventured the opinion that the public will not accept for long anything less than the best.

Huge CS Grosses Cited

(Continued from page 7)

eign manufacturers because of the dollar shortage. Citing chapter and verse, Silverstone said that "The Robe" in 79 bookings abroad had already grossed more than the normal receipts for a picture in the foreign market which plays 18,000 bookings. He added that 1000 theatres abroad are now equipped for CinemaScope.

It was announced that as of this week 75 CinemaScope pictures are either in release, completed and ready for release, in various stages of production or planned.

Matty Fox Takes Helm At Skiatron

Matthew Fox, owner of Motion Pictures for Television and co-owner of United Artists, announced last week the formation of Skiatron TV Corp., which has successfully negotiated for the exclusive U.S. and worldwide rights for 99 years to the Skiatron "Subscriber-Vision" TV system owned by the Skiatron Electronic and Television Corp.

Fox will be president and board chairman of the TV Corp. In addition, he figures to becomes the second largest stockholder in the Electronic and Television Corp. via a deal whereby he has optioned 200,000 shares of stock of the latter company.

The "pay-as-you-see" TV outfit will offer Broadway shows, first-run films as yet unreleased, sports events, grand opera, ballet and other specialized events, Fox stated. He plans to file application shortly with the FCC for permission to start operating Skiatron immediately on a commercial basis, he disclosed.

Skiatron will supplement regular video, Fox declared, and his shows will have no commercials of any kind. The process works on a "scrambler" device whereby the image will be brought into focus on the home screen by insertion of a small card and by pressing one button in a home-set attachment.

The development company will be assured five percent of the programming gross proceeds, it was learned. STEC will get additionally 50 percent of the proceeds in cases in which Fox leases out the system for others to operate in areas in which he does not wish to operate himself.

The development firm also stands to receive 50 percent of the royalties netted from the manufacture of the decoding device. Once the patents are exhausted, STEC is to get $250,000 annually. Major STEC stockholder is Arthur Levey, company president.

Require Variable Lenses Set To Ratio Of Prints

(Continued from page 8)

double frame negative. Latter is optically printed in a reduced size and then turned on a 90 degree angle to provide better resolution. Should the VistaVision print then be subjected to the SuperScope process, it could produce anamorphic images.

Some confusion as to the ntaure of VistaVision itself seemed implicit in the statements of various exhibitor bulletins commenting on the probable cost of VistaVision equipment. VistaVision is not a projection process and requires no special equipment on the part of the exhibitor.

Complete details on Panavision could not be determined from the demonstration of that process. Most of those present seemed to agree that the Gottschalk showing had been prepared in a hurry before final arrangements had been completed. However, the system itself was favorably received, leading to speculation that it would prove a strong competitor to SuperScope and other similar processes.

Starr Criticizes Fox's CS Policy

While explaining that he applauds any company that performs research and introduces new presentations that capture the public interest, Alfred Starr, TOA board chairman, took to task this week the present CinemaScope policy of 20th Century-Fox. It is a pattern designed primarily with large first-run houses in mind and unkind to smaller and subsequent-run theatres, he stated.

The exhibitor leader outlined at a trade press conference a three-point complaint against the film company, which led off with the statement that it was "most unfortunate" that a producing company should have become involved in the equipment business. He next decried "what most exhibitors call the unreasonable demands" concerning this equipment on the part of 20th-Fox.

His third charge was that the film company is attempting not only to set its own terms "but to dominate the entire industry by persuading other distributors" to use its system. He claimed that the attempt to force stereophonic sound on the industry has "not been made in good faith."

It represents instead an effort to maintain a tighter control over film rental terms, Starr declared. He explained that exhibitors must be allowed to run their own theatres. The speaker added that the industry can not be judged by Broadway results and that small theatres in small towns must be protected.

If the small towns lose their theatres, eventually there will be no theatres left anywhere, Starr asserted. To keep all theatres going requires more than gimmicks, he announced. To prove this he quoted from an editorial in the Nashville "Tenneseean" which argued that good films do not require 3-D, wide screen or CinemaScope and that bad films decked out in new adornments will not be supported by the public.

Unit Designated To Pick Picture Pioneer For '54

A five-man committee, consisting of Jack Cohn, William German, Sam Dembow, Jr., John J. O'Connor and Herman Robbins, has been asked by the Motion Picture Pioneers board to select the 1954 "Pioneer of the Year." The winner will be honored at the annual Pioneers dinner, to be held in the grand ballroom of the Hotel Astor, N.Y.C.

The board elected to its membership Harry J. Takiff and Marvin Kirsch. It also approved an amendment to its by-laws granting itself the authority to replace directors who miss two consecutive meetings. Board expressed its appreciation for the efforts of the Pioneers' Fonndation and discussed means of increasing membership.

Picker Notes SA Rise

Arnold Picker, United Artists vice-president in charge of the foreign department, told the trade press following a tour of Latin America that although confusion over new processes and a consequent lack of techniques penetration is to be found in South America, economic conditions in those lands are on the upgrade. Especially noteworthy, he said, are improved living standards, with resultant higher grosses.

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ALL ITS STORYBOOK WONDER BECOMES SCREEN MAGIC!



Grand Prize
Venice 1953
Special
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"HEIDI" wins GOLD MEDAL AWARD—
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AS "OUTSTANDING
FAMILY MOVIE!"



SPECTACULAR BOOK TIEUP!

Grosset & Dunlap, one of the nation's leading publishers, is all out for "HEIDI" with one of the most extensive book promotions ever placed behind a motion picture! 7 new editions are being distributed—a minimum of 4,000,000 copies—in a nationwide theatre tieup. Posters and other material on the 7 books and the picture will be displayed in 91,720 traffic locations ranging from department stores to newsstands... all keyed for the Easter season!

Also 400 radio and 90 TV stations all over the country will promote "HEIDI" with plugs and spot announcements!

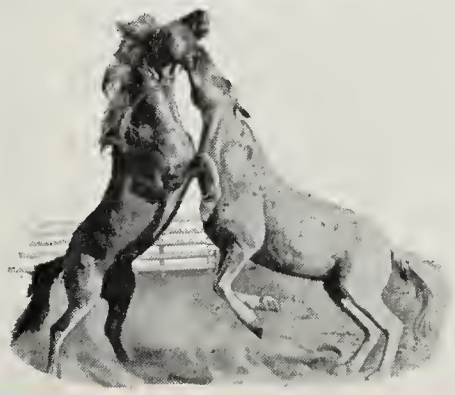
"HEIDI"

Produced by LAZAR WECHSLER Directed by LUIGI COMENCINI
Based on the book by Johanna Spyri

"Absolutely stunning! Moves one to emotional raptures that are seldom got from a film!"
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"Should fascinate child and adult alike!" —*M. P. HERALD*

A rare and exciting film... as proud and majestic as its wild stallion...



"WHITE MANE"

Grand Prize Cannes 1953

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Presented by William L. Snyder

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PRIZE-WINNING, FAMILY-AFFAIR FILMS!

QUALITY PICTURES UA IN QUANTITY

35TH ANNIVERSARY 1919 UA 1954

Staff Reviews

(*Continued from page* 11)

the husband, who has done time for allegedly murdering his wife, turns in a superb performance.

Miss McGuire leaves Stephen McNally because he is a killer. She is going to have a baby. When McNally is on trial for murdering his wife, Dorothy doesn't come to his aid and he is sent to prison. Once out, he spots his daughter, Mary Murphy, in a newspaper photo due to her resemblance to Dorothy and he tracks them down. He then plays a vicious game of mental tag with Dorothy, upsetting her life, influencing Mary and bilking Dorothy of her money. Out to get the last of Dorothy's money, he goes with her to a cave dwelling and when Dorothy, who plans to kill him, loses her nerve, McNally accidentally falls to his death.

"The Mad Magician"

(Columbia) 3-D or 2-D 73 Min.

Cast: Vincent Price, Mary Murphy, Eva Gabor, John Emery, Donald Randolph.

Credits: Produced by Bryan Foy; Directed by John Brahm; Written by Crane Wilbur.

"The Mad Magician" is a thriller that has been made in 3-D in 1.85 ratio. The film will be also available in 2-D. The 3-D doesn't add much to the proceedings and it will probably get its best reception as a 2-D feature. A period story, the film tells of a creator of magician's illusions who wants to become a top magician himself and is frustrated in his attempt to do so. A lot of production savvy has gone into the film which is authentically costumed and has captured the atmosphere of the period in which all the action takes place. There is plenty of promotional business in this one. Use of magic tricks is clever and Vincent Price handles his role with great skill. This is a grisly effort that will probably delight juveniles no end.

Vincent Price, a maker of magic illusions, starts his own act with one of his illusions, a buzz saw trick as his main attraction. His employer, Donald Randolph, halts his act when it is on its way to success. Unbalanced by this and the fact that Randolph has stolen his ex-wife, Eva Gabor, Price beheads him with the illusion. After disposing of the body, Price poses as the deceased and is forced to destroy Eva when she discovers the ruse. Price goes to his death in a crematorium trick, which he has used to dispose of another magician who has begun to suspect him.

"Prisoner of War"

(M-G-M) 80 Min.

Cast: Ronald Reagan, Steve Forrest, Dewey Martin, Oscar Homolka, Robert Horton, Paul Stewart, Henry Morgan, Stephen Bekassy, Leonard Strong.

Credits: Produced by Henry Berman; Directed by Andrew Marton; Written by Allen Rivkin.

"Prisoner of War" is a hard-hitting tale about Communist atrocities in the prison camps of North Korea. Played by an all-male cast, including Ronald Reagan, Steve Forrest and Dewey Martin, the picture is uncompromisingly realistic in its depiction of physical brutality. Therefore, the film should find its best program appeal among the more rugged movie-goers and is definitely not geared for children. As timely as the morning headlines, plot has Ronald Reagan, a U. S. Army officer, purposely get himself captured by the Communists so that he can collect data on how American soldiers are being treated. Once caught, the atrocities begin, and the film shows the men being tortured by many different methods to get them to reveal secrets and to break their morale in general.

Reagan has been told to expect a fellow intelligence officer planted in his compound, but he does not know which one it is. Meanwhile, Dewey Martin succumbs first to the wiles of the Communists and turns traitor on the men. Reagan finds it also advantageous to pretend to turn traitor so that he can learn more about the Communist secrets and get messages back to the Americans. The more stubborn G.I.'s are badly treated by the Reds, and the Communists are shown torturing even a pet dog. The Americans, led by Steve Forrest, turn on Martin and Reagan. However, both are vindicated when it is learned that they are working on the same mission. Reagan, Forrest and most of the other Americans are finally repatriated, but Martin goes on to Russia.

"Drive A Crooked Road"

(Columbia) 83 Min.

Cast: Micky Rooney, Dianne Foster, Kevin McCarthy, Jack Kelly, Harry Landers.

Credits: Produced by Jonie Taps; Directed by Richard Quine; Screen play by Blake Edwards; Adapted by Richard Quine from a story by James Benson Nablo.

The reviews are bound to be mixed on this film; some may even say that it is a "sleeper." However, one thing is sure and that is that despite its down beat theme, it is a well made film that gets interest all the way and is one of the best vehicles that Mickey Rooney has had in a while. It is a clever and fast-paced melodrama, which should do good business the top side of any bill and will also give Dianne Foster another boost toward the top stardom this young lady is headed for. Kevin McCarthy is oustanding in this film, playing a novel type of heel. The film has plenty of exploitation angles dealing with a sports car mechanic and sports cars, plus good road racing sequences.

McCarthy and Jack Kelly are two smooth crooks looking for a sharp driver to drive their getaway car in a planned bank job. They find him in Mickey Rooney, a girl-shy mechanic, and they set Dianne Foster to woo him so he will do the job. Dianne pitches in and Rooney falls for her. Soon Dianne regrets having involved Rooney, but Kelly and McCarthy hold her in check. After the bank is successfully robbed, Dianne tries to save Rooney. The latter, being transported to a lonely spot to be killed by Kelly, crashes the car and kills Kelly, then doubles back just in time to save Dianne from a horrible beating by killing McCarthy. This leaves Rooney and Dianne to stand trial for their activities.

"The Jolson Story"

(Columbia) Technicolor 128 Min.

Cast: Larry Parks, Evelyn Keyes, William Demarest, Bill Goodwin, Ludwig Donath.

Credits: Produced by Sidney Skolsky; Directed by Alfred E. Greene; Screen play by Stephen Longstreet.

The timelessness of top-flight screen entertainment can be judged from audience reaction to a screening last week of "The Jolson Story," now fitted out with stereophonic sound on a wide screen. When reviewed by THE INDEPENDENT in an issue of Sept. 28, 1946, this magazine predicted that the film biog "should be a ten-strike at the box office." Grosses during the months that followed substantiated that prediction, and if one can judge from an audience at the Fox Theatre, large Brooklyn downtown house, film could score another ten-strike this time around. Patrons broke into frequent spontaneous applause as Larry Parks, backed up by Jolson's voice, finished his numbers.

The great Jolson numbers which evoked nostalgic memories seven years ago prove just as meaningful today, and the stero sound really envelops the audience in music. We think our original review still valid when we said, "the title, the singing of Jolson, the beautiful color, the lush production values and the ingratiating performances of Parks, Evelyn Keyes . . . and the others are high points that can be exploited far and wide to the tuneful ringing of the cash register."

"Pride Of The Blue Grass"

(Allied Artists) Color Corp. of America 70 Min.

Cast: Lloyd Bridges, Vera Miles, Margaret Sheridan, Arthur Shields.

Credits: Produced by Hayes Goetz; Directed by William Beaudine; Written by Harold Shumate.

"Pride of the Blue Grass" is a nice little programmer. Although it's story line isn't anything too different from previous horse racing sagas, film is very well acted and produced. It moves along well. This one is about the injured horse, which is nursed back to health and wins the all important big race. This race solves the romantic problems of Lloyd Bridges, a top trainer, who is being pursued by Margaret Sheridan, a wealthy horse owner's daughter, but who really cares for poor, but proud Vera Miles, who has confidence in her injured horse and who with the aid of Arthur Shields and Michael Chapin gets her horse back in shape. Bridges, who has taken a high paying job with Margaret's father, quits and casts his lot with Vera, Chapin and Shields after giving it much thought and deciding that money isn't everything and that someone has to train the horses who are trying to break into the big time. There are some good racing stock shots in the film and they add a lot to its interest. Film was shot in 1.85-1 ratio, but is adaptable to screens of any size.

"The Iron Glove"

(Columbia) Technicolor 77 Min.

Cast: Robert Stack, Ursula Thiess, Richard Stapley, Charles Irwin, Alan Hale, Jr.,

Credits: Produced by Sam Katzman; Directed by William Castle; Screen play by Jesse Lasky, Jr., DeVallon Scott and Douglas Heyes; Story by Robert E. Kent and Samuel J. Jacoby.

"The Iron Glove" suffers from a rambling story line, which makes it hard at times to keep up with its plot. With five writers contributing to the picture, the story should have been much more clarified and quite a bit of the film's excess dialogue could have been scissored. As a supporting feature, the film will get fair results. Robert Stack does the best he can with a pretty implausible role and Ursula Thiess, who definitely is a beautiful woman, is a very wooden actress and is also one of the most inanimate femme stars in the business, smiling only once in the whole film. The film's art direction is expert and the camera work excellent and direction at times overcomes material to inject some action into the proceedings.

Richard Stapley, the Prince of Scotland, is trying to dethrone Otto Waldis, King George I, from the throne of England. In these efforts, he is championed by Robert Stack, an Irish soldier of fortune. Ursula Thiess is sent out as a spy for Waldis to see that Waldis' plot against Stapley's life succeeds. However, Ursula is won over to Stapley and Stack's side. When Waldis' cohorts plans to kidnap Rica Owen, Stapley's intended bride, Stack intercepts them, kills the leaders and delivers Rica to Stapley. They marry and have a child, who is to be known as "Bonnie Prince Charlie," and Stapley still has hopes of getting the throne someday.

(*Continued on page* 22)

TIME

THE WEEKLY NEWSMAGAZINE

TIME tells its
millions of readers the
whole big story of why

JACK WEBB

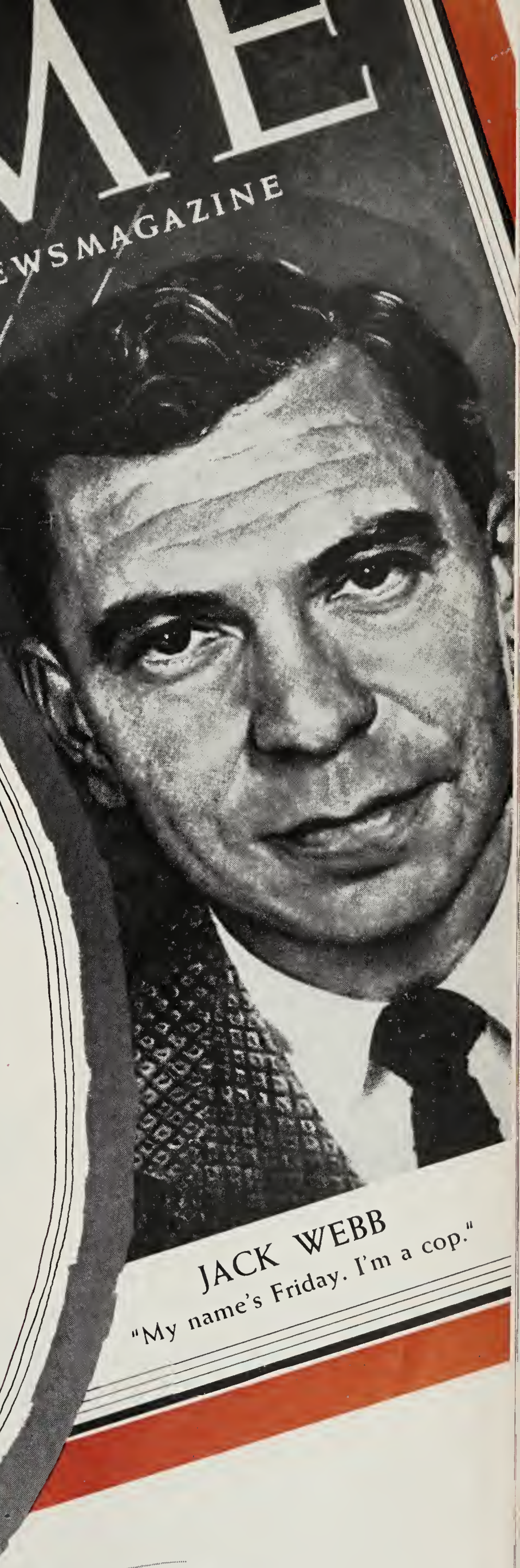
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WB

LETTERS

. . . to the editor

Mr. Morton Sunshine, Editor,
Independent Film Journal,
1515 Broadway,
New York City, N. Y.

Dear Morty:

As Jack Webb would say—this is Friday, 8:30 a.m., the morning after the Academy Award show was presented on television last night. My office is in Brooklyn. I live in Manhattan. However, this morning I did not have to get up. The fact is, I don't think I went to sleep, because most of the night was spent in thinking about the television show and the awarding of the Oscars.

The Motion Picture Academy of Arts and Sciences put on an incomparably beautiful show last night. It was "showmanship" in every sense of the word. The manner of presenting scenes of last year's great pictures, and putting across the outstanding song hits nominated for Oscars, was all magnificent. The parade of stars who came before the microphones and television cameras were glamour presonified.

I rushed home last night in order to relax and watch this great show on television. I'm sure that millions of people (this morning's papers say about forty-three million) did the same thing. Certainly the empty seats in the theatres across the country prove that these figures are correct.

What did our great motion picture industry show the forty-three million people who sat around their television sets? Every picture discussed, every song hit that was heard, every credit that was announced, were naturally about last year's achievements. Was there anything new on the program last night? Yes, the only new thing was the story of the 1954 Oldsmobile.

As an exhibitor, as one who is vitally interested in all aspects of the motion picture industry, I do not think that I am alone in feeling that industrywise, a much finer accomplishment would have been marked to our credit, if instead of having a commercial sponsor for this great show, it would have been given to the American public by the producers, distributors and exhibitors.

I know how happy it would have made me, and the other exhibitors of the nation, if Paul Douglas had told the public something about a few of the outstanding films which would be shown in 1954—pictures which might be potential Academy Award winners next year, instead of a 1954 automobile.

Wouldn't it have been infinitely more thrilling if one of our beautiful and glamourous stars described the great stories that would be on motion picture screens, instead of talking about the inside or outside of the car?

Wouldn't the public have much rather seen and heard about some of the great developments in our industry, such as CinemaScope, Stereophonic Sound, Vista-Vision, SuperScope and other technical achievements which will raise motion pictures to an even greater level than they are today, instead of seeing the beautiful scenery that one finds while riding around the country in a new automobile?

I cannot recall when any automobile company has ever sponsored a television show to advertise motion pictures. Is our industry so improverished that in order to present the greatest show of the year, it must call upon the automobile industry to advertise its products as a reward for bringing this show to the public? To me, it seems that something is wrong somewhere.

Moreover, I think that something should be done about it—and done right now, not next year when it is too late. I hope that a committee will be appointed that would start at once to plan for the radio and television presentation of the 1954 Academy Award performance—a show that should be paid for by everyone who has a stake in our industry, and that includes distributors, producers, exhibitors and all the others. After the wonderful job that COMPO has done on the tax situation, this might be its next important task, one that would bring everlasting credit to the industry and COMPO.

In conclusion, I want you to know this—I loved every bit of last night's performance, but I would have been so proud to have been able to say to my friends this morning: "OUR INDUSTRY GAVE YOU LAST NIGHT'S SHOW. HOW DID YOU LIKE IT?

With kindest personal regards,

Sincerely yours,
SAMUEL RINZLER, President,
Randforce Amusement Corp.

"Prison Nurse" On Video

THE INDEPENDENT erroneously listed Republic's "Flight Nurse" in the Films Televised column in the issue of Feb. 6. Listing should have read "Prison Nurse." "Flight Nurse" has not been released to television.

RKO Stock Sale Okayed By Ruling

WILMINGTON, DEL.—A ruling last week by Chancellor Collins J. Seitz against the suit brought by stockholders Louis Schiff and Jacob Sack to prevent the purchase of all RKO Picture Corp. stock by Howard Hughes apparently cleared all obstacles to the sale. Earlier in the month, the stockholders agreed to accept $6 per share for their stock.

Chancellor Seitz ruled that the plaintiffs "have failed to sustain their burden of showing fraud or bad faith." He noted additionally that he assumes that the plaintiffs have abandoned their case to seek a receiver for the company.

The Chancellor stated in his 34-page opinion that he realizes the Hughes offer of $6 per share was calculated to weaken the resistance of "less enthusiastic" stockholders. He asserted that he considered the fact that Hughes is in control of the branch of the company producing large losses, now amounting to $100,000 per week.

But with the stockholders voting approval of the sale, the burden of proving fraud rests with the plaintiffs rather than the court, he ruled. Since this was not done, the case was dismissed. Commenting on the management's proxy statement, Chancellor Seitz stated that "the effort made was sufficient in my judgment . . . to withstand a charge of fraudulent misrepresentation."

News Bulletins

Museum's UA Tribute

The 35th anniversary of United Artists will be commemorated by the Museum of Modern Art Film Library via a series of public showings from April 5-Sept. 12 of 21 of the memorable films the company has released since 1919. The festival has been arranged to salute UA's "many contributions to the development of the art of the motion picture," according to Richard Griffith, curator of the film library.

Each film will be shown first for one day only with two daily performances at 3:30 and 5:30 p.m. When each film has been shown once, the entire list will then be repeated, donating one week to each picture. The tribute will be launched with "Way Down East," starring Lillian Gish, and will conclude with "High Noon," Gary Cooper starrer.

Set Wisconsin Meet

MILWAUKEE.—Allied Independent Theatre Owners of Wisconsin will hold their "Year of Decision" convention at the Schroeder Hotel from April 6-8. Panel discussions, consideration of new techniques, drive-in advertising and other phases of theatre operation will be featured. Arnold Brumm and A. Provinzano are co-chairmen, with Ed Johnson handling the yearbook and booths; Bill Nichols, publicity, and Oliver Trampe, tickets.

State Tax Reduction

COLUMBIA.—The South Carolina House of Representatives has voted to reduce the tax on motion picture theatre seats, cutting the annual tax revenue from this source from the present level of approximately $235,000 down to $38,000. A smiliar bill was vetoed last year by Governor James F. Byrnes.

May Arbitration Conclave

The opening of the upeoming industry arbitration conference will probably take place in May, a subcommittee of the National Distributors Committee and the Legal Committee of the MPAA decided this week. The group agreed that it would not be feasible to hold the conclave within the 60-day limit proposed by Eric Johnston, MPAA president, on Feb. 10.

All exhibitor groups, with the exception of National Allied, are expected to attend the talks. Present at the subcommittee meeting were Al Lichtman, Al W. Schwalberg, Charles J. Feldman, Austin Keough, Adolph O. Schimel, Robert W. Perkins, Ralph D. Hetzel, Jr., and Sidney Schreiber.

Ballantyne Ozoner Screens

A pair of new wide screen developments for outdoor theatres have been unveiled by the Ballantyne Co. First is a completely prefabricated giant screen tower that can be erected quickly and easily, according to the concern. Second is a series of prefabricated screen sections which can convert a standard tower surface to a wider ratio screen.

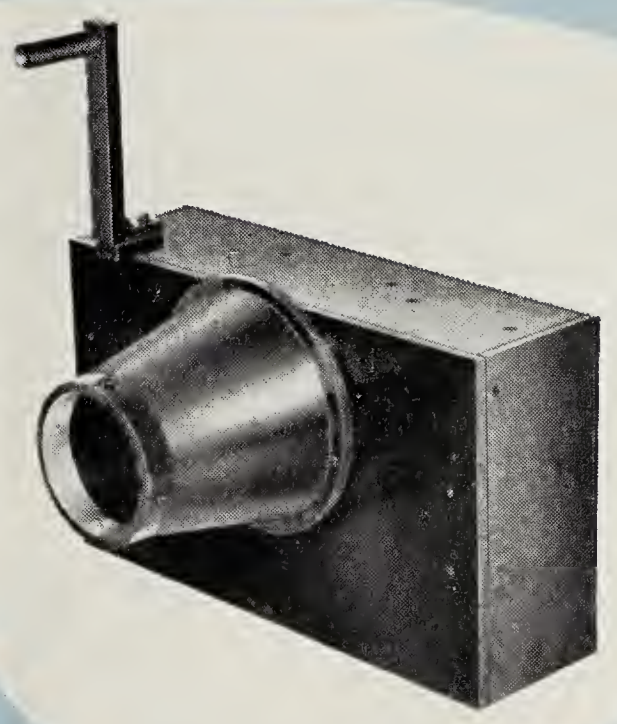
The giant tower, a Boyer design, measures 40 x 96 and comes in either curved or flat surfaces. Unit can be assembled on the ground with ordinary labor, the company claims. The screen sections come in multiples of eight and 12 feet.

Dowling-RKO Deal

A multiple picture releasing deal has been concluded between Alan Dowling Pictures and RKO Radio for release of two independent productions, to go before cameras during the next eight weeks. The first, "Night Music," will star Linda Darnell.

Now every theatre can play to greater 3-D profits!

The combination of the Pola-Lite 3-D Single Track System and the New Pola-Lite folding temple glasses make it possible for every theatre to play 3-D pictures at 2-D cost.



The Pola-Lite 3-D System
is the remarkable new development that projects a 3-D picture on a single strip of film with your normal equipment. This means less expense because of

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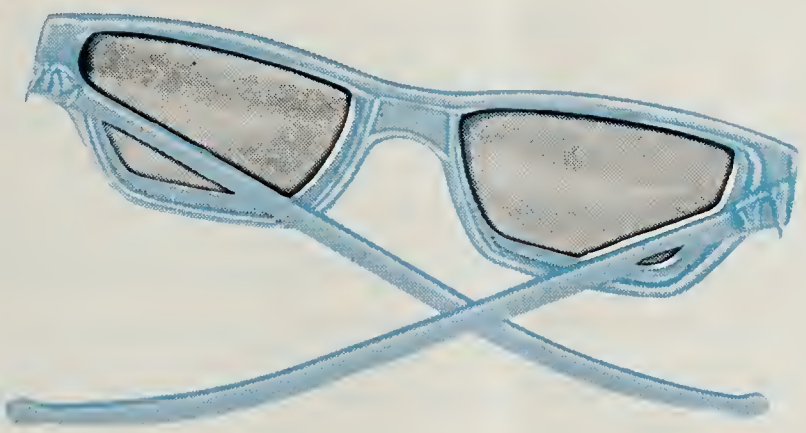
No unnecessary intermissions

No extra carbon or electricity expense

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Universal is leading the way with two single track productions — "Taza, Son Of Cochise" and "Creature From the Black Lagoon"



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Also comfortable clip-ons for those who already wear spectacles.

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Staff Reviews

(*Continued from page* 18)

"The Seige of Red River"

(20th-Fox) Technicolor 81 Min.

Cast: Van Johnson, Joanne Dru, Richard Boone, Jeff Morrow, Craig Hill, Rico Alaniz, Robert Burton, Pilar Del Rey.

Credits: Produced by Leonard Goldstein; Directed by Rudolph Mate; Screen play by Sidney Boehm; Story by J. Robert Bren, Gladys Atwater.

An unusually good story is given smart production and direction to deliver plenty of satisfaction. Added values includes the name content — Van Johnson and Joanne Dru — plus Technicolor. Narrative is neatly set in motion, unfolds with plenty of action, intrigue and romance. It is a Civil War yarn with an Indian warfare factor. The ingredients are paraded in a snappy style and the obvious intent and calculation of the offering come off in proper style. Performances delivered by all hands are a cut above the standard for this sort of Western.

Van Johnson and Milburn Stone are Confederate soldiers who are engaged in espionage behind the Union lines. They masquerade as a medicine show. In a slick maneuver they steal a Gatling gun, conceal it cleverly and make tracks. They meet with Joanne Dru, a nurse, and assist her in reaching Kansas. She is the daughter of a Union medical officer and Johnson indicates that his sympathies are elsewhere. The yarn builds to an exciting peak when Richard Boone, who works for both sides and himself, pulls a fast one. He steals the gun, sells it to Shawnee Indians. Johnson is revealed and arrested. The Indians attack a fort with the gun. It is largely via the efforts and bravery of Johnson that the tide of battle is turned in favor of the defending whites. Facing court martial, Johnson's outlook is not too bad as a report comes in that Lee has surrendered and the war is virtually over. He faces Reconstruction with Joanne as his bride.

●

"The Lone Gun"

(United Artists) Color Corp. of America 78 Min.

Cast: George Montgomery, Dorothy Malone, Frank Faylen, Neville Brand, Skip Homeier, Doug Kennedy, Robert Wilke, Fay Roope, Douglas Fowley.

Credits: A World Films Presentation; Directed by Ray Nazarro; Screenplay by Don Martin, Richard Schayer; Story by L. L. Foreman.

"The Lone Gun" will fill all Western requirements, ably. Rustlers, a lawman operating as a lone hand, a gambler with an inclination for philosophy and easily led townsfolk—familiars all—are to be found and worked over to good effect in "The Lone Gun." There is, too, the usual violence, brawling, ambushes and the like. The baddies get badder until the marshal finally gets his wind up and tells them off in no uncertain terms. This, however, not before an innocent is killed and the situation gets out of control.

In the main role, George Montgomery is properly stalwart and tough as required. Dorothy Malone is the interesting girl on the scene, sister of Skip Homeier who is in hock to Neville Brand, head of the "Moran" clan, a nasty lot. Frank Faylen is the gambler. His part is rendered very well.

Montgomery, riding into Marlpine meets Faylen, and together they reach their destination. Almost immediately George tackles Brand and company, beats them up. In short order he is the marshal and a target. Brand continues his rustling. But he makes the mistake of framing Faylen for the murder of Homeier. Faylen is kidnapped. George sets out after the killers. In a neat bit of gunplay and maneuver he settles their hash.

'Guilt Is My Shadow'

(Stratford Pictures) 86 Min.

Cast: Patrick Holt, Elizabeth Sellars, Lana Morris, Peter Reynolds.

Credits: An Associated British Picture Corp. Ltd. presentation; Produced by Ivan Foxwell; Directed by Roy Kellino; Screen play by Kellino and Foxwell.

This British suspense drama should serve best as mid-week product for the nation's art houses. Film might have come up higher in the chips if the scripters had concentrated on their description of the connivings of a scoundrel throughout the picture. Instead, midway through the running time the villain is killed off and the film makes an abrupt switch, taking on a semi-impressionistic tone. Here, the underplaying of the first part is replaced by dream sequences, symbolism and several religious scenes. Confusion on the part of the writers won't help word of mouth on this one.

Picture is peopled with faces familiar to British film enthusiasts, although there are no major name stars in the cast. Film starts with Peter Reynolds, a young scamp who is taking advantage of his wife, Elizabeth Sellars and young uncle, Patrick Holt. During an argument, Miss Sellars kills Reynolds in self-defense. Holt hides the body and tries to protect the distraught widow. Miss Sellars falls in love with him, but she is headed for a nervous collapse and tells the police the truth. She and Holt will wait for each other.

●

"Mr. Potts Goes To Moscow"

(Allied Artists) 93 Min.

Cast: George Cole, Oscar Homolka, Nadia Gray, Frederick Valk, Charles Goldner.

Credits: Produced and directed by Mario Zampi; Screen play and original story by Jack Davies and Michael Pertwee.

This film is a wonderful feature for the art house circuit. It pokes fun at both the English and the Russians and is loaded with laughs all the way. George Cole as a plumber, who is the subject of an international furore, is one of the most adept comics seen on any screen. The effect of this extremely clever comedy on film patrons will range from belly laughs to steady chuckles. It should get a lot of word-of-mouth; that will help its business greatly.

Cole, who is unhappy with his job in the British government sanitary department, heads off for a vacation and plans to work on his new flushing system. By error, he takes the wrong briefcase and instead of his sanitation plans, he takes one which contains top scret atomic plans. He gets drunk in Paris and meets Russian agent Oscar Homolka, who is led to believe that he is a famous scientist. Cole, however, thinks that Homolka, who takes him to Moscow, wants him to work on the Russian flushing and sanitation pipe lines. Cole discovers his mistake and tees off one of the wildest chases in history with both Nadia Grey and Homolka only too happy to leave Russia and join Cole, when he flees to the British zone in Berlin.

●

"The Lonely Night"

(Mayer-Kingsley) 62 Min.

Cast: Marian Seldes, Charles W. Moffett, the Shortall family, the Gambino family.

Credits: Produced by Irving Jacoby and Willard Van Dyke under supervision of the Mental Health Film Board; Directed and written by Irving Jacoby; Narrated by Frank Silvera.

This is a highly informative and excellently presented documentary which details the psychiatric aid given a young woman plagued with inner conflicts. As such, it is not entertainment. "The Lonely Night" should, however, merit art house bookings for its excellence, its willingness to reveal the frank truth about psychotherapy without resorting to phoney trappings, and its honesty. It should be seen by all.

Picture is being sold under the catch-phrase slogan of "Psychiatry in Action!" in conjunction with a Swiss feature made in 1937 and called "The Eternal Mask," described as "the story of a doctor's dementia." "Mask" has English titles.

Georgia-Alabama Exhibs Set May Conclave Date

ATLANTA.—The seventh annual joint convention of the Motion Picture Theatre Owners and Operators of Georgia and Alabama Theatre Association will be held in this city's Biltmore Hotel on May 9-11. Presiding will be J. H. Thompson, head of MPTO&O, and R. M. Kennedy, head of the Alabama group. These officials will chairman the general program committee.

Equipment committee is headed by C. L. Patrick and Harry Curl. Conventional theatres committee will be under the direction of John Stemer and W. M. Wolfson, while drive-ins will be headed by Ray Edmondson and Jimmy Gaylard. Other officials active in the meeting will be E. D. Martin, treasurer; John Thompson, secretary, and T. E. Watson, ATO secretary-treasurer.

FILMS TELEVISED MAR. 20 to APR. 2

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	*Cast*	*Original Release Date*
Backroom Boys	Arthur Askey	
Bad Men of Nevada	Victory Jory	
Black Midnight	Roddy McDowall	Monog. 10-2-49
Charlie Chan At The Race Track	Warner Oland	Fox 7-14-36
The Day I Die	Walter Woolf King	
The Fireball	Mickey Rooney	Fox 8-16-50
Hidden Valley Ghost	Buster Crabbe	
In The Money	Arthur Hoyt	Chesterfield 1-6-34
Laughing Lady	Anne Ziegler	Four Continents 1-11-50
Leave It To Henry	William Tracy	Monog. 6-12-49
Pirate Submarine	Pierre Ludan	Lippert Pic. 7-8-52
Return To Algiers	Anton Walbrook	
Sky Dragon	Roland Winters	Monog. 3-1-49
Springtime	Carol Raye	Four Continents
Square Dance Katy	Vera Vague	Monog. 3-25-50
Strange Holiday	Claude Rains	PRC 2-1-46
Texas Desperados	Buster Crabbe	
Tropical Fury	Armida	
The Vicous	Tommy Cook	
The Western Flame	Johnny Mack Brown	

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Does it come as a surprise when you look into your Cost-of-Living . . . and out pops a JOKER?

You'll see the reason, when you examine the Bureau of Labor Statistics report showing that *your* Cost-of-Living has jumped 92.8% since 1939! *Your* FOOD cost has risen 141.4%; *your* RENT 42.4% and the cost of *your* APPAREL 99.2%! A further look at the Exhibitors Digest reveals an increase of 98.9% for *your* THEATRE EQUIPMENT and SUPPLIES from 1940 to 1952! *Your* jumping Jack . . . is springing from some pretty lively prices!

However, there are no springs and no strings attached to the negligible increase, IF ANY, you've received from NSS during the very same period!

Compare *all* your costs with the LOW COST, Service-With-A-Smile Policy of the Prize Baby!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

REGIONEWS

ALBANY

Charles A. Smakwitz, Stanley-Warner zone mgr., was at the Capitol with Jack Bryson, Manning Clagett and attorney Philip J. O'Brien, Jr., all of MPAA, during the industry's fight on the Brydges-Fitzpatrick bills concerning censorship. . . . A weekday increase from 50 to 60¢ and evening hike from 74 to 85¢ was adopted by Fabian's Palace and S-W's Strand in Albany, Fabian's Proctor Plaza in Schenectady, and Fabian's Proctor and S-W's Troy in Troy. These houses moved up the week-end top to 85¢ sometime ago. . . . The Strand and Victoria in Watertown and the Playhouse in Manchester, Vt. were temporarily darkened.

Jules Perlmutter has set April 17 as relighting date for the Lake in Fort George, which has been refurbished and air-conditioned, the Ft. George Drive-In, Lake George, and the Richmondville Drive-In. . . . Harold I. Tyler, owner of the Delphia Theatre in Chittenango, returned to that and other business interests after completing his second session as member of the Assembly in the State Legislature.

ATLANTA

The new Fair Theatre, Summerville, Tenn., which will replace the one destroyed in a $75,000 fire, will open about April 15. . . . Floyd Theas. of Fla. took over the Largo Theatre, Largo, and the Silver Moon Drive-In, Lakeland, Fla. . . . Horace Denning, pres. of M.P. Exhibitors of Fla., in a letter to state theatre owners, warned them to watch invoices from out-of-state suppliers which fail to include state taxes. The MPE's second spring meeting will be held in Miami in April. . . . Grace Woodly returned to Columbia as booker. . . . R. B. Gooch opened the Skyvue Drive-In at Svannah, Tenn. . . . Nat Williams of Interstate Ents. appointed Robert Powers as mgr. of the Mode and Ritz theatres in Thomasville, Ga.

A new $250,000 movie studio is under construction in Winter Park, Fla. for Avalon Pictures, which is headed by Thomas B. Casey. . . . Radio Station WAOK, which replaces WATL, has officially gone on the air. . . . T. C. Cox, RKO office mgr., will be bedded for six weeks following a heart attack. . . . James Hobbs, Allied Artists branch mgr., became a grandfather. . . . A son, named Howard Wallace Taylor, was born to P. L. Taylor of the Dixie Theatre, Columbus, Ga. . . . Poor business caused Gene McIlwain to close his Evesta Theatre at Hartsville, Tenn. and his York at Red Boiling Springs, Tenn. . . . Dixie Theatre Supply of Albany, Ga. opened a branch in Atlanta on Walton St. . . . Samuel Selden was reelected pres. of Southeastern Theatre Conference.

Frank Benton, head of Benton Bros. Film Express, Jacksonville, looking for a location in Miami with a view to improving his film service in Florida. He will also explore the Tampa area. . . . Bernard Sammons was appointed mgr. of the Lyric, Dunellen, Fla., where he replaced Gordon Cooper, transferred to Inverness, Fla. . . . C. F. McDaniel appointed mgr. of Lam Amuse.'s Royal, Hogansville, LaGrange, Ga. . . . Nelson Soett opened his Moonlight Drive-In near Trion, Ga. for the sixth successive season. . . . Marion D. (Boots) Adams opened the Gulf Drive-In at Panama City, Fla., which had been under construction for six months. It boasts an 84x46 screen and a huge artificial lake between boxoffice and screen. It's a Martin Theas. unit.

Earl Griffin, for many years in Fla. State's accounting dept., and recently recovered from a lengthy illness, was appointed mgr. of the Edgewood Theatre, Jacksonville, Fla. . . . Charles B. Sullivan, owner of the Camp Hill Theatre, Camp Hill, Ala., was appointed a member of the Town Council. . . . A. L. Reagan and Kenneth William repossessed the State Theatre, Knoxville, Tenn. . . . Former RKO booker Louis Owens has returned to his old post. . . . The first zoo in Barbour County and first of its kind in this section of the country is taking shape at the Barbour Drive-In between Louisville and Clio, Ala., owned by Frank Pierce. . . . Welcome back to Bill Kelly, U-I branch mgr., after a spell of illness. . . . Ted Toddy, pres. of Toddy Pictures, was recently married to Cornelia Small.



George Hoover of Paramount Theatres and Walter Jacobs of Miami Beach greet stars Aldo Ray, James Whitmore, Van Heflin and Tab Hunter at the Miami International Airport. The stars were enroute to Vieques Island, P.R. to film Warner Bros. "Battle Cry."

BOSTON

Sale of the Strand Theatre building, Haverhill, to Leonard M. Goldstein of Newton, an attorney who is one of the principals in the deal, does not affect the long-term lease held by Norman Glassman on the theatre. . . . Ben Williams, independent film buyer and booker is now handling the account of Pinehurst Drive-In, Billerica, for owner James Sheerin. . . . Allan MacDonald, asst. at the Paramount, Boston, is receiving congratulations on the birth of a son, his third offspring. . . . Charlotte Cutler, secretary to Herman Rifkin, will return to her desk after a honeymoon in Florida. She was married to Eli Handleman of Brookline.

Affiliated is handling buying and booking for the new Caribou Theatre, Caribou, Me., recently completed for Clifford Morgan. Other recent Affiliated accounts are Mrs. Lillian Keegan's Marilyn Theatre, Van Buren, Me.; Louis Solomon's Columbia, Boston; John Gardner's Turnpike Drive-In, Albany, N.Y.; Robert Rosie's Alamo Theatre, Bucksport, Me. . . . E. M. Loew's Center Theatre, Boston, now has CinemaScope projection with Ampex stereophonic sound. . . . Charles E. Kurtzman, northeastern div. mgr. for Loew's Theas., spoke before a group of Harvard Law students on the motion picture industry. . . . Myron J. Segal, son of UA branch mgr. Harry Segal, has been added to the UA booking staff. . . . John Murphy, 31, mgr., of L&G's Winslow, Me. drive-in, was killed in an auto accident.

The City Theatre, Brockton, which has been closed for 10 years, is to be torn down to make way for a parking area. . . . Paul Kessler, mgr. of Rifkin's Suffolk Theatre, Holyoke, for the past 18 years, transferred to the circuit's Meadow Glen Drive-In, Medford. . . . Harold Cummings returned to the E. M. Loew staff as mgr. of the Riverdale Drive-In, Springfield. . . . Leading industry figures from every major film company have accepted invitations to attend the "Salute to the Motion Picture Industry" dinner on April 6 at the Sheraton Plaza, sponsored by the City of Boston and Boston Public Library Centennial Commission.

BUFFALO

Students here are being allowed to substitute attendance at "Julius Caesar," currently at the Teck Theatre, for attendance at a Latin or English class. Mgr. Bert Lapitina is giving a 25% discount to groups and reports that bus loads have come from the eight counties of Western N.Y. and from border towns in Canada to see the film. . . . All downtown houses are cooperating with the Dept. of Defense by running "Price of Liberty," a short concerning women in the armed forces. . . . Joe Lebworth, 20th-Fox publicity representative is in town working with Ed Meade, Shea publicity chief, on "Prince Valiant," which will be the Easter week CinemaScope attraction at the Buffalo Theatre. . . . Margart Hartzig, former in-

(*Continued on page 26*)

THE ADS TELL THE STORY

...and so will your BOX-OFFICE when you play PLAYGIRL!



"Pictures with that Universal Appeal"....

BUFFALO (cont'd.)

spectress at the Columbia Exchange for 17 years, passed away.

"Glenn Miller Story" has switched to the Cinema Theatre and mgr. John Kane reports record business in its seventh week downtown. . . . Herbert Gaines, Warner salesman, will be married in June to Debbie Adverse of Brooklyn. . . . Ann Beals of the National Screen office is recovering from serious illness. . . . George McKenna, mgr. of Basil's Lafayette, is local film industry chairman for the Catholic Charities Appeal this year. . . . Film Exchange Employees Local F 9, IATSE, elected John Serfustino pres. and Florence Kiley, business agent. . . . James Hayes closed his 873-seat Murray Theatre at Rochester. . . . Starlite Drive-In at Niagara Falls reopened, with booking and buying handled by Cooperative of Buffalo.

CHARLOTTE

The S.C. House of Representatives voted to reduce the tax on motion picture theatre seats, cutting its annual tax revenue from this source to $38,000 from an approximate $235,000 a year. A similar bill last year was vetoed by Gov. Byrnes. . . . An editorial in the Conway Field, Conway, S.C., favoring Sunday movies, urged readers to help theatre owners in that city by making their attitude known to the City Council. Conway theatres are the only ones in Horry County which close on Sunday. . . . Carolina Theatre, Rock Hill, S.C. closed its doors because of high state and federal taxes, according to Bill Glass, local mgr. for Stewart-Everett Theas.

CHICAGO

Richard Orlikoff filed suit in Federal Court for Melbro Amuse. Corp., operators of the Rockne Theatre, against Warner Picts. and B&K, asking injunction against Warner's for failure to allow Rockne management to tradeview their films and alleging preferential booking dates given to B&K's State despite lower bids from them. . . . Ted Tod of 20th-Fox arranged a showing of "The Robe" at the Adelphi Theatre for Hines Hospital veterans. . . . Bob Hall has taken over sales and advertising in this area for Polacoat of Cincinnati. . . . Chicago Tribune started a new index service gratis for theatre advertisers, listing a directory of theatres in various parts of the city.

Film company attorneys filed an accounting suit against Mitchel Brothers, operators of the Patio Theatre, and an amended complaint for RKO and Universal against Ideal Theatre, owned by Seymour and Julius Bland. . . . Henry Stephens named gen. mgr. of Barger drive-in theatres, Chicago, succeeding Jack Hunt, who moved to Sarasota, Fla. . . . Rud Lohrnez completed a redecorating job at his Wane Theatre, Kewanee, including installation of a Walker seamless silver screen, new concession equipment and plans for installation of CinemaScope. . . . B&K using camellia dinnerware with twin bills in five subsequent runs to stimulate attendance.

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Francis M. Winikus (right), national ad-pub-exploitation director for United Artists, and Mori Krushen (left) UA exploitation manager, meet with Elmer and Harry Balaban (seated) of H & E Balaban Theatres, to blueprint high-gear promotion for heavy roster of UA dates in the midwest area.

Rockne Theatre, owned by Saul Meltzer, was awarded two weeks subsequent run of "Rose Marie" starting April 30. Meltzer recently filed suit against M-G-M for failure to obtain similar run for "Knights of the Round Table." . . . Abbott Theatre Supply is selling the Cee Kay coin changer in this territory. . . . Bob Allen, Paramount sales mgr., is back on the job following surgery. . . . James Gregory named chairman of the Hellenic Federation, who were hosts at a dinner to Minister of Greek Defense Kanellopoulos. . . . Sylvan Goldfinger is back from N.Y. conferences with Telenews circuit execs.

Judge Julius Hoffman ruled to dismiss complaint of Liberty Theatre, Michigan City, Ind., against competitive bidding for M-G-M films in that city. Liberty had split product setup with Manta-Rose. . . . The Warner exchange will have trade screening of Jack Warner's trailer discussing books the company has acquired for future films and a preview of "Lucky Me" at B&K's Century Theatre the morning of April 12. . . . Tony Weitzel, Chicago Daily News columnist, reports that the Bank of America and Chesapeake Industries, will shortly offer Eagle Lion films for TV use.

CINCINNATI

Louis Marks, who has an interest in the Trail Drive-In at Ashland, Ky., is opening a new ozoner in Cynthiana, Ky. early in April. . . . Jim Vogeding opening his Ritchie Drive-In at Ellenboro, W. Va. on April 18. . . . Harry Wheeler opened the Kenova at Kenova, W. Va. . . . Lee Hofheimer, Columbus exhibitor, is now gen, mgr. for the Ethel Miles Circuit in Columbus. His former partner, Al Sugarman, is vacationing in Fla. . . . A new ozoner will open at Victor, W. Va. around April 15, to be known as the Mountain Terrace and owned by Lee Massey. . . . Carl Meadows, Jr., installed CinemaScope equipment in his Lyric Theatre, Beckley, W. Va.

The Ladies' Auxiliary of Variety Club is sponsoring a spring dinner-dance at Beverly Hills Country Club on May 5 for benefit of the Variety Foundation for Retarded Children. Mrs. Ethel Weiss, pres., is chairman of the event. . . . After installation of a new screen tower, Billy Wright will reopen his drive-in at Whitesburg, Ky. This theatre operates the year round but was forced to close when tower blew down. . . . Sam Weiss, Fox salesman, will be installed as president of the Colosseum at its annual dinner at the Netherland Plaza on April 12. Reservations are being taken by Manny Naegel of Allied Artists and Al Kolkmeyer of UI.

Frank Marzetti is pleased with the new Manley machine recently installed in the lobby of his Linden Theatre, Columbus. . . . Joe Marshall opened his Starlite Drive-In, Danville, Ky., with a new wide screen. He also has one in his Town Theatre, Danville. . . . Anna Bell Ward installed CinemaScope and stereophonic sound in the Kentucky Theatre, Somerset, Ky. . . . Luther Conley, owner of the drive-in at Morehead, Ky. is seriously ill in a Paintsville, Ky. hospital. . . . Ed Ott, owner of Central Ky. Film Service, got star billing in the March 27 issue of Saturday Evening Post, on page advertising Atlas tires.

Frank Weitzel's booking and buying service has added to his clientele the Riatlo Theatre in Madison, W. Va., owned by Al Thalheimer, and the Monitor Drive-In, Logan, W. Va., headed by Leslie Avis, Jr. . . . Film-row shocked at the death of John R. Poe, Jr., owner of the Riverside Drive-In, Aberdeen, O., in an auto acident. Poe was in his early 30's. . . . Joy Drive-In, Whitesville, W. Va., was opened for the season by Jur Circuit. . . . W. T. Elswich is new owner of the Fountain Theatre, Smithers, W. Va. . . . Bill Parkinson, associated with the Jackson Theatre here for the past 20 years, succumbed to a heart attack. . . . The offices of States Film Service were given a new look.

CLEVELAND

Harry Buck, who was asst. to Bernie Hickey at Shea's Fulton Theatre, Pittsburgh, was upped to mgr. of the State and Ohio Theatres at Conneaut, O. . . . Mrs. Ernest Schwartz, wife of the Cleveland exhibitor, died in Miami Beach, Fla. just six weeks after her husband passed away. . . . A wide Walker screen was installed in the Lorain Theatre, Lorain. . . . Jack O'Connell installed a wide screen in his Paulding Theatre, Paulding.

Arthur Ehrlich, longtime Warner booker, resigned because of ill health and is succeeded by Frances Kates. Jack Kenehan was upped from shipper to student booker. . . . E. L. Staup has decided to equip his 650-seat Capitol at Delphos for CinemaScope showings. . . . Remodeling of the Ohio Theatre in Lorain, owned by Sam Schultz and associates, includes a new front, boxoffice, concession stand and interior face-lifting.

(*Continued on page* 28)

NO TOWN TOO SMALL

for that "Martin Luther" business...

Main theatre

"A BRIGHT SPOT IN EGYPT"

OKAWVILLE, ILL
March 10, 1954

TEN TIMES AVERAGE!

Mr. Cresson E. Smith,
General Sales Manager,
Louis DeRochement Associates, Inc.,
New York City

Dear Mr. Smith:

We opened MARTIN LUTHER at the Main Theatre tonight to a gross (less taxes) of $107.36.

Considering the fact that the average Tuesday night at our small-town theatre (Okawville has 800 people) averages less than ten dollars, we think it is a bit phenomenal. This is also outstanding to us, for if you'll remember, our county-seat competition at Nashville, Illinois played the picture 5 days in December.

Sincerely,

Grover Brinkman

Grover Brinkman,
Mgr., MAIN THEATRE

And a P.S. of special interest

Naturally, this small town showing was with the following admissions: Adults—Eve., $1.20, Mat., 90¢ . . . Children—50¢, with a discount for church organizations of all denominations which cooperated in the campaign!



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Martin Luther

Produced and Distributed by
LOUIS DE ROCHEMONT ASSOCIATES
35 West 45th St., New York 36, N. Y.—Tel. JUdson 2-1440
Cresson E. Smith, *General Sales Manager*

PHYSICAL DISTRIBUTION BY NATIONAL SCREEN EXCHANGES

SALES REPRESENTATIVES IN MOST EXCHANGE TERRITORIES: **ALBANY:** William Rosenaw, Theatre Service Org. of Buffalo, 170 Franklin St., Buffalo 2, N. Y. **ATLANTA:** John W. Mangham, Mangham Enterprises, 193 Walton St., N.W., Atlanta, Georgia. **BOSTON:** Albert Swerdlave, Screen Guild Prods. of N.E., Inc., 56 Piedmont St., Boston 16, Mass. **BUFFALO:** William Rosenaw Theatre Service Org. of Buffalo, 170 Franklin St., Buffalo 2, N. Y. **CHARLOTTE:** R. F. Pinson, Astor Pictures Exch., 300 West 3rd St., Charlotte, N. C. **CHICAGO:** Charles Lindau, Max Rath, Capital Film Exch., 1301 S. Wabash Ave., Chicago, Illinois. **CLEVELAND:** M. A. Mooney, Academy Films, 2142 Payne Ave., Cleveland, Ohio. **DALLAS:** Harold Schwarz, Tower Pictures, 310 S. Harwood St., Dallas, Texas. **DENVER:** Tom Bailey, Bailey Distributing Co., 2071 Broadway, Denver, Colo. **DETROIT:** Albert Dezel, 2310 Cass Ave., Detroit, Mich. **INDIANAPOLIS:** Charles Cooper, Charles Cooper Enterprises, 441 Illinois St., Indianapolis, Ind. **KANSAS CITY:** W. H. Gaffney, Dixie Enterprises, 118 W. 18th St., Kansas City 8, Mo. **LOS ANGELES:** Joseph Kennedy, Astor Pictures, 1928 S. Vermont, Los Angeles 7, Calif. **MEMPHIS:** Clifford E. Wallace, Colonial Pictures of Tenn., 361 So. Second St., Memphis, Tenn. **MILWAUKEE:** William Benjamin, Lippert Pictures, 706 W. State St., Milwaukee, Wisc. **MINNEAPOLIS:** Frank Montzke, Bill Soper, Northwest Theatre Service, 411 Plymouth Bldg., Minneapolis 3, Minn. **NEW YORK CITY:** George Waldman, 630 Ninth Ave., New York, N. Y. **OKLAHOMA CITY:** Harold Schwarz, Tower Pictures, 310 S. Harwood St., Dallas, Texas. **PHILADELPHIA:** Joseph Engel, Screen Guild Prod. of Philadelphia, 1315 Vine St., Philadelphia, Pa. **PITTSBURGH:** F. D. Moore, Complete Theatre Service, 402 Miltenberger St., Pittsburgh 19, Pa. **PORTLAND:** Jack J. Engerman, Zollie Volchok, Northwest Releasing Corp., 1806 N.W. Kearney St., Portland, Ore. **SALT LAKE CITY:** Tom Bailey, Bailey Distributing Co., 260 E. 1st St. S., Salt Lake City, Utah. **SAN FRANCISCO:** Fred L. "Pat" Pattersan, 250 Golden Gate Ave., San Francisco, Calif. **SEATTLE:** Jack J. Engermon, Zollie Volchak, Northwest Releasing Corp., 2414 Second Ave., Seattle, Wash. **WASHINGTON, D. C.:** Myron Mills, Equity Film Exchanges, 1001 New Jersey Ave., N.W., Washington, D. C.

DALLAS

Interstate turned down "French Line" for its Texas-wide chain. Film had a Houston premiere, its only scheduled showing, at Julius Gordon's King Center Drive-In. . . . Allied Artists will world premiere "Arrow in the Dust" April 30 simultaneously at the Metropolitan, Houston; Ellanay, El Paso; Palace, Ft. Worth, and either the State or Martini in Galveston—all Interstate houses. . . . In Alpine, the Granada and Tivoli theatres and the Lobo Drive-In changed owners, from Theatre Ents. to Fred Jack. C. W. Davis continues as mgr. . . . Ft. Worth ozoners plagued by a new type of teen-age mischief. A cavalcade of cars, sometimes 20 long, drives up at start of last show, after ticket taker has left, races through the parking area bumper to bumper, throwing gravel at parked cars and blowing horns steadily.

Wm. O'Donnell left his post as regional div. mgr. of Texas Consolidated to become v.p. and gen. mgr. of Trans-Texas Theas., whose prexy, Louis Novy, recently doubled the size of the new chain to 16 houses. Succeeding O'Donnell at Texas Consolidated is Wm. Mitchell, personnel mgr. . . . Henry Bergman is new mgr. of the State and Empire in San Antonio. . . . Palms Theatre, Sugar Land, mails weekly program bulletins to rural boxholders throughout its trade area and into the next county. . . . New federal rules permitting mass mailers to address ads to "Patron, Letter Carrier Route," caused the Post Oak Drive-In, Houston, to test mail its programs throughout nearby Bellaire.

Kaufman Drive-In, Dallas, featured a pair of social problem films, "Modern Marriage" and "The Story of Bob and Sally," advertising them "for adults only" and stating "shown to mixed audiences in the privacy of your car." . . . The Melba advertised "The Stranger Wore a Gun" as Dallas' first 3-D at popular prices. Tickets, including viewers, were 70¢ adults, 25¢ children. . . . The rising price of coffee hasn't deterred Lubbock exhibitors from meeting Monday mornings for an informal coffee hour to discuss mutual problems. A typical hour might include J. B. Beeson, Frank Baker, Wallace and Wesley Blankenship, W. O. Beardon, Marvin McLarty, J. B. Rhea and Preston Smith.

DENVER

Robert J. Demshki, Fox Inter-Mountain city mgr. at Longmont, Colo., has been named mgr. of the new 1,285-car twin-screen Centennial Drive-In, Denver. He is succeeded at Longmont by Les Smith, who was asst. mgr. at the Princess, Cheyenne, Wyo. . . . Amel Hudson, asst. mgr. at the Tabor, has a new son named Shawn Dennis. . . . The New Mexico wind and sandstorms so damaged the windshield of UA salesman Herb Buschmann's car, he was forced to replace it. The blowing sand also ruined the paint job and chrome on the company's 1954 Chevrolet. . . . Richard Klein, Rapid City, S. D., gen. mgr. of Black Hills Amuse. Co., entered a Denver hospital for treatment. . . . Murray Lafayette, UA exploiteer, has been assigned permanently to the territory comprising Denver to the west coast.

Earl Peterson, recently promoted from office mgr. to salesman for UA in Salt Lake City, will also cover parts of the Denver territory. . . . Recent CinemaScope and stereophonic sound installations include the Liberty, Wolf Point, Mont.; Cooper, Grand Jct., Colo., and the Arcade, Newell, S. D. When the Centennial and Wadsworth drive-ins, Denver, open, they will be similarly equipped. . . . Ross Bluck, veteran film and theatre man, will assist C. G. Diller in the operation of his several theatres, all in Colo. . . . Robert Hill, Columbia branch mgr., is home after a month's stay in the hospital where he underwent a major operation. . . . Arthur Salcida bought the County Drive-In, Tucumcari, N. M., from Waldo Slusher.



Walt Disney, first producer to receive four "Oscars" for four individual productions, is shown at the 26th Annual Academy Awards presentation in Hollywood with stars who presented them to him — Keefe Braselle, Marilyn Erskine, Elizabeth Taylor and Michael Wilding. Disney was so honored for "The Living Desert," "The Alaskan Eskimo," "Toot, Whistle, Plunk and Boom" and "Bear Country."

DETROIT

G. W. Beach of White Cloud closed his Glen-Arah Theatre temporarily because of unprofitable business, leaving White Cloud without a motion picture house. . . . Eunice Nannberg, right-hand to Allied's Ernie Conlon, is busy distributing the new season's booking books to all members. . . . C. W. Harris of Fayette, O., bought the Rex Theatre in Morenci, Mich. from Mr. and Mrs. D. Lee McLain, who operated the house for 16 years. . . . Frank Upton, mgr. of the Wilson Theatre, arranged a world-premiere style celebration for the first anniversary of "This Is Cinerama," which has broken all Detroit theatre attendance records.

Detroit theatres may find the city switching to daylight saving time for the first time in years as result of a determined campaign currently being waged in the Legislature. . . . David M. Idzal, managing director of the Fox Theatre, is v.p. of the Detroit Society for Crippled Children, which is currently conducting its annual drive. . . . Henry E. Carley, part owner with Butterfield of theatres in South Haven, Allegan and Holland, is convalescing at home following hospitalization. . . . Mrs. Max M. Williams, leader of the Greater Detroit M.P. Council, was elected pres. of the new national Federation of M.P. Councils. . . . Harold Morrison, mgr. of the Carlton for A&W Circuit, has started a program of consistent cross-plugging for outstanding pictures at other theatres—with no reciprocal tie-in—even using trailers.

INDIANAPOLIS

Earl Cunningham gen. mgr. of the Fountain Square, reports that a CinemaScope screen and stereophonic sound have been ordered, which will be the first such installation in a neighborhood house. . . . Roy M. Feltus, 77, retired theatre man who formerly managed the Harris, Grand and Princess Theatres in Bloomington, has passed on. . . . Stanley Cooper closed his Lark Theatre at Brazil, leaving the Cooper the only one of the town's three houses still operating. . . . Plans for the Colosseum of M.P. Salesman's dinner-dance at the Marott Hotel on May 8th are under way. Jack Meadows, RKO salesman, is pres. of the group.

Booking for the West Side Outdoor Theatre here, owned by Forrest Songer, is being handled by C. F. Morrison this year. . . . Sam Switlow of the Switlow Circuit is reported painfully burned while boating in Florida waters. . . . Claude McKean, Warner branch mgr., became a grandfather for the fifth time. . . . Mrs. Dora Blankenbacker passed away at Veedersburg, where she managed the Vee Theatre for her son, Al Blaukenbacker.

LOS ANGELES

Dick McKay, who recently resigned as booker for Arizona-Paramount, joined the Realart organization as salesman for the Arizona territory. . . . The Cine-car Drive-In, Cypress, will henceforth be handled by the buying and booking service of Judy Poynter. . . . Lou Obrasky resigned as salesman for Clasa Mohme after 14 years service. . . . Tom Muchmore, who operates the Arroyo, L. A., and the Canoga, Canoga Park, is planning to reopen the long-shuttered Western Theatre, formerly operated by Fox W.C. . . . Leon Selznick, mgr. of the Wiltern Theatre, was forced to turn over nearly $1,000 in receipts to two armed bandits, who made their escape. . . . Dave Robbins, Variety Theatre, is hospitalized for surgery.

After a year in Detroit, Max Schreiber has returned to take up permanent residence in L.A. He plans to assist his father Alex, in operating the Paradise Theatre in Westchester as well as several bowling alleys. . . . National Theatre Supply completely renovated its branch office here. . . . Al Blumberg of National Screen and Mrs. B. took off for Miami Beach to celebrate their 27th wedding anniversary. . . . The L.A. Motion Picture Salesman Assn. has set its annual Laff Parade for May 24 at the Wilshire-Ebell Theatre. . . . After a long stay in New York, Al O'Keefe, partner in the Gamble and O'Keefe circuit here, returned to L.A. . . . Dorothy B. Barnhart

LOS ANGELES (cont'd.)

replaces Alice Diaz as asst. to Harry Wallace in United Artists Theatre advertising dept. . . . Howard Clarkson, mgr. of the De Anza, Riverside, has passed on.

MEMPHIS

Ike and Harry Katz have acquired franchise for distribution of Hallmark productions by their Kay Exchange in this territory. . . . The Lookout Drive-In here reopened after a complete remodeling. . . . Burgess Waltman installed CinemaScope equipment in his Varsity Theatre, Columbus, Miss. . . . Malco Theas. started work on their new 400-car ozoner at Morrilton, Ark. . . . Dave Porter was appointed mgr. of the Temple Theatre, Fort Smith, Ark. by Tenarken. . . . A $25,000 remodeling job is under way at Nathan Flexer's Lake Drive-In, Waverly, Tenn.

The fourth unit of Women of the M.P. Industry (WOMPI) was formed in Memphis, with Francis Blankenship of Columbia as pres.; Bernice Leonard, Republic, 1st v.p.; Katherine Randle, UA, 2nd v.p.; Margaret Dukes, Malco, secy, and Margaret Irby, Paramount, Treas. Other chapters are in Dallas, New Orleans and Atlanta. . . . Buying and booking for G. C. Pratt's Dixie Theatre in Fulton, Miss. will be handled by Exhibitors Service. . . . A. B. McCleary reopened his Ruby Theatre at Cotter, Ark.

MILWAUKEE

Ben Marcus, chief barker of the Local Variety Club presented a $10,000 check to John S. Hirschboeck, dean of the Marquette University medical school at a St. Patrick's Day dinner held at Marquette Memorial Hall, as part of the club's annual $25,000 pledge for the Heart Clinic. Since 1950, Wisconsin Variety has donated more than $82,000 to this project. John Jones, International representative, was present and among those from out of town were John P. Adler, Marshfield; Sig Goldberg, Wausau; George and Toni Sattler from Iron River, Mich. . . . The Airway Theatre here, operated by Jerry and Gene Goderski, now has CinemaScope. . . . Mrs. Helene Hanke, Lyric Theatre, and Mrs. Gutenberg of the Grand left for a Hawaiian vacation.

Joe Woodward is booking and buying for the Highway No. 13 Drive-In at Richland Center, operated by Vic Manhardt Co. . . . New asst. booker at Columbia is James Schmidt. . . . Harry Olshan, Columbia branch mgr., distributor for "The Price of Liberty," announced that the reel is being released free of charge on a day and date basis. . . . Republic's new salesman, William Yonng, was formerly mgr. of the S.R.O. exchange here. . . . William Spooner from PolaLite was in town at the Milwaukee Film Center to acquaint exhibitors with their single strip process. . . . Paul Nowatske will reopen his Vista Theatre in Milwaukee shortly.

MINNEAPOLIS

Trial of a suit by Twin City Theatre Co., against Minnesota Amuse. Co. began before a jury in Ramsey county district court, St. Paul. Twin City group is asking return of $75,000 paid for the Strand and Tower theatres in St. Paul in 1950, claiming MACO misrepresented earnings of the two second-run houses. . . . RKO dist. mgr. Harry Weiss attended the CinemaScope openings at the RKO Orpheum, Dubuque, and RKO Orpheum, Marshalltown, Iowa. . . . On May 6, Frank Hahn will open his Triad Drive-In at Ashland, Wis., where he also operates two conventional theatres.

Cinerama will make its Upper Midwest debut at the Century Theatre on April 19. Announcement was made at a luncheon by Lester B. Isaac, national director of exhibition for Cinerama. . . . Ben Marcus, new Allied prexy, was in from Milwaukee. . . . Larry Buck was scheduled to reopen his Cokato at Cokato, Minn. around April 1. . . . Station WOSH-TV at Oshkosh, Wis. went off the air permanently after less than a year's operation. Lack of retail advertising blamed for the decision to discontinue. . . . The Pix at Luverne, Minn. was saved when firemen kept flames from a nearby fire from spreading.

NEW HAVEN

The $200,000, 950-car Plainville Drive-In, first ozoner in the seven-unit Perakos circuit, will have a CinemaScope screen and stereophonic sound, the first such unit in northern Conn. An April 14 opening is planned. . . . Paul Sullivan, mgr. of Blue Hills Drive-In, Bloomfield, has been named v.p. of the corporation, headed by Pete LeRoy. . . . Morris Keppner and Lou Lipman plan to open their new 750-car, $100,000 ozoner at Mansfield around April 14. . . . Eugene H. Lamphier and others, who were restrained from building a drive-in on Litchfield Rd., Watertown, filed a motion to reopen the judgment in order to present additional evidence.

The motion picture industry here and other friends of Barney Pitkin, long-time RKO branch mgr., will sponsor a testimonial dinner at the Waverly Inn, Cheshire, tentatively set for April 27. Pitkin recently underwent amputation of his left arm following lengthy illness. . . . A June 1 opening is planned for the $100,000, 750-car Middletown Drive-In being built by Sal Adorno, Jr., asst. gen. mgr. of M&D Theas. The new project will have no affiliation with M&D interests. . . . Frank Lynch, former mgr. of the Meriden Theatre, Meriden, is now managing the independent Salem Playhouse, Naugatuck. . . . Harry F. Shaw, Loew's Poli div. mgr., and Mrs. Shaw are on a cruise to Panama.

Douglas Amos, Hartford div. mgr. for L&G, has eliminated the single lane boxoffice system in favor of a two-lane plan at the E. Windsor Drive-In. The theatre, newly leased from Kupchunos Bros. and managed by Wm. F. Dougherty, has been redecorated. All L&G ozoners in Conn. have been reopened. . . . Allan Stewart, mgr. of the New Parsons, Hartford, is celebrating the arrival of a baby daughter. . . . Passes for Sat. & Sun. afternoon are being offered each week by Morris Keppner and Barney Tarantul, partners in Burnside Theas., to the four E. Hartford Gazette carriers who acquire the highest number of new subscriptions.



Los Angeles group at Paramount studio demonstration of the new VistaVision process included (l. to r.): Wayne Hawkins, Feldstein-Dietrich circuit; Don Hartman, Paramount executive producer; Loren L. Ryder, studio engineering and recording head; Lou Berman, 101 Drive-In; Saul Mahler, Vinnicof circuit; Manny Feldstein, Feldstein-Dietrich circuit.

Watch These Dates!

April 6-8: Milwaukee—Allied Independent Theatre Owners of Wisconsin convention—Hotel Schroeder.

April 19-21: Detroit — Allied Theatres of Michigan annual convention.

May 2-7: Washington, D. C.—SMPTE 75th convention—Statler Hotel.

May 4-5: Little Rock—Independent Theatre Owners of Arkansas convention—Marion Hotel.

May 6: New York — Variety Club, Tent #35, testimonial dinner to William J. German—Waldorf-Astoria.

May 6-7: Kansas City — Kansas Missouri Allied spring convention.

May 9-11: Atlanta—Joint annual convention of Motion Picture Theatre Owners of Georgia and Alabama—Biltmore Hotel.

May 10-11: Minneapolis — North Central Allied ITO convention—Nicollet Hotel.

May 18-20: Lake of the Ozarks, Mo .— MPTO of St. Louis, E. Missouri & S. Illinois and Kansas-Missouri Theatre Assn.—Arrowhead Lodge.

June 8-10: Old Point Comfort — Virginia Motion Picture Theatre Assn. annual convention—Chamberlin Hotel.

June 15-16: Wawasee, Ind.—Allied Theatre Owners of Indiana spring meeting—South Shore Hotel.

Aug. 9-14: Cincinnati — I.A.T.S.E. 42nd Convention—Music Hall.

Oct. 10-11: Milwaukee—Allied States Assn. fall board meeting—Schroeder Hotel.

Oct. 12-14: Milwaukee—Allied States Assn. annual convention — Municipal Auditorium.

Nov. 14-16: Charlotte—Theatre Owners of N. and S. Carolina—Hotel Charlotte.

Nov. 16-17: Indianapolis — Allied Theatre Owners of Indiana fall convention—Marott Hotel.

Dec. 5-7: Oklahoma City—Theatre Owners of Oklahoma convention.

NEW ORLEANS

CinemaScope is being installed in the United Theatre chain and the Lakeview and Bell theatres here, also in 10 situations of the Joy Houck circuit. . . . Max Fletcher was appointed mgr. of the Fendley Drive-In, Andalusia, Ala. . . . Harold Illing reopened his Illing Theatre in Ocean Springs, Miss. . . . The Babygrand Theatre, Thibedeaux, La., and the Bruno Theatre, St. Joseph, La., closed permanently. . . . American Legion Theatre, Winnsboro, La., reopened. . . . Joy Theatre, Manou, La., closed for three weeks to undergo repairs.

A. J. Rosenthal has taken over the Joy Theatre, Alexandria, La. from Joy Houck. He also owns the Silver City Theatre there. . . . Leo Drive-In, Monroe, La., will be dismantled. . . . T. V. Garraway of Meridian, Miss., in N.O. for a checkup at Oschner Clinic. . . . Gaston J. Dureau, Jr., pres. of Paramount-Gulf, and Mrs. Dureau sailed from N.Y. for a tour of Europe and the British Isles. . . . WOMPI's next meeting is set for April 7 at the New Orleans Athletic Club. Main event is to approve the bylaws. . . . IATSE announced plans to hold its 42nd meeting at the Music Hall in Cincinnati, week of Aug. 9, with headquarters at the Netherlands Plaza Hotel.

NEW YORK

Dr. Hugh M. Flick, chief of the N.Y. State Censor Board, will address the annual meeting of Independent M.P. Distributors Assn. on April 6 at a luncheon to be held at the Russian Tea Room. . . . For the fifth successive year, all Walter Reade drive-in theatres in N.J. and N.Y. will be the scene of Easter Sunrise Services sponsored by local ministerial groups on April 18 at 6 A.M. . . . Paramount will have three films on Broadway during the Easter season, with "Red Garters" currently at the Astor, "Naked Jungle" set to open at the Mayfair, and "Knock On Wood" set for the Capitol. . . . 125 metropolitan area theatres will play "Pinocchio" Easter week, booked by the following circuits: Brandt, Century, Fabian, J.J. Theas.; RKO, Randforce, Walter Reade, Skouras and United Paramount. . . . Adolph Schimel, U-I exec., will head the 1954 amusement division drive of the United Jewish Appeal for the second time. . . . Harry Brandt will be vice-chairman of the 1954 Joint Defense Appeal campaign.



At United Artists home office in N.Y., producer Paul Gregory (left) discusses filming and promotion plans for "The Night of the Hunter," forthcoming UA release based on the current best seller, with pres. Arthur B. Krim (right) and v.p. Max E. Youngstein.



J. Robert (Bob) Hoff, v.p. and sales mgr. of the Ballantyne Co., presents the Omaha Centennial Commission's award to Darryl F. Zanuck, as Nebraska's most honored son, to stars Broderick Crawford, Mitzi Gaynor and Thelma Ritter during the 2-day Centennial celebration, which was highlighted by world premiere of 20th-Fox's "Night People" in CinemaScope at the Orpheum Theatre.

PHILADELPHIA

Irving Blumberg has been upped to publicity director of Warner theatres in this area, replacing Everett Callow, who joined Cinerama in N.Y. . . . Sieg Horowitz resigned as Columbia salesman. . . . Sam Cohen bought the former Upsal Theatre in Germantown and will convert it into a store to sell lumber for the do-it-yourself trade. . . . Variety Tent 13 will hold its first "King for a Day" luncheon on April 12, honoring Earle Sweigert and James P. Clark, 1st and 2nd asst. chief barkers. The tent recently sponsored a luncheon for Danny Kaye, which was attended by Gov. John S. Fine and leading citizens of the city and state. . . . Claude Schlanger, operator of the County and Key Theatres in Doylestown, has a new baby daughter.

Celan J. Riehl and Carl M. Schaffer are offering the Joy in Newmanstown for lease. . . . Benjamin Feldman, one of the first members of the Operators Union and associated with the Fox and Goldman theatres and Warner Bros. here, passed away. . . . Stanley-Warner Corp. is looking around to get into TV station operation. . . . S-W's Felton Theatre, Philadelphia, was shuttered for good. . . . Joseph Franks, 56, theatre executive in Philadelphia and Washington for more than a quarter century, died here after long illness. . . . Nathan P. Fleisher, operator of a theatre chair business at 1225 Spring St., died at 65. . . . Mrs. Lenore van Berg, a widow who has been working in M-G-M's research dept. here, was married to Municipal Court Judge Leonard M. Propper.

PITTSBURGH

Lee McFerrin, former asst. to Jack Hynes at Youngstown, O., prior to three years military service, partly in European operations, returned to the Shea circuit as asst. to Bernie Hickey, mgr. of the Fulton Theatre here. Bob Limbaugh has become asst. to Vance Minton in Erie, Pa. . . . Manos circuit has acquired the State Theatre in Charleroi from the Leon Reichblum outfit. . . . George Saittis donated one night's proceeds of his Twin Hi-Way Drive-In to the Robinson Township School band. Pictures shown were "The Globe Trotters" and "The Nebraskan." . . . Dave Brown was upped from RKO's booking dept. to a sales post. He'll cover the W. Va. territory. . . . Film Row shocked by the sudden death of Irving Frankel, veteran film salesman who had worked here for RKO, UA and other companies.

PORTLAND-SEATTLE

Harold Lorimer is now mgr. of Hamrick's Liberty Theatre in Portland. . . . New asst. mgr. at Portland's Oriental is Todd Blake, who is also preparing copy for both the Oriental and Orpheum theatres. . . . "The French Line" has been banned in Spokane. . . . Arthur S. Kolstad, 60, former Mayor of Hood River, Ore. and former owner of the Rialto and Cascadian theatres and the Cascadian Sound Service, died at his Portland home of a heart attack. Kolstad was also a member of Oregon MPTA for some 30 years. . . . Heart attacks also claimed George Emerson Whiteside, 80, owner of three leading theatres in Corvallis, Ore., and Frank D. C. Alexander, 40, a native of Forrest Grove, Ore. and for many years leading theatre organist and director of music.

PROVIDENCE

Utilizing better than half-page spreads in local newspapers, 12 nabes and drive-ins joined forces in heralding the first Providence showings of "Sins of Jezebel" and "Flight Nurse" on a twin bill. Included were the Castle, Community, Elmwood, Hope, Palace and Uptown, Providence; Kent, E. Greenwich; Palace, Arctic; Bay State Drive-In, Seekonk; Cranston Auto, Cranston, Route 44 D-I, Johnston, and Park Theatre, Auburn. . . . Forty theatres in R.I. collected a record-breaking total of $16,187.95 for the 1954 March of Dimes, according to report of Edward M. Fay, theatre chairman. . . . All area drive-ins, except Loew's at the Providence-Pawtucket city line are open. Reports are that this area pioneer might not operate at all this season.

Passing of the Carlton Theatre, long a landmark here, earned a nostalgic 8-column front-page story in the Providence Evening Bulletin, with its long-time mgr. John F. Toohey prominently featured. . . . Local theatremen and theatregoers alike were shocked at the tragic death of John F. Murphy, former mgr. of the Avon Cinema, in an auto crash in Maine. . . . The Gilbert Stuart Playhouse adopted a new slogan in its newspaper advertising: "Enjoy yourself! Your motion

PROVIDENCE (cont'd.)

picture theatre continues to be the mighty monarch of entertainment." . . . Harry R. Horgan, 57, owner of the Opera House in Newport and active in many civic organizations, died of a heart attack.

ST. LOUIS

Ray Conner, former mgr. of the N. Y. Palace Theatre, has taken over presentation of "This Is Cinerama" at the Ambassador Theatre, succeeding Al Rosen, who is going to Minneapolis to supervise setting up of the nation's 11th Cinerama Theatre there. . . . Justus Garard installed a Walker wide screen at his Warsaw, Ill. theatre. . . . Indefinitely closed are the 200-seat Della Theatre at Creal Springs, Ill., owned by Joe Brooks; the Tiger, Columbia, Mo., operated on a month-to-month basis by Dudley & McKee. . . . Francis Starr, formerly of Florida State Theas., Miami, has succeeded John Greenmore as mgr. of the Roxy in Shelbyville, Ill. Greenmore returned to his home town of Springfield, Ill. to become mgr. of Fox-Midwest's Lincoln. . . . Mrs. Jesse Bizzell, Jr., wife of the owner of the Rex at Dongola, Ill. was hospitalized as result of an auto accident while driving home from Mound City, where she manages the family-owned City Theatre.

Earl Cleveland, formerly with Columbia Amuse. in Paducah, Ky., is now resident mgr. of Frisina's Orpheum, Hillsboro, Ill., succeeding Ed Fellis, who recently sold his interest in that theatre to retire after some 35 years in the business. . . . Angelo Pelligrini has been assigned to Frisina's Varsity in Decatur, Ill.; Carroll Moore to the circuit's Esquire and Colony in E. St. Louis, Ill., to succeed Mrs. Mary Halstead; Waldo Evans to resident mgr. at Mexico, Mo., where the company operates the Liberty, Rex and Little Dixie Drive-In, succeeding Joseph Nepote, who became field supervisor. . . . Greenview, Ill. residents were guests of the Linda Theatre at a free showing as part of the present management's fifth anniversary celebration.

Final action on the proposed new constitution and by-laws of the MPTO, prepared by gen. counsel Phil Nanos, will be taken at a general membership meeting in the Paramount Screen Room, April 6. The gathering will also hear a special report by Bess Schulter, board member, and Myra Stroud, managing secy., concerning arrangements for the joint meeting with Kansas-Missouri Theatres Assn. at Arrowhead Lodge, Lake of the Ozarks, Mo., May 18-20. . . . The Mo. General Assembly is expected to extend the St. L. city sales tax for a couple of more years, at least. . . . Bloomer Amuse. Co. announced purchase of the 540-car Centralia Drive-In on Route 16 near Centralia, Ill. from Lloyd Spurgeon. . . . Bob Marchbank of Washington, Mo., dist. mgr. for Commonwealth, has been directed by his physician to take things easy for several months.

J. C. Crits and Harry McDowell have purchased the 325-car Park View Drive-In at Jackson, Mo. and the 312-seat Advance Theatre at Advance, Mo. from Mrs. John F. Edmundson. New owners are changing the name of the Advance to Missouri Theatre. . . . A 500-car ozoner is under construction at LaCenter, Ky. for Clark Smith with completion scheduled for early May. . . . Ivan E. Cooper is new mgr. of the E. St. L., Ill. Drive-In in the French Village section east of the city limits. He formerly managed the Apollo, Peoria. . . . Joseph C. Ansell, treas. of the local MPTO, was appointed to represent it at the testimonial dinner to Rabbi Samuel Thurman of United Hebrew Temple at the Hotel Jefferson here in April.

Two new 500-car ozoners in the Paducah, Ky. area wil open shortly—one on the New Benton road west of the city, owner Wm. Timmins, local business man; and one between the Airport and Kevil, Ky., to be operated by R. E. Renfro, a grading contractor. . . . Norvin Garner, who operates the Midway Drive-In near Lilbourne, Mo., has a new 300-car project under construction near Dexter, Mo. . . . Hal Bowers, who took over operation of the Town, Lovington, Ill., has been making extensive improvements, including a new floor, new seats and recovering of the walls. . . . The old Family Theatre at Quincy, Ill. is to be converted into a store structure for Merkel Bros. Hardware Co. . . . Wm. Snow, formerly of Chicago, has succeeded Perry Hoeffler as mgr. of the Washington Theatre. Under a dissolution arrangement, Hoeffler and associates have taken over the Orpheum in Quincy. . . . Harry C. Swan, mgr. of the Washington, Granite City, Ill., celebrated 20 years on the job with a party for some friends. . . . Fay Madden bought the Lyric Theatre in Farina, Ill. . . . Frank Rogers bought the Star, Newton, Ill. from Thomas Price and associates.



Toronto press representatives get some advance information about M-G-M's "Jubilee" pictures, plus tips on how to live happily in a trailer camp as part of the advance publicity for "The Long, Long Trailer," at a luncheon arranged by Chet Friedman, M-G-M publicity chief for Canada. Clockwise (l. to r.): Alex Barris, Globe and Mail; Friedman; Ken Johnson, The Telegram; Gerry Collins, Loew's publicist; Hillis Cass, gen. sales mgr., M-G-M of Canada, Ltd.; Jack Karr, The Star; Mrs. James Norris, who actually dwells in a long, long trailer; Garfield Cass, Toronto branch mgr., and James Norris.



Area exhibitors line up at Universal's Philadelphia exchange to help support the company's Charles J. Feldman Annual Sales Drive and are directed to the "Golden Dozen" pictures by mgr. Ed Heiberg, dressed as a doorman. L. to R.: Herbert Lubin, Landis & Grand theatres, Vineland, N.J.; Ben Goldfine, South City D-I, Phila.; Edward Emanuel, Jay Emanuel Circuit; Joseph Azzarono, office mgr.; Alfred J. David, Fried Ents., Phila.; William Huffman, YMCA Auditorium, Coastville; George Resnick, Cayuga Theatre, Phila.; Dave Rubin, Dell, Phila.; Samuel Waldman, Garden, Phila.; Alec Smith, Broadway, Souderton, Pa.

SAN FRANCISCO

Robert Broadbent, Esquire mgr., has been promoted to city mgr. for North Coast Theas. George Brand, asst. at the United Artists, stepped up to mgr. of the Esquire. . . . Verne Taylor, Golden State exec., is back at his desk but plans to work short hours for some time to come. . . . "Red" Jacobs, pres. of Favorite Films, also back following surgery. . . . H. C. Tuttle opened the Round Mountain at Covelo, Cal. . . . Arch Booking Service will do the buying and booking for Edna Gurnette's Exeter Theatre, Exeter. . . . Walter D. Stevens resigned as mgr. of the State, Stockton, to become mgr. of the Midway Drive-In, Reno, Nev. . . . Charles Pincus, Blumenfield's Stockton city mgr., conducted an Academy Award poll at the Stockton theatres which proved very successful. Interest in motion pictures and stars was stimulated and Pincus now has an up-to-date mailing list of the town's theatre goers.

WASHINGTON

The local Variety Club, Tent No. 11, donated $45,021.84 to various charities in the period April 1953 to March 1954, including the Carter Barron Memorial Clinic, shut-in screenings at local institutions, a truck for Little Sisters of the Poor, Glaucoma Clinic, Washington Camp for boys and girls, Metropolitan Police Boys Club, March of Dimes, Community Chest, Will Rogers Memorial Hospital, Polio Gymnasium, Junior Police and Citizens Club, Chick Lewis Memorial Fund and numerous others. Pledge for 1954-55 is $50,000.

"Oscar" On TV Publicizes Films

HOLLYWOOD.—The 26th annual Academy Award ceremonies, originating jointly from the RKO Pantages Theatre here and the Center Theatre in New York, brought to the nation's television audiences a tremendous wealth of motion picture publicity for the second year in succession.

A total of 106 TV stations of the NBC network carried the proceedings simultaneously with an airing over 195 radio stations. A world-wide audience was estimated by NBC at 91,000,000. In the U.S., the radio and video sponsor was General Motors, paying $275,000 to the network.

The best production award for a film made in 1953 went to Columbia for "From Here to Eternity," produced by Buddy Adler. William Holden won an "Oscar" for best male performance for his role in Paramount's "Stalag 17." Award for top actress went to Audrey Hepburn for her portrayal in Paramount's "Roman Holiday."

Performances in "Eternity" netted best supporting actor and actress awards for Frank Sinatra and Donna Reed, respectively. Megging by Fred Zinnemann on the same film brought him the best direction "Oscar." Burnett Guffy won the black-and-white cinematography award for his work on the same picture.

For best cinematography in a color production, Loyal Griggs copped the prize for his efforts on Paramount's "Shane." Daniel Taradash won the honor for best screen play with his "Eternity" script. Ian McLellan Hunter took the best motion picture story prize for his work on "Roman Holiday."

"Oscars" went to Charles Brackett, Walter Reisch and Richard Breen for their joint efforts on 20th Century-Fox's "Titanic," adjudged as having the best story and screen play of the year.

In the music department, Alfred Newman triumphed for best scoring of a musical picture with 20th-Fox's "Call Me Madam." Award for best music score of a dramatic or comedy picture went to Bronislau Kaper for M-G-M's "Lili." Best song first used in a film was selected from Warner Bros.' "Calamity Jane," as "Secret Love," by Sammy Fain and Paul Francis Webster.

Best one-reel short subject award went to

(*Continued on next page*)



Eugene F. Walsh (right), making his first visit to Universal-International studios since his election as vice-president and treasurer, was tendered a reception. He chats with Milton R. Rackmil, president.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Gloria Grahame signed a four-picture contract with Universal-International. The first film is "The Tight Squeeze," now shooting at the studio, in which Miss Grahame co-stars with Sterling Hayden, Gene Barry and Marcia Henderson. The actress' next assignment will be announced shortly. . . . More news about Hayden is the announcement that Robert Bassler has signed the actor to co-star with Frank Sinatra in his independent production for United Artists release, "Suddenly." Hayden plays a sheriff of a small town who attempts to stop Sinatra in his efforts to kill the President of the United States. Lewis Allen has been signed by Bassler to direct the film and has checked in with the producer for conferences. Bassler has offices at Samuel Goldwyn Studios. . . . Marilyn Monroe will return to the sound stages with the Irving Berlin picture, "There's No Business Like Show Business" at 20th Century-Fox.

* * *

"The Man From Laramie," starring James Stewart, Technicolor picturization of T. T. Flynn's "Saturday Evening Post" serial, will be the first film for Columbia for William Goetz Productions. Frank Burt will immediately start on the script for the feature. . . . "Weekend in Las Vegas," a romantic comedy starring Lana Turner, will be produced by M-G-M on the studio's 1954 schedule. Set in the Nevada city, the film will not dwell on the gambling aspects of the community but instead will deal with life behind the scenes in the town's night club belt. Joe Pasternak will produce.

* * *

By mutual agreement, the contract between Warner Bros. Pictures and screen star Errol Flynn has been terminated. This termination, a friendly one, ends an association of 20 years between Flynn and Warner Bros. . . . Lazar Wechsler, producer of "Heidi," which was the winner of the Grand Prize Special Award of the Venice Film Festival, arrived in Hollywood and was hosted at a luncheon, which THE INDEPENDENT attended. Wechsler hopes to make a film in Hollywood soon.

* * *

Robin Hood is coming back again. Dore Schary announced that M-G-M will film "Robin Hood" as a musical with Howard Keel in the title role. The picture will be made in CinemaScope with Jack Cummings producing. . . . Wyott Ordung, who directed "Monster From Beneath The Sea," which Lippert is releasing, has formed his own production company, Valor Pictures. The company's first venture, which will be produced and directed by Ordung, will be "If," a science fiction feature.

* *

Theodora Productions, which is headed by Cornel Wilde, purchased "Curly," an offbeat western by Alan Marcus, former M-G-M contract writer. Theodora has two other properties in the works for production this year. They are "Second Act Curtain," new title of "The Assassin," and "Lord Byron." Wilde is currently engaged in preproduction preparations for his starring role in "Where The Wind Dies," Filmcrest production for RKO release, which gets underway in a week.

* * *

Producer-director Mervyn LeRoy's first film at Warner Bros. will be "Strange Lady in Town," which will star Greer Garson. . . . Ruth Roman has been set by producers Jules Levy and Arthur Gardiner to co-star opposite Broderick Crawford in "Case File FBI," which will be filmed for United Artists release in asociation with Edward Small. Arnold Lavan, who directed "Vice Squad," megs "File," which began shooting Apr. 1.

* * *

Nick Ray has been signed to direct Paramount's "Run For Cover," western starring Jimmy Cagney. The picture will be photographed in Technicolor and in VistaVision in late May. The original story is by Harriet Frank, Jr. and Irving Ravetch. Winston Miller wrote the screen play. "Run For Cover" will be Ray's first Paramount assignment.

* * *

Producer-Director Hugo Haas has set Cleo Moore for the femme lead in his eighth film production, "Turmoil," and signed Lance Fuller as the male lead. The film started this week at Kling Studios. Miss Moore's role is that of an ambitious movie bit player who tries to blackmail the producer-director. It will be her fifth co-starring assignment with Haas. Miss Moore stars in the Hollywood background yarn on loanout from Leonard Goldstein, who recently signed her to a long-term stellar contract. "Turmoil" is an original by Haas.

* * *

"Tip on a Dead Jockey," by Irwin Shaw, published as a short story in the March 6 issue of the "New Yorker" magazine, has been purchased by M-G-M and will be filmed next year. A melodrama, the yarn will be assigned to a producer by Dore Schary and will be made with an all-star cast. . . . Director Joe Newman finished "This Island Earth" at U-I. Newman plans to green light a Sabre Productions picture this summer. Newman is partnered with Vic Orsatti in

(*Continued on next page*)



Actress Greer Garson signs contract to star in Warner Bros.' forthcoming production, "Strange Lady in Town" as Mervyn LeRoy (left) who will direct, and Jack L. Warner, studio vice-president, look on.

Producer Wallace MacDonald Urges Theatre Bally For Pix

By Richard Bernstein

"There are certain people who want two features," Producer Wallace MacDonald explained in his Columbia Studio office. "They want to see a three hour show. They are like people who go out to dinner—after the roast beef, they want dessert."

MacDonald pointed out that it is getting harder and harder to find an exploitable theme. However, he does manage to find them



WALLACE MACDONALD

for his moderately priced "sleepers." His "Man in the Dark" was one of the first 3-D films made in Hollywood. It did amazing business.

In explaining the exploitable story necessary for the production of a feature, MacDonald said, "You have to have a heavy, a girl and a leading man. You flavor this with character people and extras. Every story is different. Every plot has the same ingredients, but they are blended differently."

MacDonald has been a producer, screen writer and story editor. He has one of the most consistently successful producer records in Hollywood with a long string of money-makers.

In 1936, he resigned as supervisor of writers for Republic and joined H. N. Swanson as an associate. In 1936, MacDonald was associate producer on "Murder in Greenwich Village," "The Shadow," which he made when he joined Columbia Studios at that time.

In 1941, he made "The Devil Commands," "The Face Behind the Mask," "The Big Boss" and the fabulously successful football film, "Harmon of Michigan," as well as "I Was A Prisoner on Devil's Island" and "Two Latins From Manhattan."

This was followed by a long string of credits among which were "My Name Is Julie Ross" and "Out of the Depths," both considered to have been "sleepers," moderately priced productions which garner exceptional returns.

MacDonald is the type of producer the exhibitor likes. He believes that the marquee and all the advertising art, stills et al in front of a theatre should serve to attract patrons. So should the title. He is an avid reader and probably reads more novels, screen originals and screen plays than any of his fellow producers in Hollywood. He is a man who believes in magnet-like titles for films. "Titles are very important," he pointed out. "You can trace some failures to titles."

He is preparing "The Black Dakotas," an action film, which will co-star Wanda Hendrix and Gary Merrill. It deals with the withdrawal of the Northern troops to the Sioux territory during the Civil War.

MacDonald recently completed "The Outlaw Stallion," which co-starred Phil Carey and Dorothy Patrick and deals with the exploits of the title horse. It was shot in Technicolor. He also completed "Massacre Canyon."

MacDonald concentrates on action. "Action films stimulate people," he stated. "Very few people walk out on an action story but they will walk out on endless dialogue."

As a man who has made 99 features, MacDonald cited that the most important problem on each picture is "getting the writer who knows how to cut corners and who knows drama and eliminates unnecessary stage sets."

How does he maintain his tremendous enthusiasm toward pictures? MacDonald smiled and replied: "Every picture is a new one. I look upon every picture as my first and I try to make it a good one."

Academy Awards On TV Publicize Motion Pictures

(Continued from preceding page)

Johnny Green, producer, for M-G-M's "The Merry Wives of Windsor Overture." Walt Disney Productions, Walt Disney producer, won "Oscars" for best two-reel short, RKO Pictures' "Bear Country," and best cartoon, "Toot, Whistle, Plunk and Boom," Buena Vista Film Distribution Co., Inc.

Art direction "Oscars" were won by Cedric Gibbons and Edward Carfagno for M-G-M's "Julius Caesar" in the black-and-white category and Lyle Wheeler and George W. Davis for 20th-Fox's "The Robe" in the color category. Sharing in the awards were Edwin B. Willis and Hugh Hunt, set decorators on "Caesar," and Walter M. Scott and Paul S. Fox, set decorators on "The Robe."

Costume design awards for black and white picture honors went to Edith Head for "Roman Holiday." Color picture costume design "Oscars" were given Charles Le Maire and Emile Santiago for "The Robe."

William Lyon won the film editing award for "Eternity." Walt Disney won the documentary short subject and documentary feature awards for RKO Pictures' release of "The Alaskan Eskimo" and "The Living Desert," from Buena Vista, respectively. John P. Livadry merited the sound recording "Oscar" for "Eternity."

The Irving G. Thalberg Memorial Award went to George Stevens for best achievement in the production field. Honorary awards were presented by the Academy board of governors to Joseph I. Breen, Production Code Administrator; Spyros P. Skouras, 20th-Fox president, for introducing CinemaScope, and Pete Smith, for producing humorous short subjects.

HOLLYWOOD

(Continued from preceding page)

Sabre and they will chose their subject within the next few weeks. Newman returns to U-I in December to fulfill a second commitment.

* * *

Gregory Peck has finished UA's "The Purple Plain" location shooting and has left for London for three weeks of interiors. Peck returns to Hollywood in May for a brief vacation and then goes to Texas to scout location for "The Wonderful Country," which he will co-produce with Robert Parrish as an independent venture next year. The star then returns to England June 15 to report to Director John Huston for a starring role in "Moby Dick."

* * *

William F. Broidy Productions has appointed Jo Pagano, novelist and screen writer, as executive assistant in charge of creative material. Under his new assignment, Pagano will supervise all screen play development and also will personally write his own screen plays, his chores mainly limited to film productions for theatrical release. Stanley Kallis, Broidy story editor, continues with his assignment of procuring original stories for Broidy's theatrical and TV schedule. Pat Betz was named assistant story editor to Kallis. Don Schiff is another addition as second assistant director for forthcoming Broidy films.

* * *

Harry Joe Brown's Randolph Scott starrer at Columbia, "Violent Men," rolls Apr. 12. . . . Don Weis will direct Walter Wanger's "The Adventures of Hajji Baba" at Allied Artists. The John Derek-Elaine Etewart starrer rolls Apr. 12. . . . M-G-M's "Many Rivers To Cross," which will be made in CinemaScope and lensed in Technicolor, with Roy Rowland directing and Jack Cummings producing, rolls Apr. 26 with Robert Taylor, Eleanor Parker, Louis Calhern, Jeff Richards and Steve Forrest.

* * *

At the same studio, Esther Williams' next starrer, "Jupiter's Darling," which rolls in CinemaScope and Technicolor, will be produced by George Wells and directed by George Sidney. Howard Keel and George Sanders co-star. . . . Esther Williams has been set for "Say It In French" to follow this vehicle. Joe Pasternak will produce.

Title Changes

Columbia: "**Pushover**" is the new title for "322 French Street." (Stars Fred MacMurray and Phil Carey; Richard Quine directed; Jules Schermer produced). "**They Rode West**" is the final title of "White Feather." (Stars Robert Francis; Lewis J. Rachmil produced; Phil Karlson directed).

M-G-M: "**Men of the Fighting Lady**" is the new title for "Panther Squadron 8." (Stars Van Johnson and Walter Pidgeon; Henry Berman directed; Andrew Marton produced).

Panoramic Productions: "**The Rocket Man**" is the new title for "The Kid From Outer Space." (Stars Charles Coburn and George Winslow; Leonard Goldstein produced).

Hollywood Production

ALLIED ARTISTS

Shooting

SONS OF THE NAVY

Cast: Jan Sterling, Neville Brand, Robert Arthur, Alvy Moore, Paul Langton, John Doucette, Don Haggerty, Pamela Duncan, Lloyd Corrigan, Walter Reed, Ward Wood.

Producer .....Scott R. Dunlap
Director .....Lesley Selander

Cutting

THE GHOST OF O'LEARY

(Technicolor)

Cast: Yvonne De Carlo, Barry Fitzgerald, David Niven.

Producer ..... Mario Zampi
Director ..... Mario Zampi

ARROW IN THE DUST

(Technicolor)

Cast: Sterling Hayden, Keith Larsen.

Producer .....Hayes Goetz
Director .....Lesley Selander

TWO GUNS AND A BADGE

Cast: Wayne Morris, Beverly Garland, Morris Ankrum.

Producer .....Vincent M. Fennelly
Director .....Lewis D. Collins

COLUMBIA

Shooting

THREE FOR THE SHOW

(CinemaScope) (Tecbnicolor)

Cast: Betty Grable, Marge and Gower Champion, Jack Lemmon, Myron McCormick.

Producer .....Jonie Taps
Director .....H. C. Potter

THE LONG GRAY LINE

(CinemaScope) (Technicolor)

Cast: Tyrone Power, Maureen O'Hara, Betsy Palmer, Robert Francis, Phil Carey, Bill Leslie, Donald Crisp, Sean McClory, Harry Carey, Jr.

Producer .....Robert Arthur
Director .....John Ford

BAT MASTERMAN, BAD MAN

(Technicolor)

Cast: George Montgomery, Nancy Gates, James Griffith.

Producer .....Sam Katzman
Director .....William Castle

THE BANDITS

(CinemaScope) (Technicolor)

Cast: Glenn Ford, Barbara Stanwyck, Edward G. Robinson.

Producer .....Lewis J. Rachmil
Director .....Rudy Mate

Cutting

MASSACRE AT MOCCASIN PASS

(Technicolor)

Cast: Phil Carey, Audrey Totter, Charlita.

Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

THE MAD MAGICIAN

(Edward Small Prod. for Columbia Release)

Cast: Vincent Price, Mary Murphy, John Emery, Eva Gabor, Donald Randolph, Lenita Lane.

Producer .....Bryan Foy
Director .....John Brahm

THE WOOD-HAWK

(Technicolor)

Cast: Robert Francis, Donna Reed, Phil Carey, May Wynn, Roy Roberts, Jack Kelly, Peggy Converse, Maurice Jara, Frank de Kova, Eugene Iglesias, Stuart Randall, George Keymas.

Producer .....Lewis J. Rachmil
Director .....Phil Karlson

THE HUMAN BEAST

Cast: Glenn Ford, Gloria Grahame, Broderick Crawford, Kathleen Case, Edgar Buchanan.

Producer .....Lewis Rachmil
Director .....Fritz Lang

WATERFRONT

(Horizon Production)

Cast: Marlon Brando, Eva Marie Saint.

Producer .....Sam Spiegel
Director .....Elia Kazan

THE KILLER WORE A BADGE

Cast: Fred MacMurray, Phil Carey.

Producer .....Jules Schermer
Director .....Richard Quine

THREE HOURS TO LIVE

(Technicolor)

Cast: Dana Andrews, Donna Reed, Dianne Foster.

Producer .....Harry Joe Brown
Director .....Al Werker

THE LAW VERSUS BILLY THE KID

(Technicolor)

Cast: Scott Brady, Betta St. John.

Producer .....Sam Katzman
Director .....William Castle

THOSE REPORTED MISSING

Cast: Robert Francis, Dianne Foster, Erle Hyman, Brian Keith, Jerome Curtlond, E. G. Marshaall, Leo Gordon, Jack Kelly, Richard Loo, Keye Luke.

Producer .....Bryan Foy
Director .....Lew Seiler

INDEPENDENT

Shooting

THE BANDIT

(Shooting at KeyWest Studios)
(Eastman Color)

Cast: Arthur Kennedy, Betta St. John, Eugene Iglesias, Tony Martinez, Charlita.

Producer .....Joseph Shaftel
Director .....Edgar Ulmer

20,000 LEAGUES UNDER THE SEA

(CinemaScope) (Technicolor)

(Shooting in Nassau, Bahamas Islands)
Cast: Kirk Douglas, James Mason, Paul Lukas, Peter Lorre.

Producer .....Walt Disney
Director .....Richard Fleischer

Cutting

CONGO KILLER

(Wide Screen)
(Trinity Productions, Shooting at Keywest Studios)

Cast: Myron Healey Karin Booth, Ross Elliot, Ralph Dumke.

Producer ..... Jerry Thomas
Director ..... Seymour Friedman

DUEL IN THE JUNGLE

(Moulin Productions, Technicolor, Wide-Screen, Shooting in Johannesburg, So. Africa.)

Cast: Dana Andrews, Jeanne Crain, David Farrar.

Producers .....Marcel Hellman and Tony Owen
Director .....George Marshall..

WITNESS TO MURDER

Cast: Barbara Stanwyck, Gary Merrill, George Sanders.

Producer ..... Chester Erskine
Director ..... Roy Rowland

THE WHITE ORCHID

(Eastman Color) (Shooting in Mexico)

Cast: William Lundigan, Peggie Castle, Armando Silvestre.

Producer-Director ....Reginald LeBorg

EXHIBITOR PRODUCED PICTURES
Lippert PICTURES, Inc.
PRACTICAL PROFITABLE AGGRESSIVE

Shooting

THE DEADLY GAME

(Shooting in England)

Cast: Lloyd Bridges.

Producer .....Robert Dunbar
Director .....Dan Birt

METRO GOLDWYN MAYER

Shooting

THE LAST TIME I SAW PARIS

(Technicolor) (Wide Screen)
(Shooting in Paris)

Cast: Elizabeth Taylor, Van Johnson, Donna Reed, Walter Pidgeon, Eva Gabor, Kurt Kaszner.

Producer .....Jack Cummings
Director .....Richard Brooks

ATHENA

(CinemaScope) (Technicolor)

Cast: Jane Powell, Debbie Reynolds, Vera Ellen, Louis Calhern, Vic Damone, Edmund Purdom.

Producer .....Joseph Pasternak
Director .....Richard Thorpe

Cutting

MEN OF THE FIGHTING LADY

(Ansco Color)

Cast: Van Johnson, Dewey Martin, Walter Pidgeon, Frank Lovejoy, Keenan Wynn, Louis Calhern.

Producer ..... Henry Berman
Director ..... Andrew Marton

BEAU BRUMMEL

(Eastman Color)
(Shooting in England)

Cast: Elizabeth Taylor, Stewart Granger, Peter Ustinov.

Producer .....Sam Zimbalist
Director .....Curtis Bernhardt

A BRIDE FOR SEVEN BROTHERS

(Technicolor) (CinemaScope)

Cast: Jane Powell, Howard Keel, Jeff Richards, Rusty Tamblyn, Tommy Ralls, Marc Platt, Matt Mattox, Jacques d'Amboise.

Producer .....Jack Cummings
Director .....Stanley Donen

VALLEY OF THE KINGS

(Technicolor) (Wide Screen)

Cast: Robert Taylor, Eleanor Parker, Carlos Thompson, Kurt Kaszner, Samia Gamal, Victor Jory.

Director .....Robert Pirosh

BRIGADOON

(CinemaScope) (Ansco color)

Cast: Gene Kelly, Van Johnson, Cyd Charisse, Elaine Stewart, Virginia Bosler, Hugh Laing.

Producer .....Arthur Freed
Director .....Vincente Minnelli

Paramount Pictures

Shooting

MAMBO

(Shooting in Italy)

Cast: Silvana Mangano, Michael Rennie, Vittorio Gassman, Shelley Winters, Katherine Dunham.

Producers .....Ponti—De Laurentis
Director .....Robert Rossen

THE BIG TOP

(Techniclor) (VistaVision)

Cast: Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor, Wallace Ford, Nick Cravat, Gene Sheldon.

Producer .....Hal Wallis
Director .....Joseph Pevney

THE COUNTRY GIRL

(Wide Screen)

Cast: Bing Crosby, Grace Kelly, William Holden, Anthony Ross, Gene Reynolds, Jack W. Reynolds, Eddie Ryder.

Prodcer .....William Perlberg
Director .....George Seaton

STRATEGIC AIR COMMAND

(VistaVision) (Technicolor)
(Shooting in Florida)

Cast: James Stewart, June Allyson, Frank Lovejoy, Barry Sullivan, Alex Nicol, Bruce Bennett.

Producer .....Samuel J. Briskin
Director .....Anthony Mann

Cutting

SABRINA FAIR

(Wide Screen)

Cast: Humphrey Bogart, Audrey Hepburn, William Holden, Walter Hampden, John Williams, Martha Hyer.

Producer-Director ..... Billy Wilder

LEGEND OF THE INCA

(Technicolor) (Wide Screen)

Cast: Charlton Heston, Nicole Maurey, Robert Young, Thomas Mitchell, Yma Sumac, Glenda Farrell, Geraldine Hall.

Producer ..... Mel Epstein
Director ..... Jerry Hopper

LIVING IT UP

(Technicolor) (Wide Screen)

Cast: Dean Martin, Jerry Lewis, Janet Leigh, Fred Clark, Edward Arnold, Sheree North, Walter Baldwin.

Producer ..... Paul Jones
Director ..... Norman Taurog

REAR WINDOW

(Technicolor)

Cast: James Stewart, Grace Kelly, Wendell Corey, Thelma Ritter, Raymond Burr, Sara Berner, Judith Evelyn.

Producer-Director ....Alfred Hitchcock

Hollywood Production

RKO RADIO PICTURES

Shooting

NIGHT MUSIC
(Allan Dowling Pictures)
(Eastman Color) (Wide Screen)

Cast: Linda Darnell, Rick Jason, Dan Duryea, Faith Domergue, Hal Baylor, Mary Young, Jerry Mathers, Susie Mathers.

Executive Producer....Allan Dowling
Producer .....Hugh Brooke
Director .....Stuart Heisler

Cutting

THE BIG RAINBOW
(Technicolor)

Cast: Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith.

Producer .....Harry Tatelman
Director .....John Sturges

SUSAN SLEPT HERE
(Technicolor)

Cast: Dick Powell, Debbie Reynolds, Anne Francis, Alvy Moore, Glenda Farrell, Les Tremayne, Rita Johnson, Herbert Vigran, Maidie Norman, Mara Lane, Horace McMahon, Benny Rubin, Lela Bliss.

Producer .....Harriet Parsons
Director .....Frank Tashlin

Republic

utting

THE OUTCAST

ast: John Derek.
ssociate producer .....William J. O'Sullivan
irector .....William Witney

THE HOT HEIRESS

ast: Judy Canova, Donald "Red" Barry, Chick Chandler, Grant Withers, Taylor Holmes, Douglas Fowley.
ssoc. Producer .....Sidney Picker
rector .....Charles Lamont

20th CENTURY FOX

hooting

BROKEN LANCE
(CinemaScope) Technicolor)

st: Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark, Katy Jurado, Hugh O'Brian, Eduard Franz, E. G. Marshall, Carl Benton Reid, Earl Holliman.

oducer .....Sol C. Siegel
rector .....Edward Dmytryk

THE EGYPTIAN
(CinemaScope) Technicolor)

t: Edmund Purdom, Jean Simmons, Victor Mature, Gene Tierney, Michael Wilding, Bella Darvi, Peter Ustinov, Judith Evelyn, Henry Daniell.

oducer .....Darryl F. Zanuck
ector .....Michael Curtiz

Cutting

GARDEN OF EVIL
(CinemaScope)
(Shooting in Mexico City)

Cast: Gary Cooper, Susan Hayward, Richard Widmark, Cameron Mitchell, Hugh Marlowe.

Producer .....Charles Brackett
Director .....Henry Hathaway

THE GAMBLER FROM NATCHEZ
(Technicolor)
(Panoramic Production for 20th Century-Fox release)

Cast: Dale Robertson, Debra Paget, Kevin McCarthy, Thomas Gomez, Lisa Daniels, Douglas Dick, John Wengraf.

Producer .....Leonard Goldstein
Director .....Henry Levin

A MATTER OF LIFE AND DEATH
(Shooting in Mexico City)
(A Panoramiuc Production for 20th Century-Fox Release)

Cast: Ricardo Montalban, Anne Bancroft, Jose Perez, Lee Marvin, Rudolfo Acosta.

Producer .....Robert L. Jacks
Director .....Harry Horner

PRINCESS OF THE NILE
(Panoramic Prod. for 20th Century-Fox release)
(Technicolor)

Cast: Debra Paget, Jeffrey Hunter, Michael Rennie, Robert Roark, Dona Drake, Michael Ansara.

Producer .....Leonard Goldstein
Director .....Harmon Jones

UNITED ARTISTS

Shooting

SITTING BULL
(Color) (CinemaScope)

Cast: Dale Robertson, J. Carrol Naish, Mary Murphy, John Litel, Bill Hopper, Bill Cannon, Tom Brown Henry, Joel Fluellen, Douglas Kennedy.

Producer .....Miguel Aleman
Director .....Sidney Salkow

AMERICANO
(Robert Stillman Productions)
(Shooting in Brazil)

Cast: Glenn Ford, Arthur Kennedy, Caesar Romero, Ursula Thiess.

Producer .....Robert Stillman
Director .....Budd Boetticher

THE PURPLE PLAIN
(Technicolor) (Shooting in Ceylon)

Cast: Gregory Peck, Maurice Denham, Win Min Than, Bernard Lee.

Producer .....John Bryan
Director .....Robert Parrish

THE BAREFOOT CONTESSA
(Technicolor) (Figaro Inc.)
(Shooting in Rome)

Cast: Humphrey Bogart, Ava Gardner, Edmond O'Brien, Valentina Cortese, Marius Goring, Rossano Brazzi, Elizabeth Sellers, Mari Aldon, Diana Decker, Warren Stevens, Tonio Selwart, Gertrude Flinn, Bessie Love, Sandro Stajola, Franco Interlengli.

Producer-Director.Joseph L. Mankiewicz

VERA CRUZ
(Hecht-Lancaster Productions)
(Technocolor) (Shooting in Mexico)

Cast: Gary Cooper, Burt Lancaster, Denise Darcel, Cesar Romero, Sarita Montiel, George Macready, Morris Ankrum.

Producer .....James Hill
Director .....Robert Aldrich

Cutting

CAPTAIN KIDD AND THE SLAVE GIRL
(Edward Small Productions)
(Wide Screen, Color)

Cast: Tony Dexter, Eva Gabor, James Seay, Alan Hale, Lyle Talbot, Noel Cravat, Richard Karlan.

Producer ..... Aubrey Wisberg
Jack Pollexfen
Director ..... Lew Landers

THE LONG WAIT
(Parklane Productions)

Cast: Anthony Quinn, Gene Evans, Charles Coburn, Peggie Castle, Shirley Patterson, Mary Ellen Kay, Pat Orsatti.

Producer ..... Lesser Samuels
Director ..... Victor Saville

APACHE
(Hecht-Lancaster Prod.)
(Technicolor) (Wide Screen)

Cast: Burt Lancaster, Jean Peters, John McIntire, Monte Blue, Charles Buchinski, Walter Sande, Paul Guilfoyle, Phil Van Zandt, Morris Ankrum, David Hoffman, John Dehner, Johnny McGough.

Producer ..... Harold Hecht
Director ..... Robert Aldrich

Universal International

Shooting

FRANCIS JOINS THE WACS

Cast: Donald O'Connor, Julia Adams, Chill Wills, Mamie Van Doren,

Producer .....Ted Richmond
Director .....Arthur Lubin

NEVADA GOLD
(Technicolor) (Wide Screen)

Cast: Lex Barker, Mala Powers, Howard Duff, John McIntire, William Demarest, Leo Gordon, Dayton Lummis.

Producer .....Ross Hunter
Director .....Jesse Hibbs

THREE GOBS IN PARIS
(Technicolor) (Wide Screen)

Cast: Tony Curtis, Gloria De Haven, Gene Nelson, Paul Gilbert, Mara Corday, Christaine Martel.

Producer .....Albert J. Cohen
Director .....Richard Quine

Cutting

THE FAR COUNTRY
(Technicolor)
(Shooting in Canada)

Cast: James Stewart, Ruth Roman, Corinne Calvet, Walter Brennan.

Producer .....Aaron Rosenberg
Director .....Anthony Mann

FORT LARAMIE
(Technicolor)

Cast: John Payne, Mari Blanchard, Dan Duryea, Joyce MacKenzie, Barton MacLane.

Producer ..... Ted Richmond
Director .....Jesse Hibbs

THIS ISLAND EARTH
(Technicolor) (Wide Screen)

Cast: Bart Roberts, Faith Domergue, Jeff Morrow.

Producer .....William Alland
Director .....Joe Newman

BENGAL RIFLES
(Technicolor) (Wide Screen)

Cast: Rock Hudson, Arlene Dahl, Ursula Theiss, Dan O'Herlihy, Torin Thatcher, Michael Ansara.

Producer .....Ted Richmond
Director .....Lasl Benedek

THE TIGHT SQUEEZE

Cast: Sterling Hayden, Gloria Grahame, Gene Barry.

Producer .....Ross Hunter
Director .....Jerry Hopper

THE MATCHMAKERS

Cast: Marjorie Main, Chill Wills, Pedro Gonzales, Alfonso Bedoya, Rudy Vallee, Ruth Hampton, Benay Venuta, Irene Ryan.

Producer .....Robert Arthur
Director .....Charles Lamont

THE BLACK SHIELD OF FALWORTH
(CinemaScope) (Technicolor)

Cast: Tony Curtis, Janet Leigh, David Farrar, Barbara Rush, Herbert Marshall, Ian Keith, Dan O'Herlihy, Craig Hill, Rhys Williams, Leo Britt, Patrick O'Neal.

Producer .....Robert Arthur
Director .....Rudolph Mate

WARNER BROS.

Shooting

THE TALISMAN
(Warner Color) (CinemaScope

Cast: Virginia Mayo, Rex Harrison, George Sanders, Laurence Harvey, Robert Douglas.

Producer .....Henry Blanke
Director .....Robert Aldrich

BATTLE CRY
(WarnerColor) (CinemaScope)

Cast: Van Heflin, Aldo Ray, James Whitmore, Tab Hunter, Dorothy Malone, Allyn McLerie, William Campbell, Glenn Denning.

Director .....Raoul Walsh

Cutting

THEM
(3-D) (All Media) (WarnerColor)

Cast: Edmund Gwenn, James Whitmore, James Arness, Joan Weldon.

Producer ..... David Weisbart
Director ..... Gordon Douglas

THE HIGH AND THE MIGHTY
(Wayne-Fellows Production)

Cast: John Wayne, Claire Trevor, Laraine Day, David Brian, Jan Sterling, Doe Avedon, Paul Kelly, Robert Newton, Sidney Blackmer, Paul Fix.

Producer ..... Wayne-Fellows
Director ..... William A. Wellman

A STAR IS BORN
(Technicolor) (CinemaScope)

Cast: Judy Garland, James Mason, Jack Carson, Charles Bickford.

Producer ..... Sid Luft
Director ..... George Cukor

Topping its unprecedented product for '54...

UA HAS THE BIGGEST PRODUCTION NEWS FOR THE 1955 SEASON

UA

FACT #1

NOW SHOOTING

JOSEPH L. MANKIEWICZ'S

THE BAREFOOT CONTESSA

Color by Technicolor
Starring Humphrey Bogart, Ava Gardner,
Edmond O'Brien - Written and Directed by
Joseph L. Mankiewicz



Academy Aw Winner
HUMPHREY BOGART



Academy Aw Nominee
AVA GARDNER

FACT #2

NOW SHOOTING

THE PURPLE PLAIN

Color by Technicolor
Starring Gregory Peck
Directed by Robert Parrish
A J. Arthur Rank Presentation



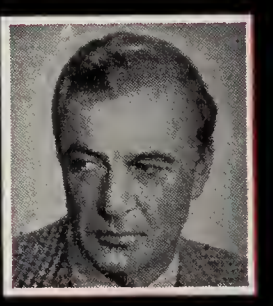
All-time Box-office G
GREGORY PECK

FACT #3

NOW SHOOTING

VERA CRUZ

Color by Technicolor, Widescreen
Starring Gary Cooper
and Burt Lancaster
Directed by Robert Aldrich
A Hecht-Lancaster Production
Harold Hecht, Exec. Producer



Academy Aw Winner
GARY COOPER



Academy Aw Nominee
BURT LANCASTER

QUALITY PICTURES UA

35TH ANNIVERSARY 1919 UA 1954

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

NEWS

MAKELIM-ALLIED FILMING PLAN DRAWS STRONG EXHIB INTEREST

VISTAVISION TESTS IN MUSIC HALL

DEWEY SIGNS NEW STATE CENSOR BILL

TV PACT WON'T HURT PIX OUTPUT: DISNEY

ZUKOR CALLS PARA LINEUP STRONGEST EVER

PERSPECTA SOUND WINS EXHIBITOR PLAUDITS

UA'S 35TH ANNIVERSARY pages 18, 20, 21

. 33, No. 7 April 17, 1954

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PLAYDATES and PRODUCT

ANY constructive effort to ease the product shortage is commendable and worthy of industry attention.

For years, the INDEPENDENT has been advocating the return of block buying and booking as the means of insuring an exhibitor of an adequate inventory and of guaranteeing a distributor playdates for his product.

Now, National Allied has entered into an arrangement with Hal R. Makelim for the production of 12 features to be delivered to contract theatres at the rate of one a month beginning in early Fall.

There is to be no capital investment by exhibitors. Under the plan, 2500 theatres will be given the opportunity to sign exhibition contracts for all 12 pictures at predetermined flat rentals; total rentals to equal

(See Page 3)

LANA IS TURNERIFIC IN "FLAME AND THE FLESH"!



"THE GREATEST SIN... TO STEAL ANOTHER WOMAN'S MAN."

And she's even mo exciting now as a brunette!



"Leo, that's a great title, FLAME AND THE FLESH, for a LANA TURNER picture. It even tops the marquee value of Lana's famous title "The Bad And The Beautiful."

"Come to the Trade Show friend, and you'll see that the combination of LANA TURNER with the title "FLAME AND THE FLESH" to sell a great attraction is sure-fire!"



See for yourself M-G-M's great TECHNICOLOR sensation filmed in Europe's pleasure haunts!

TRADE SHOWS—APRIL 26th (Except Denver April 27th)

M-G-M presents In Color by Technicolor · LANA TURNER in "FLAME AND THE FLESH" · co-starring Pier Angeli · Carlos Thompson · with Bonar Colleano · Screen Play by Helen Deutsch · Based on a Novel by Auguste Bailly · Directed by Richard Brooks · Produced by Joe Pasternak

★

The Industry's Showmanship Event! M-G-M's 30th Anniversary Jubilee!

April 17, 1954
Vol. 33 No. 7

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

production costs, with benefits to "charter members" in the form of rebates from profits.

Allied reports other independent producers have evidenced interest in the plan. And well they should—with guaranteed playdates. The strangest part of it all is that Allied is presently urging trade practises they once fought to outlaw . . . blind buying, block booking and no cancellation privileges.

Many exhibitors would prefer production of bigger pictures with bigger budgets in today's market but Makelim has set his average production cost at $400.-000 to $500,000 per picture. He has explained that this might be considered low in comparison to the "swollen budgets" of major studios but that the difference will not be reflected in quality. In this connection, we await further word on story properties, directors and stars.

We hope that Makelim can accomplish this objective for recent industry experience with low-budgeted pictures has not been good. The "sleepers" have been rare indeed. Many experienced independent producers, not saddled with overhead, have had serious difficulty in producing boxoffice pictures on higher budgets. Then, too, many of the big companies have stopped making these pictures and others may also stop because they are not getting sufficient exhibitor support.

Playdates For UA

United Artists is currently celebrating its 35th Anniversary having been founded by Douglas Fairbanks. Mary Pickford, D. W. Griffith and Charles Chaplin on April 17, 1919.

For many years, the company flourished as the bastion for independent producers. In 1946, United Artists floundered and continued its downward trend under a succession of stewardships. There were alternating rumors of merger, bankruptcy and dissolution.

But in early 1951, provisional management control was given to Arthur B. Krim, Robert S. Benjamin, Matthew Fox, William J. Heineman, Max Youngstein, Arnold Picker and Seymour Peyser. It was stipulated that if they could bring the company out of the red, they would be allowed to buy a controlling interest.

The rest is industry history. In less than six months, the company went into the black. Traditions have been re-established and important independent producers have come back into the UA family. (See stories on pages 18, 20 and 21).

Exhibitors who have felt the product pinch should be excited about the impressive array of new pictures scheduled for UA's anniversary. Theatre owners should express their appreciation to UA's management team and the best way to do that is with playdates.

Merry-Go-Round

This week, Governor Thomas Dewey of New York signed a bill tightening the state's film censorship laws in view of the Supreme Court "La Ronde" decision.

If this industry wants to get off the censorship merry-go-round once and for all, it will be necessary to prepare a test case—and the sooner the better.

The easiest way to test the validity of film censorship would be for the exhibition of a motion picture without a state license. The issue would then be clear-cut and, in our opinion, result in a rule of law that films are entitled to freedom of expression.

Overstamped Tickets

Exhibitors with a substantial inventory of admission tickets should take note of this point. Present supplies of serially numbered tickets may be used after April 30th until exhausted provided the tickets are overprinted or overstamped to reflect the new tax rates. If you choose to destroy unused tickets, ask the Internal Revenue Bureau to send an agent to witness the disposition.

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Makelim-Allied Filming Plan Evokes Strong Exhib Interest

Exhibitor reaction to the plan whereby Hal R. Makelim will produce 12 films a year via a subscription list of 2,500 National Allied members has been marked by interest and optimism. Among exhibitor leaders praising the plan were Walter Reade, Jr., TOA president, and Leonard Goldenson, head of American Broadcasting-Paramount Theatres.

That production is also interested may be seen from the announcement coming from Abram F. Myers, National Allied board chairman and general counsel, that Allied has been approached by one New York and four Hollywood producers interested in similar arrangements. Meanwhile, Indiana Allied has already oversubscribed its quota in the Makelim deal, Myers revealed.

Reade stated in a congratulatory telegram sent to Allied leaders that "any forward step is helpful to the entire industray." He disclosed later that a committee headed by Ed Martin, of Columbus, Ga., is studying the product situation for his own group. A report will be made at TOA's October convention.

The exhibitor disclosed that if he liked the Makelim product, he would book it in his own circuit, which is permissible under the Makelim-Allied agreement. Goldenson revealed that the heads of local AB-PT houses could also choose to book the Makelim pictures. He commented that "anything that helps to stimulate production is a step in the right direction."

Announces Associates

The plan calls for the 2,500 theatres to sign in advance exhibition contracts for the features, according to Myers. The exhibitors will advance no capital to Makelim Productions and Atlas Pictures Corp., its distribution organization, but the advance commitments to book the films will in effect underwrite production costs.

Associated with Hal R. Makelim, who has been working on the idea for a year, are Sam Nathanson and Frank Borzage, who will direct at least 2 of the 12. Names of available story properties, stars, directors and technicians will be disclosed by Makelim at a series of meetings with exhibitors beginning with the Allied regional association conventions in Denver, May 3; Omaha, May 4; Kansas City, May 5, and Minneapolis, May 11.

Myers describes the arrangement as "the first step in (Allied's) endeavor to secure additional product for the picture-starved independent exhibitors." He said it is well known that Allied is attempting to influence increased production by a major studio through exertion of voting power of stock held or to be acquired by exhibitors.

But relief in this direction might be too slow and "in the meantime the condition of the independent exhibitors daily becomes more desperate." The Allied board chairman also pointed out that Allied is not stopping with the Makelim arrangement, but is still seeking expanded production by independents as well as continuing to press for greater production by one of the majors.

Makelim appeared before the Allied board to discuss the plan on which he had been working for the past year, and later a spe-

(*Continued on page* 13)

Project Will Aid Trade: Makelim

Producer Hal R. Makelim, in an exclusive interview with THE INDEPENDENT in his Beverly Hills home, stated that his plan to produce motion pictures via an agreement with National Allied "is something that not only will help exhibitors, but the whole industry. It will give the exhibitors the profit and prestige to which they are entitled and give the producer at least the guarantee of his negative cost on quality films."

"I am grateful to the independent theatres who I think need all the co-operation and support that our industry can give them. This plan opens the door for the independent producers, who have made the really great pictures in movie industry," the producer stated.

The films that Makelim will make cost between $400,000 and $500,000 each and will feature top names and production talent. "Anyone who thinks that pictures, which cost $400,000 to $500,000 are cheap pictures should sit down and count it in one dollar bills," Makelim stated.

Records show that Makelim, under the Atlas Pictures Corp. banner, produced one feature picture, "Man of Conflict," starring Edward Arnold. It was released late last year.

Makelim said that he will expand his facilities and is already negotiating on this. "I am trying to give theatres good pictures to compete with other good pictures," he pointed out. He also revealed that each film will have a national advertising budget of $25,000 to $30,000.

Cites Low Overhead

The producer stressed that he can make quality pictures for his prices, because of his lack of overhead. His organization has no lost motion, he explained, and people are working when pictures are being made.

"Mrs. Makelim and I talked to hundreds of independent exhibitors as to their problems," Makelim revealed. "We came up with this plan. A public survey pointed out that they, the public, just wanted good motion pictures."

He will have a different type of advertising, one that "won't mislead the public," he explained. "Motion pictures aren't any different from books," the producer said. "Motion pictures have a main title and an end title. A book has a front cover and a back cover. They both need a good story. What's between the main title and the end is what counts."

"This plan," Makelim stated," was originated purely to injure no one and to help all." He emphasized that he will make quality pictures with quality story material, quality directors and quality performers.

He expects to deliver his first film in early fall, working as follows: one picture will be in preparation, one will be finished, one will be shooting. Before a picture is delivered, the company is into its third picture.

With this method he "will give employment to directors, production men, boys on the back lot. The workmen who are responsible for making motion pictures, are the unmentioned heroes of production," he stated.

EXHI-BITS

Rule Damages Exempt

A U.S. appellate court ruling exempting an exhibitor from paying Federal income tax on punitive damages received in an anti-trust suit was handed down in Philadelphia this week. William Goldman Theatres was the principal in the ruling. Circuit had acquired $250,000 in 1948 in connection with its action for the Erlanger Theatre against a number of distributors and Stanley Warner.

Propose Theatre TV Tax

BOSTON.—A five percent tax on the gross receipts of theatres piping in live boxing matches by television has been proposed by Rufus Bond of the Department of Public Safety. Bond cited this as a loophole in the 1952 boxing law. Another proposed bill involves the selling of TV rights by someone other than the boxing licensee. He revealed that last year the TV boxing tax brought in approximately $5,000.

Local Excise Snag

MASSILLON, OHIO.—A snag resulting from the passing of the new Federal tax law has some theatres in this city paying as much as 33 percent local tax. The city law provides for a three percent tax on all tickets subject to 20 percent Federal tax and 23 percent tax on all tickets not subjects to Federal tax. The city council is scheduled to meet to consider pleas for a revision of the local tax law, based on the new Federal one.

Suggest Cryptix Tickets

The suggestion that theatres selling tickets now exempt from Federal tax may use Cryptix, made by the Globe Ticket Co. of Philadelphia, Cleveland and Cincinnati, has come from the service bulletin of Independent Theatre Owners of Ohio. The bulletin notes that a decoding card accompanies each order so that no one purchasing a ticket can tell how much business has been done.

Exhibs Change Name

ST. LOUIS.—New name of the former MPTO of St. Louis, Eastern Missouri and Southern Illinois is Missouri-Illinois Theatre Owners, according to an announcement of the TOA affiliate following a general membership meeting. Lester R. Kropp continues as president.

Texas Airers Open Stereosound-CinemaScope

CinemaScope and stereophonic sound will be introduced to Texas drive-ins this weekend by Claude Ezell & Associates with a two-theatre premiere of 20th Century-Fox's "The Robe," the film company announced this week. The picture will open at the Jacksboro Drive-In, Fort Worth, and the Gulf Drive-In, Corpus Christi. The two ozoners accommodating 500 and 750 cars respectively, have been equipped with Ezell single-unit stereo speakers.

Exhibitors, civic officials and members of the press have been invited to the opening, which is being backed by a promotional and advertising campaign. Drive is slated to hit in time for the opening of the open-air theatre season in that area. Stereo sound is rapidly being installed in other drive-ins of the Ezell circuit, according to the company report.

Dewey Inks New State Censor Bill

ALBANY.—The terms "immoral," "corrupt morals" and "incite to crime" were defined in a bill signed this week by Governor Thomas Dewey for the purpose of tightening this state's film censorship law. The measure does not create any new licensing system, expand the scope of censorship or enlarge the area of permissible prior restraint, the Governor added in a note.

He explained that the new law has the "sole purpose" of giving more "precision" to the state's old law, which was deemed too vague by the Supreme Court when it reversed the state's ban of the film "La Ronde." The Governor added that the new law will prevent the exploitation of "filth for the sake of filth."

The film industry immediately announced its protest at the new bill, with the MPAA expressing its "regret" at the "restrictive and repressive amendment." The measure "sets back the course of freedom of expression," this group declared. The belief that the new measure would eventually be found unconstitutional was expressed by Ephraim S. London, counsel for the Independent Motion Picture Distributors of America.

The new legislation defines an "immoral" film as one "the dominant purpose or effect of which is erotic or pornographic; or which portrays acts of sexual immorality, perversion or lewdness, or which expressly or impliedly presents such acts as desirable, acceptable or proper patterns of behavior."

A film that tends to "incite to crime" is one "the dominant purpose and effect of which is to suggest that the commission of criminal acts or contempt for law is profitable, desirable, acceptable or respectable behavior; or which advocates or teaches the use of, or the methods of use of, narcotics or habit-forming drugs."

A vigorous defense of pre-censorship of films has been given by Dr. Hugh M. Flick, director of the New York State censor board. Addressing the Independent Motion Picture Distributors Association of America. Dr. Flick maintained that pre-censorship is preferable to the difficulties faced by distributors under a situation which would empower every municipality to rule on films.

Pre-censorship is also preferable to the MPAA Code, which permitted no appeal to legal boards from its decisions, the Censor Board head also maintained. He said that he disagreed with the Supreme Court decision which held that the word "immoral" was unconstitutional.

Video Contract Will Not Hinder Film Theatre Production: Disney

Walt Disney's contract to produce a minimum of 26 hour-long television programs for the American Broadcasting Co. will in no way interfere with or call for the use of Disney theatre product, the studio has emphasized. The TV show will be used, however, to help exploit coming Disney theatrical films, it was revealed by Leo F. Samuels, worldwide Disney sales supervisor.

Samuels disclosed that Disney plans to use behind the scene material from his forthcoming "20,000 Leagues Under the Sea" in his early shows to get the production off to a good start by next Christmas. All the programs will be filmed especially for video for the series which kicks off next October.

An additional agreement between the Disney studio and AB-PT calls for the development of another entertainment enterprise to be known as Disneyland. Some of the TV shows will be produced at this site, being set up in Southern California.

Accepts Responsibility

Present plans call for both live-action and cartoon techniques in the video series based on variety, adventure, romance and comedy. Disney stated that in making the deal, he is fully conscious of "responsibility to the two greatest media of mass entertainment — motion pictures and television."

Disney Productions is currently at work on three feature films for theatrical release, all being done in CinemaScope. They include "Leagues," live-action film starring Kirk Douglas, James Mason and Peter Lorre; "Lady and the Tramp," studio's first CinemaScope cartoon feature, and "Sleeping Beauty."

The company discloses that its screen program is completely outlined for the next five years with 26 features planned.

VistaVision Debuts At Radio City

VistaVision, Paramount's new wide-screen filming process, will be presented in its east coast demonstration at 8:30 a.m. on Tuesday, April 27, at the Radio City Music Hall, according to an announcement by Barney Balaban, president of the film company. This showing is the only one planned for the new process at this time, the executive revealed.

With Paramount reporting that it has already received hundreds of requests for the demonstration, the film company expects that even the huge seating capacity of RCMH will be "strained" to accommodate everyone wishing to attend. Balaban revealed that the showing will prove VistaVision's "capability and flexibility."

Para Lineup Strongest Ever: Zukor

Paramount Pictures is concentrating on quality films and it now has in its line-up the strongest slate of films that it or any other studio has ever produced, Adolph Zukor, board chairman, told the members of the trade press this week. The industry veteran stated that he is "overwhelmed" both as to the quality of the films and the company's new process, VistaVision, which he witnessed during a three-month stay on the west coast.

A film company must have pictures of outstanding quality, or else it is hardly worth making the product, the executive asserted. Paramount will not make pictures the success of which may be doubtful, he revealed, adding that it is better to go slowly and make better films.

The day is "gone and gone for good" when studios will be making films just for the sake of making something, he declared. Zukor denied that there is a deliberate trend to cut down production. He explained that it is "economically unsound" for a big studio, with huge overhead, to make fewer films when it has the capacity to make more.

But the public will accept only the very best now, he stated, and other films will be met with box office losses. Therefore, Paramount has shelved its plans for making certain films that did not contain a combination of great story, cast, director and producer, all necessary in the business as it now stands, he explained.

Praising VistaVision, Zukor stated that it is the best process he has seen to date. It doesn't require any large investment on the part of exhibitors, he declared. All it needs is a good screen and top quality booth equipment to give a high quality image. The industry will eventually agree on one uniform system, but it is too early to tell which one it will be, the speaker stated.

On the subject of sound, Zukor declared that he favors Perspecta-Sound because "that system puts the horns where the people are." Small theatres may need only two horns while houses with large screens would require more, he explained.

Paramount will adopt any process that helps the industry, he declared. It will use the best on the market and share its own developments with the rest of the film world. The film company is at present building its own VistaVision cameras and has supplied all interested manufacturers with blueprints. The company may build more than it needs for its own use, and other producers will be able to use excess cameras, he stated.

Zukor discussed picture-by-picture the upcoming Paramount product that made him "bullish" about the outlook for his company. He singled out for special mention "Sabrina

(*Continued on page* 16)

Perspecta Sound Garners Praise From Theatremen

A demonstration of Perspecta Stereophonic Sound, a system said to deliver "directional sound" from a single optical track, was held this week at Loew's State Theatre for an all-industry audience. It was enthusiastically greeted.

At a press conference which followed, Arthur Loew, president of Loew's International, said that Perspecta, which he termed better than magnetic sound, will be produced in volumes of 1,000 units monthly for sale at $800-$900 per unit. Each integrator will have its own power supply and only one unit would be required per projection booth, he added.

Loew expressed the opinion that if the rest of the industry adopts Perspecta, 20th Century-Fox would, also.

Warner Bros. has been added to the list of film companies that have adopted Perspecta, Loew disclosed earlier. He revealed that he is discussing negotiations with RKO Pictures, Universal and Columbia for those studios to adopt the new process, which has already been chosen by M-G-M and Paramount.

The first license to manufacture the equipment has been granted the Fairchild Recording Equipment Co., while discussions are now in progress for additional licenses to be granted to Westrex, RCA, Altec, the Phil-

(*Continued on page* 16)

QUALITY...

actors

DAWN ADDAMS
LEX BARKER
JOHN BENTLEY
JACQUES BERGERAC
CLAIRE BLOOM
HUMPHREY BOGART
BRUCE CABOT
RORY CALHOUN
ROD CAMERON
RICHARD CARLSON
PEGGIE CASTLE
CHARLES COBURN
GARY COOPER
BRODERICK CRAWFORD
TONY CURTIS
DENISE DARCEL
YVONNE DE CARLO
ANTHONY DEXTER
KIRK DOUGLAS
CONSTANCE DOWLING
JOANNE DRU
RICHARD EGAN
GENE EVANS
MAURICE EVANS
ERROL FLYNN
EVA GABOR
AVA GARDNER
LEO GENN
ALEC GUINNESS
VAN HEFLIN
KATHARINE HEPBURN
WANDA HENDRIX
TAB HUNTER
MARTHA HYER
JOHN IRELAND
ADELE JERGENS
GLYNIS JOHNS
CELIA JOHNSON
JENNIFER JONES
PATRIC KNOWLES
BURT LANCASTER
GINA LOLLOBRIGIDA
FRANK LOVEJOY
WILLIAM LUNDIGAN
JACK MAHONEY
DOROTHY MALONE
HERBERT MARSHALL
JAMES MASON
GARY MERRILL
BEVERLY MICHAELS
ROBERT MITCHUM
GEORGE MONTGOMERY
ROBERT MORLEY
MARY MURPHY
J. CARROLL NAISH
ANNA NEAGLE
HILDEGARDE NEFF
ROBERT NEWTON
EDMOND O'BRIEN
DAN O'HERLIHY
DENNIS O'KEEFE
GREGORY PECK
JEAN PETERS
GERARD PHILIPE
ANTHONY QUINN
DALE ROBERTSON
DANY ROBIN
GINGER ROGERS
RUTH ROMAN
CESAR ROMERO
JANE RUSSELL
GEORGE SANDERS
PHIL SILVERS
FRANK SINATRA
BARBARA STANWYCK
GENE TIERNEY
JEAN WALLACE
ORSON WELLES
CORNEL WILDE

directors

ROBERT ALDRICH
GEORGE BREAKSTON
LUIS BUNUEL
MURIEL BOX
JACK CARDIFF
RICHARD CARLSON
RENE CLAIR
LUIGI COMENCINI
E. A. DUPONT
SEYMOUR FRIEDMAN
SIDNEY GILLIAT
FRANK O. GRAHAM
ALFRED E. GREEN
STUART HEISLER
BRIAN DESMOND HURST
JOHN HUSTON
ANTHONY KIMMINS
MILTON KRIMS
LEW LANDERS
CHARLES LAUGHTON
ARNOLD LAVEN
DAVID LEAN
JACK LEE
REGINALD LE BORG
ANATOLE LITVAK
ARTHUR LUBIN
JOS. L. MANKIEWICZ
DAVID MILLER
RAY NAZARRO
RONALD NEAME
DENNIS O'KEEFE
ROBERT PARRISH
ANTHONY PELISSIER
CAROL REED
ROBERT ROSSEN
RUSSELL ROUSE
ROY ROWLAND
SIDNEY SALKOW
VICTOR SAVILLE
HAROLD SCHUSTER
FRED F. SEARS
LESLEY SELANDER
RAY STAHL
HERBERT L. STROCK
ORSON WELLES

producers

AUBREY BARING
ROBERT BASSLER
JOHN BRYAN
OSCAR DANCIGERS
ANTONY DARNBOROUGH
PETER DE SARIGNY
HENRY EHRLICH
CHESTER ERSKINE
W. R. FRANK
ARTHUR GARDNER
SIDNEY GILLIAT
FRANK O. GRAHAM
CLARENCE GREENE
PAUL GREGORY
HAROLD HECHT
JAMES HILL
BRIAN DESMOND HURST
JOHN HUSTON
ANTHONY KIMMINS
HOWARD W. KOCH
STANLEY KRAMER
FRANK LAUNDER
DAVID LEAN
REGINALD LE BORG
SOL LESSER
JULES V. LEVY
ANATOLE LITVAK
ILYA LOPERT
OTTO LUDWIG
J. BARRET MAHON
NASSOUR BROS.
STEVEN PALLOS
BEN PESKAY
JACK POLLEXFEN
HARRY M. POPKIN
J. ARTHUR RANK
CAROL REED
CHARLES REYNOLDS
ROBERT ROSSEN
RUSSELL ROUSE
LESSER SAMUELS
VICTOR SAVILLE
AUBREY SCHENCK
MAXWELL SETTON
EDWARD SMALL
RAYMOND STROSS
IVAN TORS
LAZAR WECHSLER
ORSON WELLES
HERBERT WILCOX
AUBREY WISBERG
ALBERT ZUGSMITH

QUALITY PICTURES
UA
IN QUANTITY

Topping its unprecedented product for '54...

UA HAS THE BIGGEST PRODUCTIO

N QUANTITY!

ACT OF LOVE
BEACHHEAD — Print by Technicolor
BEAT THE DEVIL
BEAUTIES OF THE NIGHT
GILBERT AND SULLIVAN — Color by Technicolor
HEIDI
OVERLAND PACIFIC — Color Corp. of America
PERSONAL AFFAIR
RIDERS TO THE STARS — Color Corp. of America
SOUTHWEST PASSAGE — Color by PatheColor, 3-D
THE CAPTAIN'S PARADISE
THE CONQUEST OF EVEREST — Print by Technicolor
THE GOLDEN MASK — Color by Technicolor
THE LONE GUN — Color by Color Corp. of America
THE MAN BETWEEN
THE SCARLET SPEAR — Color by Technicolor
TOP BANANA — Color by Color Corp. of America
WICKED WOMAN

now i
releas

ADVENTURES OF ROBINSON CRUSOE — PatheColor
APACHE — Color by Technicolor
CANNIBAL ISLAND — Color, 3-D
CAPT. KIDD & THE SLAVE GIRL — Color Corp of Amer.
CASE FILE F.B.I.
CHALLENGE THE WILD — Eastman Color
CROSSED SWORDS — PatheColor
GOG — Eastman Color, 3-D
KHYBER PATROL — Color by Color Corp. of America
MALTA STORY
MAN WITH A MILLION — Color by Technicolor
NEW YORK CONFIDENTIAL
OTHELLO
RETURN TO TREASURE ISLAND — PatheColor
SCREAMING EAGLES
SITTING BULL — Color Corp. of America, CinemaScope
STAR OF INDIA — Color by Technicolor, Widescreen
THE BAREFOOT CONTESSA — Color by Technicolor
THE BEACHCOMBER — Color by Technicolor
THE DIAMOND — 3-D
THE FIREBIRD — Print by Technicolor
THE HELICOPTER STORY — Color
THE LONG WAIT
THE PURPLE PLAIN — Color by Technicolor
THE YELLOW TOMAHAWK — Color Corp. of America
THE WHITE ORCHID — Color Corp. of America
TWIST OF FATE
VERA CRUZ — Color by Technicolor
WITNESS TO MURDER

completed
in productio

ALEXANDER THE CONQUEROR — Color by Technicolor
BEAUTY AND THE BEAST — Color by Technicolor
CAPTAIN JAN
DATELINE INDO-CHINA
KING SOLOMON & HIS THOUSAND WIVES — Color
KISS ME DEADLY
LILACS IN THE SPRING
MARTY
MY GUN IS QUICK
NOT AS A STRANGER
OPERATION HEARTBREAK
RETURN OF ZORRO — Color
RING AROUND SATURN — Eastman Color, 3-D
JANE RUSSELL PRODUCTIONS
SUDDENLY
TEN MILES UP
THE GABRIEL HORN
THE NIGHT OF THE HUNTER
THE STORY OF WILLIAM TELL — PatheColor, CinemaScope
THE SWORD OF ROBIN HOOD — Color
THE TIME OF THE CUCKOO — Color by Technicolor
THE WAY WEST
TIMBUKTU — Color by Technicolor
TRAPEZE

coming u

EWS FOR THE 1955 SEASON

35TH ANNIVERSARY
1919 UA 1954

Allied Unit Blasts High Rentals, Urges COMPO Retain Sindlinger

MILWAUKEE.—Two resolutions, one urging that the industry through COMPO retain the services of Sindlinger and Co. on a permanent basis and one condemning distribution "for the exorbitant percentage of film terms being asked," were passed at the convention of Wisconsin Allied at the Schroeder Hotel here.

The group wants Singdlinger, who compiled the statistics used by the industry in its recent tax campaign, to continue his "scientific work for the information and benefit of the motion picture industry."

A warning was sounded by Ben Marcus, president of the national organization, that exhibitors should not rush into changing the aspect ratio of films projected in their houses. He advised drive-in owners who have a 50-foot tower to play films at 1:66:1, rather than changing to 2:1, for the present time.

The danger of daylight savings time to drive-in theatres was expressed by Sig Goldberg, re-elected president of the group. He pointed out that an appeal had been made to Governor Kohler because of the ball games of the Milwaukee Braves, but that the governor refused to call a special meeting and the matter would have to wait until next year.

Discuss Stereo Sound

Goldberg discussed also the subject of stereophonic sound, and he asserted that theatres not suited for it should not be required to make the installation. The speaker explained that he and his group are not opposed to stereo sound, but they do resent its being forced on them in order for them to have CinemaScope.

Marcus presented the problem of the product shortage to the exhibitors when he stated that Allied is going to help and encourage independent production. He asserted that if "the small theatres close up, Hollywood will close up too." While conceding that producers deserve a fair return on their investment, Marcus insisted that "18,000 theatres have a terrific investment of brick and mortar and are entitled to play every picture."

Abram F. Myers, National Allied general counsel, addressed the conclave on the merits of Perspecta-Sound. He attacked M-G-M's policy of not releasing its domestic CinemaScope films with this sound system, although it is being used abroad. He called it "a deliberate practice to put a lot of little theatres out of business."

The possibility that distributors might want to increase film rentals now that the Federal tax has been reduced was attacked by Russell Leddy, of Green Bay. He declared that "it was the exhibitor who went to Washington, lending assistance." He added that he had not seen "any distributors down there," and he doesn't think "they should get a raise out of it."

Other industry problems, including several discussions on the operating of drive-in theatres, were considered at the meeting. More general topics were presented by Marcus, who called for greater co-operation between exhibition and distribution.

Sig Goldberg was re-elected president of Allied Independent Theatre Owners of Wisconsin for a third term at the group's convention. Angelo Provinzano was elected vice-president; Edward Johnson, secretary; Oliver Trampe, treasurer, and Goldberg, national director.

Director-at-large is Ben Marcus, president of the national group. The board now consists of Zone 1-A, Eugene Goderskie, Johnson and Provinzano; Zone 1, Trampe; Zone 2, Floyd Albert; Zone 3, William Charboneau; Zone 4, Martin Holzman; Zone 5, Vic Wilson; Zone 6, Harry Melcher; Zone 7, Russell Leddy; Zone 8, Goldberg; Zone 9, J. P. Adler, and Zone 10, Fred Minor.

New COMPO Ad Copy Stresses Local Angle

With a new Federal tax law now on the books, the seventh and eighth COMPO advertisements in the "Editor & Publisher" series emphasize the local importance of the film industry. Headed to emphasize the local angle, the ad copy explains that a successful theatre is a boon to a healthy economy in every community. They report that theatres spent $605,400,000, or 51.6 percent of total expenses locally in 1953.

This was broken down into $160.4 million for payrolls, $216.8 million for rent, $103.2 million for utilities, $72.3 million for advertising, $29.5 million for local taxes, and $23.2 million for other types of local excises. This makes the exhibitor "just as much of a local merchant as the drygoods store or auto dealer, one ad claims. It noted that some merchants took over the financing of theatres threatened with closure.

Mass. High Court Delays Safety Film Case Verdict

BOSTON.—The Supreme Court of Massachusetts has sent the case of the appeal of the Commissioner of Public Safety on the regulation of two men in a booth back to the Superior Court for further hearings. These hearings are to be limited to evidence "relating to the ordinary use and operation of cinematographs in motion picture theatres located within the Commonwealth."

The Superior Court held originally that acetate film is not combustible, and therefore the Department of Public Safety had no authority to regulate its use. The Supreme Court ruled the film use is legally subject to the department's ruling but that not enough evidence had been presented to arrive at any final conclusion.

All 3-D Pictures Without Glasses?

BRUSSELS.—A process for converting any film ever made into a 3-D system which does not require the use of special glasses has allegedly been discovered by two young Belgian engineers and film technicians, A. Garikian and P. De Wit. The inventors claim their process is cheap and easily adaptable by both small and large theatres.

In the Garikian-De Wit process, the image is first projected on a normally situated screen. This screen is powerfully reflective and possesses a calculated curve, so that it throws the image onto another screen placed opposite. The image from the second screen is again reflected back to the first, which is placed higher than the second.

The result is said to be a three-dimensional image not quite as apparent as the ones now being projected but closer to actual vision. The technicians disclose that projection can be handled from the rear end of the theatre or by a camera placed below the main screen which projects the picture first on the secondary screen in the foreground.

Garikian and De Wit are now studying the possibility of creating glasses which will permit viewers to see any image reproduced on a perfectly even surface in 3-D. They are also working on the building of a device which will permit the introduction of 3-D to television.

Universal Grosses Boost Decca Profits: Rackmil

Universal Pictures is "probably the most successful film company in the business," Milton R. Rackmil, president of both Universal and Decca Records, informed Decca stockholders at their annual meeting this week. Signs at the meeting seemed to indicate that Decca, which now owns 67 percent of Universal, would purchase further Universal stock.

Rackmil and Alfred E. Daff, Universal executive vice-president, outlined for the group the major role that Universal has played in boosting Decca profits. These arguments were presented in the face of a stiff proxy fight. Rackmil predicted another record year for the film company, topping the previous years, which have all set records.

The Universal-Decca president stated that it was "unfair" of the opposition to label him a "part-time president" of the record company. He explained his theory on the decline of Decca sales, attributing it to a normal change in public taste. First quarter earnings of both companies are ahead of the previous year, he reported.



Attending Gulf States Allied convention at the Edgewater Gulf Hotel, Biloxi, Mississippi, are (l. to r.): Edward Lachman, Mrs. Joseph L. Stein, actor Jeffrey Hunter, Mrs. Ben Marcus, Joseph L. Stein, actress Debra Paget, Ben Marcus, National Allied president, and Mrs. and Mr. Ruben Shor.

SMPTE Studies History Of Films

The history of the development of the motion picture and television techniques has been chosen as general theme of the upcoming 75th semi-annual convention of the Society of Motion Picture and Television engineers to be held at the Hotel Statler, Washington, D.C., from May 3-7. Scopes, Visions and other modern designs will share the spotlight with the peephole technique, according to plans.

The historical tone will be set by 15 authors who have been studying antiquated cameras, projectors and old films for more than a year. Thus far, 50 papers dealing with all phases of the evolution of the motion picture technique, have been scheduled.

Heading the list of the newest engineering achievements to be reported on in factual terms are VistaVision, Perspecta-Sound, Xenon-Arc projection lamp, CinemaScope, and color. The technical experts will discuss additionally industrial and theatre TV and new developments in film-processing laboratory techniques.

Car Door Stop Proposed As Premium For Ozoners

A "Guard-A-Door" car door stop which helps to eliminate dents, paint chipping and other damages in parking spaces is proposed as an ideal premium for drive-in theatres by its manufacturer, Louis J. Lindner of N.Y.C. The door stops sell for $2 a pair, but Lindner advises that special prices will be arranged for quantity purchases.

The door stop is constructed of natural rubber and triple-plated, rustproof chrome. It allegedly fits on all cars without any adjustment needed.

Republic Sets Television Plans As Yates Tells Optimistic Story

Television was cited as a major factor in present policy making at Republic Pictures by Herbert J. Yates, company president, who spoke at the annual stockholders meeting at the weekend. He revealed that the company has spent $1,500,000 for TV equipment and is preparing its Tru-Color process for eventual use on color video.

In a statement of optimism, Yates cited the fact that the company's laboratories are "flourishing" and that its foreign film business in 1954 promises to be twice that of the previous year. He expressed the hope that the company will be able to declare a dividend "in the not too distant future."

The company president countered a suggestion that the board find a purchaser willing to finance "big" films with the statement that he does not see a "cloud of ruin." He repeated his theory that the answer to the problem is better pictures made at a reasonable price. In line with this, the company is in the midst of a campaign to cut expenses, he revealed.

In reply to several other stockholders' criticisms, Yates made the point that Republic is a young company which has spent a great deal of money in expanding. The expenditures were necessary because the company couldn't remain static, he asserted. The sun "is starting to shine again" for the company, he stated.

The company head described his firm as a "conservative company in a business that's very risky." He declared that the industry depends upon 10 percent of its pictures for its major profit. Of the remainder, 50 percent lose money, 20 percent break even, and 20 make some profit, he stated.

The stockholders discussed the company's funded debt of $5,200,000, formed when Republic was founded in 1945 via a merger of Consolidated Film Industries and two other companies. The group wanted to know why the indebtedness had not been amortized and who no sinking fund had been established for it. Bernard H. Smith, Sr., father of a newly elected director, declared that his son would take up the problem with the board.

Yates declared that in his 45 years in the business, he has seen the industry go through many periods of depression and inflation. He called the most recent low a "blessing in disguise" because it pointed up the need for better pictures and decided Republic to open up the TV market, the first film company to do so.

He estimated that the resale to video rights of old Roy Rogers and Gene Autry films are worth from $3,000,000 to $4,000,000. These rights are now being litigated, he revealed, with a May 20 opening scheduled for the Roger suit on the west coast. He added that a decision can be expected in 60 days.

A stockholder's objection to the candidacy of C. Bruce Newbery, company vice-president in charge of sales, as board director on the grounds that he owns no stock in the company was supported by Yates. Newbery withdrew and was replaced by Bernard E. Smith, Jr., member of the New York Stock Exchange, who was elected.

Other Directors Re-elected

Other directors who were re-elected include Yates, Richard W. Altschuler, Albert W. Lind and Franklin A. McCarthy. The board later elected Yates its president; Walter L. Titus, Jr., Altschuler, John J. O'Connell and Arthur J. Miller, vice-presidents; John Petrauskas, Jr., treasurer, and Joseph E. McMahon, secretary.

Also, Richard S. Rodgers and Harold Lange, assistant treasurers; Albert E. Schiller and Ira M. Johnson, assistant secretaries; and H. J. Glick and Gordon T. Kay, assistant secretary-treasurers. Altschuler was added to the executive committee.

Consolidated Molded Products Corp., Scranton, Pa., a wholly owned subsidiary, has had only one losing year in the past 12, President John O'Connell reported at the meeting. That was in 1949, when it lost $15,000. Last year was the company's biggest peace-time year, he declared, adding that it should gross $1,000,000 annually in three to five years.

Regular-Priced First-Runs Outgross Advance-Priced Films In St. Louis

To substantiate his claim that regular price pictures outgross almost all advanced price films, Harry C. Arthur, Jr., chairman of Southern California Theatre Owners Association, has released a chart of first run film grosses in St. Louis from January, 1950, to the present. In that period, 29 regular admission films grossed $1,557,596, or more than three times as much as 14 advanced price films which grossed $487,846.

The exhibitor leader claimed, in a letter sent to Spyros P. Skouras, 20th Century-Fox president, that the fault with advanced price films is that they are no longer occasional but have become "a regular recurring phase" of theatre operation.

He warned that theatre patrons have been taught that a regular price picture is a "certain" sign that the theatre management itself does not regard the picture as very good. On the subject of stereophonic sound, Arthur stated that producers permitting films to be released without it will find their return "immeasurably increased" through the survival of fringe theatres.

In St. Louis "The Robe," which was played at regular admission, grossed $171,789; "The Moon Is Blue," $84,160; "Born Yesterday," $80,214; "Jumping Jacks," $77,888; "At War with the Army," $75,711; "House of Wax," $72,243; "That's My Boy," $63,900; "Sailor Beware," $61,721; "Shane," $61,632.

Also at regular prices were "French Line," $59,019; "Cheaper By Dozen," $56,096; "Sands of Iwo Jima," $54,512; "Scared Stiff," $49,475; "Lullaby of Broadway," $46,774; "Francis," $45,681; "Honeymoon," $44,995; "Tea for Two," $44,531; "Black Rose," $44,427; "Mississippi Gambler," $43,848.

Others at regular price include "Gentlemen Prefer Blondes," $40,261; "Second Chance," $39,515; "Fancy Pants," $38,809; "Cinderella," $34,593 (playing day and date this film grossed $25,659 at advanced prices); "Captain's Paradise," $30,447; "Operation Pacific," $29,804; "Distant Drums," $27,647; "It Came from Outer Space," $26,842; "Hondo," $26,146, and "Jim Thorpe," $24,916.

At advanced prices "Bwana Devil" grossed $68,275; "Hans Christian Andersen," $50,292; "Martin Luther," with 200,000 reduced price tickets, $49,580; "Peter Pan," $43,920; "How to Marry a Millionaire," $40,647; "David and Bathsheba," $39,321; "Snows of Kilimanjaro," $38,219.

Also at advanced prices "Samson and Delilah," $38,025; "Greatest Show on Earth," $34,167; "Streetcar Named Desire," $24,423; "Miracle of Fatima," $24,180; "King of Khyber Rifles," $10,466, and "New Faces," $6,782

TOA Officers To Attend Georgia-AlabamaMeeting

ATLANTA.—Industry leaders set to attend the joint annual convention of the Motion Picture Theatre Owners and Operators of Georgia and the Alabama Theatres Association to be held here at the Biltmore Hotel from May 9-11, include Walter Reade, Jr., Herman M. Levy, E. D. Martin and Jack Braunagel, all TOA officers.

Business sessions will be headed by J. H. Thompson, MPTOOG president, and R. M. Kennedy, ATA chief. The meeting will get underway on the second day, with an equipment discussion and a regular theatres conclave. Drive-ins, product and industry affairs will be discussed on the third day.

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VistaVision will fill the mammoth Music Hall scre as it will fill the screen of every theatre, large a small, throughout the world. Its compatibility wi existing theatre equipment and flexibility in providi maximum screen height, width and definition, ha

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Staff Reviews

"Lucky Me"

(Warner Bros.) CinemaScope WarnerColor 100 Min.

Cast: Doris Day, Robert Cummings, Phil Silvers, Eddie Foy, Jr., Nancy Walker, Martha Hyer, Bill Goodwin, Marcel Dalio, Hayden Rorke, James Burke.

Credits: Produced by Henry Blanke; Directed by Jack Donohue; Screen play by James O'Hanlon, Robert O'Brien and Irving Elinson; From a story by O'Hanlon; Music and lyrics by Sammy Fain and Paul Francis Webster.

"Lucky Me," a big production number musical in CinemaScope, is a gala family entertainment that should prove a strong attraction wherever played. Loaded with songs, talent and vivid settings, which are enhanced by superb WarnerColor tinting, the picture boasts additionally the star name assets of Doris Day and Phil Silvers. Latter is riding high due to his appearance in "Top Banana."

Story follows routine lines which deal with the attempt by a troupe of song-and-dance artists to crack into the big time musical field. Situation affords Miss Day time to warble and dance to several pleasing songs, and Silvers to clown in abundance, with capable assist from both Eddie Foy, Jr., and Nancy Walker. Playing a straight romantic part, Robert Cummings is on hand to solidify the love interest with Miss Day.

CinemaScope magnifies to grand advantage a couple of on-stage musical scenes in the film. The wide screen permits more than the usual number of performers to be seen in detail in these sequences, thus adding to the enjoyment of the viewer. Stereophonic amplification is utilized for several sound track tricks which create startling effects. Music and sound are sometimes amplified by side auditorium speakers to achieve a sensation of intimacy with the corresponding images on the screen.

Events begin with a long song number rendered by Miss Day which establishes the backstage setting, in Miami, of the story. Things go awry for Miss Day when her troupe of song-and-dance personalities is fired from a booking and forced to wash dishes in a restaurant until a better day arrives. Miss Day, however, takes up with Cummings, a song writer hoping to produce a new show, and soon Silvers swings a deal to ring the troupe into the act. After minor stumbling blocks are side-tracked, the show's backers are rounded up and Miss Day clinches with Cummings.

"Them!"

(Warner Bros.) 94 Min.

Cast: James Whitmore, Edmund Gwenn, Joan Weldon, James Arness, Onslow Stevens, Sean McClory, Chris Drake, Sandy Descher, Mary Ann Hokanson, Don Shelton.

Credits: Produced by David Weisbart; Directed by Gordon Douglas; Screen play by Ted Sherdeman; Adaptation by Rusell Hughes; Story by George Worthington Yates.

The slick combination of a credible script, realistic special effects and deliberate underplaying by the cast has parlayed the David Weisbart production of "Them!" into a highly effective science-fiction thriller. The picture should do a good job of scaring audiences and bringing extra dividends into the box office. Plot concerns the development of a species of monster insect that threatens to extinguish man and take over control of the earth. It is the job of the film's four principles, James Whitmore, Edmund Gwenn, Joan Weldon and James Arness to destroy the monsters, while keeping their efforts a complete secret so that the public will not be panicked.

The giant insects are finally all destroyed, along with their breeding places, but not before a multitude of spine-tingling incidents have been enacted on the screen. The picture wastes no time in getting started, with the special effects department making its initial contribution early and powerfully in the film. Scenes in which the actors descend into the network-like lairs of the insects, to some ingenious background music, should have audiences pretty close to the edge of their seats. The film is made topical by several references to the atomic bomb, cause of all the trouble, and a romantic interest is present in the roles of Miss Weldon and Arness.

"Southwest Passage"

(United Artists) 3-D Pathecolor 82 Min.

Cast: Rod Cameron, Joanne Dru, John Ireland, John Dehner, Guinn (Big Boy) Williams, Mark Hanna, Darryl Hickman, Stuart Randall, Morris Ankrum.

Credits: Presented by Edward Small; Directed by Ray Nazarro; Screen play by Harry Essex and Geoffrey Homes; Story by Essex.

The conquering of the southwest desert by a caravan headed west for California provides the background for this Edward Small 3-D Pathecolor action tale. Film, starring Rod Cameron, Joanne Dru and John Ireland, meets all the standard requirements for the western fans, providing them with gun battles, hard hand-to-hand fighting, double crosses and Indian raids. An additional novelty value results from the fact that Cameron, the group's leader, uses camels and Arabs to make the trek across the desert sands. Against this pioneer theme is played the drama of a bandit, Ireland, who reforms because of his love for Miss Dru, his real-life wife.

Suspense is brought into the film by having Ireland pose as a doctor, a ruse he uses to join the caravan. To keep up the deception, he must perform a doctor's duties and is about to amputate someone's arm when Miss Dru reveals the truth. Banished into the desert, Ireland later returns to inform the group that he has discovered water. Their joy is short-lived, for an Indian attack follows, but in it Ireland proves himself a hero in the eyes of Miss Dru and Cameron, representing the authorities. This permits the final clinch for the two lovers. The film has been shot in some beautiful territory, but the 3-D photography is rough on the eyes.

"The Pickwick Papers"

(Mayer-Kingsley) 109 Min.

Cast: James Hayter, Nigel Patrick, James Donald, Joyce Grenfell, Hermione Gingold, Hermione Baddeley, Donald Wolfit, Harry Fowler, Kathleen Harrison.

Credits: A Noel Langley-James Minter Production; Directed and screen play by Langley; Based on the novel of Charles Dickens.

The galaxy of delightful characters inhabiting Charles Dickens' novel "The Pickwick Papers" has been transferred to the screen in high style in this British film adaptation that should find a healthy response among art house audiences. Mr. Pickwick is himself a special favorite among a clique of ardent Dickens fans, and they should form the nucleus of a pre-sold audience bolstered considerably by students. A wider market can be culled from among the curious attracted by word-of-mouth, while more sophisticated filmgoers may be interested in the personalities appearing in the production. For no special learning is required to enjoy the hilarious scrapes in which Pickwick and his friends continually find themselves in this episodic film.

While much cutting had to be done on the huge novel, the sparkle and the Dickensian flavor has been retained. The picture opens with the Pickwick Club embarking upon a trip to learn about the world. They travel about the English countryside, where they are entertained by some people and taken advantage of by others. Nigel Patrick figures importantly as a rogue whom Pickwick, James Hayter, tries to punish throughout the film. Comedy of a high order results, while the sets and costumes add considerably to the total impression. One scene, set in debtors' prison, is particularly outstanding for the atmosphere that it evokes.

"The Miami Story"

(Columbia) 76 Min.

Cast: Barry Sullivan, Luther Adler, John Baer, Adele Jergens, Beverly Garland, Dan Riss, Damian O'Flynn.

Credits: Produced by Sam Katzman; Directed by Fred F. Sears; Screen play and story by Robert E. Kent.

"The Miami Story" is a sock gangster yarn which graphically reports how Miami was freed of crime. It was filmed in Miami and this adds greatly to the realism. The screen play is well-written and fast-paced and hits with a lot of impact by giving the characters dynamic lines. Barry Sullivan comes across terrifically in this one with Luther Adler a shade behind for top acting honors in the film. The documentary flavor given the film adds a lot to it, giving it a "right from the headlines" quality which is an asset to a film of this type.

A citizens' committee formed in Miami decides to fight the crime element headed by Luther Adler by having a retired ex-gangster, Barry Sullivan, pitted against him working for the law but posing as a gang leader. Sullivan, wise in the ways of the hoodlum, parries with Adler and counters his every move. He also uses hood George E. Stone and Adler's girl friend Adele Jergens' sister, Beverly Garland, to help topple Adler's empire. He pits John Baer, Adler's right hand man, against the gang boss and Adler retaliates by kidnapping Sullivan's son. In a bang-up chase in the Florida Keys, Sullivan with the police finishes up Adler and his mob and recovers his son, David Kasday. This twosome is joined by Beverly for the fadeout as all three look toward a happy future.

"Witness To Murder"

(United Artists) 83 Min.

Cast: Barbara Stanwyck, George Sanders, Gary Merrill, Jesse White, Harry Shannon, Claire Carleton, Lewis Martin, Dick Elliott, Harry Tyler, Juanita Moore, Joy Hallward, Adeline DeWalt Reynolds.

Credits: Produced by Chester Erskine; Directed by Roy Rowland; Original screen play by Erskine.

Aside from the indicated drawing potential of the lead names in the cast, there is little in the nature of solidly effective drama generated in "Witness To Murder." This one will require selling. It has, at bottom, an interesting enough plot gimmick but it suffers from its own story complications. The story idea that is set up runs along a course of obvious and hectic development that leads to a wildly exciting but inconclusive finish. To put it briefly, Barbara Stanwyck sees George Sanders strangle a woman in his apartment across the street. She calls the police. Sanders meanwhile has hidden the body, removed all traces of the crime when the cops come investigating.

From that point on it is Miss Stanwyck who is out on her own to dig up the evidence and clues that will incriminate Sanders. Gary Merrill is the detective lieutenant on the case who tries to assist Barbara but finds himself going along with the Sanders line that the woman is demented. In a final move, Barbara traps Sanders into admitting the murder just as a policewoman comes on the scene in her apartment. Barbara makes a dash for it, winds up in the scaffolding of a new building nearby. George pursues her. Gary shows up handily. Sanders falls to his death. Miss Stanwyck is saved in a cliff-hanging finish.

Makelim-Allied Production Endeavor Evokes Intense Theatreman Interest

(Continued from page 4)

cial committee of the board recommended that Allied go ahead with it. Twelve feature films would be released at the rate of one per month, beginning in late summer or early fall.

The plan involves no capital investment by the exhibitors, who will not engage directly in the production or distribution. Under the system 2,500 theatres will be afforded the opportunity to sign exhibition contracts for the pictures. Each contract will be for all 12 at predetermined flat rentals.

The total rentals for each picture will equal the production cost thereof, and Makelim and his associates will rely upon the further marketing and exploitation of the pictures for their profit, it was explained.

The Allied board chairman added that "in spreading the production cost among the 2,500 'charter members' theatres, the total has been allocated among the several film delivery territories in the proportion that each such territory contributes to the gross film rentals for all companies."

Contemplates Benefits

He revealed that the plan contemplates certain benefits to the "charter members" in the form of rebates from profits, but "such exhibitors will not be partners in the venture."

Following the meetings with Makelim at the Allied regional conventions, to which non-members will probably be invited by the regional leaders, Makelim has a tentative schedule calling for further meetings with exhibitors in Milwaukee, May 13; Chicago, May 14; Columbus, May 17; Pittsburgh, May 18; Philadelphia, May 19; New York, May 20 and 21; Boston, May 24; Baltimore, May 25; Indianapolis, May 27; New Orleans, May 28; Memphis, June 1; St. Louis, June 2; Oklahoma City, June 4, and Dallas, June 7. The schedule "still is in a fluid state, subject to change," however.

Meanwhile, John M. Wolfberg is acting for Allied in completing arrangements on the Coast and Trueman T. Rembusch is acting as coordinator in planning the meetings with exhibitors.

Promises High Quality

Myers explains that the average production cost per picture "may be considered low in comparison with the swollen budgets of some major studios. The difference, Makelim explains, represents lower overhead and economies made possible by existing conditions in Hollywood and will not be reflected in the quality of the pictures."

In announcing the plan, Myers said, "this is the first time in the history of our industry that a producer of motion pictures has taken into consideration the problems of the independent exhibitors and has taken direct steps to meet those problems." He called it "perfect in theory to provide vital product to the exhibitors in time of direst need."

The agreement is non-exclusive in the sense that Allied is free to continue its explorations and activity in the production field, Myer revealed. He noted that it is compatible with and not in lieu of the plan to secure the production of additional pictures by one of the major companies.

Grainger Notes RKO Stock Sale Concluded

In a statement to stockholders, accompanying a blank for the transference of stock to Howard Hughes, James R. Grainger, RKO president, explained that the sale of the company's assets has already been consummated. The only holdings of RKO Pictures Corp. remaining is the cash purchase price of $23,489,478, equivalent to $6 per share on outstanding stock, he stated.

The price of the stock on the New York Stock Exchange exceeded the Hughes bid price of $6, when it was selling for $6⅛. Holders were requested to act promptly and were asked to surrender their stock prior to the close of business on May 17. At present all obligations and liabilities of RKO Pictures Corp. have been assumed by RKO Radio Pictures, Inc., wholly owned by Hughes.

With no bars remaining to the sale of the entire slate of RKO Pictures Corp. to Howard Hughes, the firm stands to become a closed corporation once all the stock is passed into Hughes' hands. This would mean that the film company would no longer issue financial reports, stockholders' statements, or any of the other business details usually associated with the operation of a major corporation.

Gualino Chosen To Head New Italo Foreign Unit

A foreign office has been established at ANICA, the Italian Motion Picture Producers Association, for the purpose of coordinating all foreign film activities "with special emphasis on the exportation of Italian films throughout the world," according to Dr. Eitel Monaco, ANICA president. The unit will be headed by Dr. Renato Gualino, president of International Association of Motion Picture Producers.

The major Italian film studios, including Lux, Ponti-De Laurentis, Titanus, Incom, Guiseppe Amato and Documento, have appointed Italian Films Export to serve as their official U.S. representative. IFE will negotiate Italo-American production deals.



Sol Hurok, famous impresario (seated), confers with IFE executives (l. to r.): Jonas Rosenfield, Jr., E. R. Zorgniotti and Bernard Jacon on plans for film version of "Aida."

NEW POSTS



AL STERN

AL STERN, veteran RKO Radio home office publicist, was named publicity manager for that company, Mervin Houser, the company's eastern director of advertising, publicity and exploitation, announced this week. Stern was promoted to his new post from that of trade press contact. Stern will work along with David Cantor, exploitation manager, and Ben Grimm, advertising manager.

SIDNEY COOPER was named branch manager of United Artists' Washington, D.C. exchange, succeeding Arthur Levy, resigned. Cooper was transferred to the Washington office from New Haven, where he headed that exchange. The New Haven post has been assumed by IRVING MENDELSON, promoted from city salesman in the Boston office, a post he has held since 1942.

NORMAN FREEMAN has joined Sol Lesser Productions, Inc., as vice-president and general manager. For a number of years prior to 1948, Freeman served as assistant to the president at RKO Radio Pictures and then became vice-president of Motion Pictures Capital Corp., an independent firm.

HARRY WEISS, formerly special national representative for Cinerama Productions, was appointed special Paramount field merchandising representative, succeeding Arthur Leazenby, resigned. Weiss will handle the Cleveland and Detroit areas.

JAMES WEINBERG was upped to the post of resident attorney at Allied Artists, succeeding Barnett Shapiro, resigned. Weinberg has been with AA for two years and previously worked in Universal-International's legal department.

ROBERT WEESNER was named vice-president and general manager of Wayne-Fellows Productions, Inc. For the past 14 years he has worked with Arthur Anderson Co., a New York accountancy firm.

Indies In Best Position To Help Exhibs: Brisson

Independent productions will be the "lifesaver of the business," according to Fred Brisson, president of Independent Artists Pictures. Speaking to the trade press, the producer stated that the indies are in a better position today than they have ever been, and he forsees the day when they will be working on the lots of all the major studios.

The independent producer does not have the majors' overhead problems, explained Brisson, whose next picture "The Girl Rush," starring Rosalind Russell, will start shooting in VistaVision this summer, for an RKO release. The speaker stated additionally that he thinks the programmer is through, for theatre product must be superior to television material.

A REPORT TO THE EXHIB

and a cordial invit



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We sincerely urge that you make every effort to attend. We are positive that what you will see will convince you as we are convinced that for the customers of Warner Bros. and for the Studios of Warner Bros. the times just ahead will be the most mutually profitable of any time we have made pictures and you have shown them.

CITY	THEATRE	TIME	CITY	THEATRE	TIME
ALBANY	STRAND	10:00 AM	MEMPHIS	WARNER	9:30 AM
ATLANTA	RHODES	10:30 AM	MILWAUKEE	WARNER	9:30 AM
BOSTON	FENWAY	10:00 AM	MINNEAPOLIS	UPTOWN	10:30 AM
BUFFALO	CENTER	10:00 AM	NEW HAVEN	ROGER SHERMAN	10:00 AM
CHARLOTTE*	CAROLINA	10:00 AM	NEW ORLEANS	SAENGER	8:35 AM
CHICAGO	CENTURY	10:30 AM	NEW YORK	R.K.O.—86th ST.	9:45 AM
CINCINNATI	HOLLYWOOD	2:00 PM	OKLAHOMA	CRITERION	9:30 AM
CLEVELAND	COLONY	11:00 AM	OMAHA	STATE	9:45 AM
DALLAS	PALACE	9:00 AM	PHILADELPHIA	BROADWAY	11:00 AM
DENVER	ESQUIRE	2:00 PM	PITTSBURGH*	SCHENLEY	10:30 AM
DES MOINES	DES MOINES	9:15 AM	PORTLAND	EGYPTIAN	2:00 PM
DETROIT	HOLLYWOOD	2:00 PM	SALT LAKE	CENTRE	10:00 AM
INDIANAPOLIS	FOUNTAIN SQUARE	1:30 PM	SAN FRANCISCO	PARAMOUNT	9:30 AM
JACKSONVILLE	ST. JOHNS	9:00 AM	SEATTLE*	EGYPTIAN	1:30 PM
KANSAS CITY	PLAZA	10:30 AM	ST. LOUIS	ST. LOUIS	1:00 PM
LOS ANGELES	FOX BOULEVARD	2:00 PM	WASHINGTON	AMBASSADOR	10:00 AM

* — *denotes 2D*



British Government Cuts Ticket Tax By Half Of Amount Asked By Exhibs

LONDON.—A general industry feeling of "every little helps" greeted the entertainment tax cut inserted in the British Government's 1954-55 budget. The total concession, amounting to 3,500,000 pounds in a full year, is half the figure requested by British exhibitors. First reaction of the CEA was that the reduction is not enough to meet rising minimum costs and to pass on the savings to the public.

The tax cuts range from a halfpenny (0.6 cents) to a penny halfpenny (1.8 cents) per admission, with the tax free admission limit raised from eightpence to ninepence. Introducing these changes in his budget speech, R. A. Butler, the Chancellor of the Exchequer, pointed out that film theatres accounted for most of Britain's entertainment tax, 37,000,000 out of a total 44,000,000 pounds per year.

While admitting that he was impressed by the difficulties facing theatres, Butler stated that he did not think it was necessary to grant the exhibitors the full 7,000,000 pounds requested. He added that "in any case" he "could not afford to do so."

The chancellor stated that although the reduction is less than the exhibitors wanted, he sees no reason why they should not use it to reduce prices "where they can afford it." He declared that he realized though, that this would not be possible in most cases.

British producers are requesting a share of the tax saving, basing their claim on the theory that they suffered a 750,000 pound loss to the exhibitors at the last extension of the Eady Plan. They are expected to request this amount now. Exhibitors are preparing an answer which will claim that the producers will inevitably get more funds from additional film rentals.

Johnston Asks Measure Qualifying Film Rentals For 14-Point Tax Credit

WASHINGTON.—The film industry will be able to increase its investments abroad if the omnibus tax bill is amended to provide definitely that film rentals qualify for the 14 point tax credit accorded many other types of business enterprise, Eric Johnston, speaking for the Motion Picture Export Association, told the Senate Finance Committee this week.

Johnston reported that under the House-passed bill as presently drawn "it appears doubtful" that film rentals could qualify for the proposed tax credit. "The possible failure of the present draft of the section to qualify film rentals for the tax credit may have been either inadvertent or due to a misunderstanding," he told the Committee.

The U.S. industry has already on its own initiative expanded greatly abroad, despite discrimination on the part of foreign countries, the MPAA president stated. The expansion can be further speeded, he said, if the film industry can be assured of equal treatment with other enterprises investing and doing business abroad.

Para Lineup Big: Zukor

(Continued from page 5)

Fair," "White Christmas," and "The Country Girl."

Other films mentioned included "Casanova's Big Night," "Elephant Walk," "Knock on Wood," "Living It Up," "Rear Window," "Bridges at Toko-Ri," "The Big Top" and "Strategic Air Command." Several of these, including the last two and "White Christmas," have been made in VistaVision.

Perspecta Sound Praised

(Continued from page 5)

lips Co. of Holland, Miero-Technica of Italy, La Precision Cinematographique of France and the J. Arthur Rank Organization of England, Loew stated.

NSS Sells SuperScope

National Screen Service has decided to accept orders for SuperScope projection lenses in all branch offices. George F. Dembow, vice-president in charge of sales for NSS, said that orders placed at present will be filled by May 20.

Trust Measures Doubtful

WASHINGTON.—Failure of the House Judiciary Committee to act on two pending anti-trust bills has been regarded here as a significant indication that the bills would not be enacted this year. One of the bills would set a uniform Federal statute of limitations on private anti-trust suits. The other would give Federal judges discretion to award less than treble damages.

Financial Notes

RKO Theatres' Salaries

Total remuneration of $275,346 were paid directors and officers of RKO Theatres Corp. last year, according to the proxy statement issued this week by the company in connection with notice of the annual stockholders meeting, scheduled for May 6 in Wilmington, Del.

The three highest-paid officers, according to the proxy statement, were: Sol A. Schwartz, president, who received $79,900; William W. Howard, vice-president, $38,926, and Thomas F. O'Connor, vice-president and treasurer, $31,825.

Trans-Lux's Gain

Trans-Lux Corp. amassed a net profit of $170,224 during 1953 as against a profit of $101,002 the previous year, according to a company statement. The 1952 figure, it was pointed out, included a non-operating profit of $210,000 from sale of the Trans-Lux Washington Corp.

Technicolor's Dividends

The Technicolor, Inc., board has declared a dividend of 25 cents a share on the new $1 par common stock and 50 cents a share on the old no-par common stock, not exchanged, payable April 27 to holders of record on April 16.

FPC's Increase

TORONTO. — Net 1953 profit of Famous Players Canadian Corp. amounted to $3,611,005, a slight increase from the $3,480,126 of the year before.

Boston Library Salutes Industry



Gathered for the Boston Library's salute to the film industry are (seated, l. to r.): Charles Brackett of the Academy, Mayor John Hynes and Howard Dietz of M-G-M; (standing, l. to r.): John Murphy of Loew's Theatres, Walter Brown of Variety Clubs and William Heineman of United Artists.

BOSTON. — Charles Brackett, president of the Academy of Motion Picture Arts and Sciences, blasted some of the film critics of the national magazines in his speech at the centennial anniversary of the Boston Public Library, which saluted the film industry. He stated that "the scurrilous disrespect we often get from the East Coast galls me deeply."

The principal speaker also made an appeal that the film industry sponsor its own Academy Awards TV show. He declared that "it would be a wise thing to have the industry foot the bill," claiming that it would be "institutional advertising" on the part of the motion picture industry.

Brackett hit out against "certain critics who have obviously been put to the rack by their editors." Such men are "forced to debase their talents to the weekly consideration of moving pictures," he asserted. While occasionally finding a foreign film "endurable, the word 'Hollywood' curls back the very letters on their typewriters with distaste," he stated.

These critics have set "an ugly and silly pattern," Brackett argued. He deplored the fact that "unfortunately they have their followers." The rest of his talk was devoted to citing the excellent work done by the American film industry, especially since the advent of sound.

the journal *of the*

FIRST ANNUAL VARIETY CLUB HEART AWARD DINNER

ON Thursday evening, May 6, the New York Variety Club will pay tribute to William J. German at the First Annual Variety Club Heart Award Dinner, in the Grand Ball Room of the Waldorf-Astoria Hotel.

In conjunction with the Heart Award Dinner, the Variety Club Foundation to Combat Epilepsy, Inc., will publish a journal. The proceeds of the journal will be used to further the educational work of the Foundation and to continue its support of the Variety Club Clinic for Children with Epilepsy at the Columbia-Presbyterian Medical Center.

In addition to formal advertising, as is usual in such journals, we will ask the friends of Bill German and of the entertainment industry to sponsor pages of quotations about the industry from many of the world's most distinguished men and women and other material of particular interest to the industry.

It is our hope that the journal will constitute an eloquent tribute to the industry and that it will be a cherished souvenir to everyone in the industry.

As a tribute to Bill German, kindly, hard-working President of the Foundation, as a further contribution to the important work of the Foundation, and as a sound medium for industry public relations within the community, the journal wants your support.

Walter Reade, Jr.
Samuel Rosen
Wilbur Snaper
Richard Walsh

Co-Chairmen of the Journal Committee

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(Table alone, $125.00)

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NOTE: All orders and contributions should be sent to

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Presenting UA's Impressive Roster



Ava Gardner, Humphrey Bogart in "The Barefoot Contessa," Technicolor

Exhibitors wondering about the festive air currently being generated in the halls of United Artists may attribute it partially to the fact that the company is celebrating its 35th anniversary this month, but much of the enthusiasm springs from a situation whereby this birthday finds the outfit with the strongest line-up of "big" pictures from top rank producers in its history.

List of filmakers and stars now engaged in turning out product for UA release reads like a "Who's Who" in the motion picture world. Thoroughbred names include Joseph L. Mankiewicz, Edward Small, Stanley Kramer, Hecht-Lancaster, Paul Gregory and Robert Rossen. On the acting roster are Humphrey Bogart, Ava Gardner, Gary Cooper, Jane Russell, Gregory Peck, Katherine Hepburn and others.

From Kramer will come "Not As a Stranger," for which four top stars are being sought. Gregory will produce "The Night of the Hunter," to be directed by Charles Laughton and starring Robert Mitchum. Mankiewicz is at work on "The Barefoot Contessa," being shot in Rome in Technicolor with Humphrey Bogart, Ava Gardner and Edmond O'Brien.

Harold Hecht and Burt Lancaster have a 12-picture deal, of which seven films are scheduled for 1954-55. Already completed is "Apache," in Technicolor, starring Lancaster and Jean Peters. This will be followed by "Vera Cruz," in Technicolor, topcasting Lancaster, Gary Cooper and Denise Darcel.

Also on the Hecht-Lancaster schedule are "The Way West," with Lancaster and other stars; "The Gabriel Horn," starring the co-producer; "Trapeze," headlining Lancaster and two foreign stars; "Marty," from a prize television play, and "Operation Heartbreak."



Orson Welles, Suzanne Cloutier in "Othello"

The Russ-Field Corp., consisting of Jane Russell and Robert Waterfield, have contracted to produce six features for UA release. To be made over a three year period, three of the films will star Miss Russell. Arthur Krim, UA president, stated that this arrangement provides "a further assurance of a steady flow of important pictures from our company."

Huston's "Beat the Devil," starring Humphrey Bogart, Jennifer Jones and Gina Lollobrigida, is currently in release, and the company expects from Rossen "Alexander the Conqueror." Chester Erskine's "Witness to Murder," starring Barbara Stanwyck and Gary Merrill, is already completed and awaiting release.

Also completed is Victor Saville's "The Long Wait," produced by Lesser Samuels and starring Anthony Quinn and Peggie Castle. In addition to the 14 pictures already delivered or contracted for by Edward Small, company has signed a new agreement for 12



Gary Cooper, Burt Lancaster in "Vera Cruz," wide screen and Technicolor

more pictures to come from this producer during 1955.

This will ensure at least one Small film per month to be distributed by the releasing company. Films remaining on the old agreement include "Overland Pacific," "Southwest Passage," "The Lone Gun," "Khyber Pass," and "Return to Treasure Island." This arrangement, Krim stated, "should provide further encouragement to (those worried) about a so-called shortage of product."

J. Arthur Rank pictures for UA release already completed include "Man With a Million," in Technicolor, starring Gregory Peck, and "The Malta Story," topcasting Alec Guiness. Company's "Personal Affair," starring Gene Tierney and Leo Genn is currently in release, and it is working on "The Purple Plain," Technicolor drama with Peck and a Burmese star, Win Min Than.

Lopert Films is preparing "The Time of the Cuckoo," starring Katherine Hepburn. Lopert also plans "Beauty and the Beast," "Around the World in 80 Days," "The Man Who Loved Redheads," starring Moira Shearer, and a property to be filmed in Egypt.

From Ivan Tors will come "Gog," in color, starring Richard Egan and Constance Dowling, "Helicopter Pilot" and "Ten Miles Up." Anatole Litvak is scheduled for another film during the year; Aubrey Schenck has completed "Yellow Tomahawk," in color,



Jane Griffiths, Gregory Peck in "Man with a Million," Technicolor

starring Rory Calhoun and Peggie Castle, in addition to "Beachhead," now in release. Maxwell Setton has completed "Twist of Fate," starring Ginger Rogers.

Frank Sinatra has been signed to star in producer Robert Bassler's "Suddenly," which will also be distributed by UA. Production is scheduled to begin on April 15.

Errol Flynn will be represented in two UA releases, Viva Film's Pathe Color "Crossed Swords," co-starring Gina Lollobrigida, and J. Barrett Mahon's "The Story of William Tell" in CinemaScope. Orson Welles will star in his own production of "Othello," co-starring Suzanne Cloutier.

Aubrey Wisberg and Jack Pollexfen will provide "Captain Kidd and the Slave Girl," starring Anthony Dexter and Eva Gabor, in color, and "Return to Treasure Island," with Dawn Addams and Tab Hunter, color. Oscar Dansigers and Henry Ehrlich are producing a new color version of "Adventures of Robinson Crusoe."

From Steven Pallos will come the 3-D "The Diamond," starring Dennis O'Keefe, while Frank O. Graham will produce "Challenge the Wild," in Eastman Color. W. R. Frank and Miguel Aleman, Jr., are producing "Sitting Bull" in CinemaScope-color, while Brian Desmond Hurst is working on "Captain Jan."

Raymond Stross is producing "Star of India," starring Cornel Wilde and Jean Wallace, in Technicolor. The Nassour Brothers are working on their "Ring Around Saturn," featuring electrically animated puppets in 3-D and Eastman Color.



Jean Peters, Burt Lancaster in "Apache," wide screen and Technicolor

UA WELCOMES HOME STANLEY KRAMER

The producer and the company which gave you such boxoffice giants as
CHAMPION, HOME OF THE BRAVE *and* HIGH NOON
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SINCE COMPLETING
"THE CAINE MUTINY"

"NOT AS A STRANGER"



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35TH ANNIVERSARY 1919 UA 19[illegible]

. . . from 1919



Charles Chaplin, Mary Pickford, Douglas Fairbanks, three of the four founders of United Artists, mug for the camera. Not pictured is D. W. Griffith, the fourth founder.

Exchanges Schedule "United Artists Week"

An "All United Artists Week" honoring the company's 35th anniversary will be observed May 9-15 with branches throughout the U.S. and Canada aiming to have UA releases in all theatres in their respective territories, according to William J. Heineman, vice-president in charge of distribution.

The "All United Artists Week" drive will be part of the year-long celebration of the 35th anniversary of the company's founding in 1919.

Announcing the designation of the week beginning Sunday, May 9, and ending Saturday, May 15, Heineman issued a special message to all district and branch managers in the U.S. and Canada.

Heineman's message stated that the objective of the week was "to have some United Artists product playing on every screen in your territory during this seven-day period."

The UA vice-president expressed his confidence that the company's entire sales force would move into the "All United Artists Week" effort and would "accomplish a result that we will all be proud of."



Gary Merril, Barbara Stanwyck and George Sanders in "Witness to Murder"

UA Attains New Heights On 35th Anni Celebration

United Artists is in its 35th year as a major motion picture releasing organization. Many of these years were plush, profitable; others were below par. During the period 1946-50 it seemed highly uncertain as to whether UA would continue at all.

At this critical time, Mary Pickford and Charles Chaplin, who between them controlled the corporation, were approached by a group of executives interested in making UA a paying concern.

All in the group had film industry experience. They asked Miss Pickford and Chaplin for provisional management control with the stipulation that if UA was brought out of the red within three years the group would be permitted to purchase a controlling interest in the stock.

On Feb. 15, 1951, the new management group took provisional control. The president was Arthur B. Krim. The board chairman was Robert S. Benjamin. The other key executives included William J. Heineman, Matthew Fox, Max E. Youngstein, Arnold Picker, Seymour Peyser.

Krim had been a member of the law firm of Philips, Nizer, Benjamin and Krim, and former president of Eagle-Lion Films. Benjamin had been an associate of Krim in the same legal firm, had also been president of the J. Arthur Rank Organization.

Youngstein had been vice-president in charge of advertising, publicity and exploitation at Paramount Film Distributing Corp. Heineman had been with Eagle-Lion as vice-president in charge of distribution.

Previously Associated

Picker had been head of the foreign sales division of Columbia Pictures. Peyser, who was also in the same legal firm as Krim and Benjamin, had been associated with the latter additionally in the Rank outfit.

They rolled up their collective sleeves, got down to the business of acquiring and selling product. By the time the first six months of their management had come to pass, the ink on UA's books had turned from red to black. By the end of the first year, a profit was shown—a profit for the first time since 1946.

The black ink brought the conditions of the contract with Pickford-Chaplin into work. The new management acquired 8,000 shares of stock and a 10-year voting control over the remaining shares.

Management in its second year launched a concerted drive to insure a continuous product flow as the best campaign under which a profit could be obtained. Top independent producers were recruited. Pictures such as "The African Queen," "High Noon," "Moulin Rouge" and "Bwana Devil" brought high returns.

By the close of 1953, UA's rejuvenation was practically complete. During the present year, the company expects to release a series of pictures that will match the top money-makers of last year as well as those of the earlier and lush period of the 35-year-old concern.

On Apr. 17, the company celebrates its 35th anniversary. The current management expects to follow through in future years along the paths set down 35 years ago in the original Articles of Incorporation.

The purpose of the company, as defined by the founders at that time, was to "improve the photoplay industry and its artistic standards. . . ." The Krim-Benjamin management hopes to continue to do just that.

The founders of UA represented through their talents a perfect blend of the artistic and the popular, when it came to making motion pictures. They inscribed the Articles of Incorporation thusly: "to market photoplays in the interests of the artists who create them."

Besides Miss Pickford and Chaplin, the founding group consisted of Douglas Fairbanks and D. W. Griffith. This quartet was secure in its position of greatness in 1919—a year when the film industry was just emerging from knee-pants.

Triumvirate Secure

Miss Pickford was the darling of the nation as "America's Sweetheart." Chaplin had distinguished himself throughout the world as a master of comic pantomime. Fairbanks was rising as a great action picture star. His qualities of humor, good looks and agile motion were amazing millions. Griffith was the greatest director of his day. His "Birth of A Nation" and "Intolerance" had become masterpieces.

This quartet enlisted William Gibbs McAdoo, one of the leading legal minds of the day, as general counsel. Oscar Price, who had been with the Treasury Dept. during World War I and had worked with the quartet on the Liberty Loan Drive, was elected first UA president.

Hiram Abrams was signed as general manager three years later. He was a prominent industry figure and was soon to assume the UA presidency, holding that post until his death in 1926.

The company set up shop at 729 Seventh Ave., and still continues its main operations from that location. The first motion picture to carry the UA banner became "His Majesty, the American." It was a Fairbanks starrer and it opened the Capitol Theatre, N.Y.C., on Oct. 24, 1919.

The picture was both a critical and financial success.

"His Majesty" was followed by a film



Errol Flynn in "Crossed Swords," Pathe Color

UA's History Spans Four Major Decades

starring Miss Pickford called "Pollyanna." This was succeeded by Griffith's first for UA, "Broken Blossoms," which teamed the famous Lillian Gish with a newcomer named Richard Barthelmess.

The fourth member of the quartet, Chaplin, contributed his first picture to UA in 1923 following fulfillment of a previous release contract.

Chaplin's feature was "A Woman of Paris." Although he did not appear as an actor in this film, he served as producer, director and writer. "A Woman of Paris" was to become a great screen classic.

Selling policies of UA were shaped to meet the changing times of the industry. Almost from the start, the company switched from selling flat to renting on a percentage basis. Because more theatres were being built and UA's creator-founders were limited in their product output, various independent producers were invited to release through the company.

Invitations Exclusive

The invitations were exclusive, netting acquisitions which were distinguished by the acting talents of John Barrymore, Mae Marsh, Alla Nazimova, George Arliss, Rudolph Valentino, Charles Ray, Buster Keaton, Gloria Swanson, Ronald Colman and William S. Hart.

The UA quartet became a quintet late in 1924, when Joseph M. Schenck, already an active producer, was permitted to purchase into the company as an owner-member.

He was to bring into the corporation the pictures of Samuel Goldwyn, Norma Talmadge, Barrymore, Miss Swanson and Corinne Griffith, with Goldwyn subsequently following Schenck as the second new member-owner to join UA. Miss Swanson was later to join, also.

The resultant product output from this assortment of industry leadership and talent proved to be a great one. UA held the forefront as releasing organization for the notable independent producers for well over a decade.

Then in the 1930's, as the film industry changed shape with the effects of the depression, the introduction of the double feature, the slowing-down of output from the original founders due to retirement or death, a need for new blood arose to keep the UA banner flying high.



Anthony Quinn, Charles Coburn in "The Long Wait"



Present leaders of United Artists Corp. include (top row, l. to r.): Arthur B. Krim, president; Robert S. Benjamin, board chairman; Matthew Fox, director; (bottom row, l. to r.): William J. Heineman, vice-president in charge of distribution; Max E. Youngstein, vice-president in charge of advertising, publicity and exploitation, and Arnold M. Picker, vice-president in charge of foreign distribution.

Beginning in 1932, a series of producers was recruited—all of whom were destined to impart leadership to the industry. Many of these names, like those of the founders, were to become by-words of motion picture quality to the average moviegoer: Walt Disney, Edward Small, Harry M. Goetz, Alexander Korda, Darryl F. Zanuck, David O. Selznick, Walter Wanger, Hal Roach.

Not all were to remain with the company, but the output of these producers was distinguished for the most part by the ability to rack up handsome and frequently top grosses.

One of the group, Korda, was elected to ownership of UA in 1935. His entrance insured free interchange of creative talent and techniques between UA producers on both sides of the Atlantic.

By 1940, only two of the original founders remained — Chaplin and Miss Pickford. Griffith had retired; Fairbanks had died. Schenck had withdrawn to form his own company, as did Goldwyn. Selznick and Korda had withdrawn, additionally.

A product problem began to grow within the company. Although this situation did not hit hard immediately—there were sufficient good pictures to earn profit through the war years—the effects bore down heavily starting in 1946.

There were still excellent films available from UA, but not enough to prevent corporate loss from occurring. A succession of stewardships tried valiantly but vainly to stem the downward tide. Rumors were rife that UA would merge, dissolve, go bankrupt.

But the rumors were denied by Miss Pickford and Chaplin. They knew the situation was highly critical and, on Feb. 15, 1951, decided to rest provisional management into the hands of the Krim-Benjamin group. From then on, the story needs no telling.

Philadelphia's Variety Plans UA Testimonial

Leading exhibitors have accepted invitations on a special honorary committee for a gala United Artists testimonial dinner, marking the company's 35th anniversary, which will be held May 5 in Philadelphia under the sponsorship of the Variety Club of that city, Tent 13. Jay Emanuel is chairman of the dinner committee.

The testimonial dinner will be attended by hundreds of screen and stage stars as well, plus leaders from every other phase of the film industry. Program will be staged in the grand ballroom of the Bellevue-Stratford Hotel and will have as a main feature an entertainment program bolstered by appearances of leading names in showbusiness.

In addition, veteran industry members will pay tribute to the achievements of the company in the 35 years since its founding on Apr. 17, 1919.

Among the leading exhibitors occupying positions on the honorary committee are Leonard H. Goldenson, Martin J. Mullin, Harry Brandt, John H. Harris, Elmore D. Heinz, Ben Amsterdam, Sam Roth, W. C. Hunt, Herman Robbins, Sam Rosen and Sidney B. Lust.

As another part of the UA anniversary celebration, it was announced by William J. Heineman, vice-president in charge of distribution, that the company will hold a series of regional sales meetings. These will bring together all division and district leaders, as well as key personnel from each of the company's branches throughout the U.S.

Sessions will be held in San Francisco, April 21-23, Chicago, April 26-28, and Philadelphia, May 3-5. Heineman and Max E. Youngstein, vice-president, plus B. G. Kranze, general sales manager, will preside.

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REGIONEWS

ALBANY

Theatres in this exchange area, with a few minor adjnstments, absorbed most of the tax savings on the theory that the money was needed by them to keep or get on the right side of the ledger. . . . The drive-in which John and Peter Marotta are building near Fort Johnson will be opened in June. Ben Coleman, who buys and books for their Carman, Guilderland, will do likewise for the new project. . . . Don Gilson was reported planning an admission increase to 70¢ at his northern N. Y. drive-ins without consideration of the tax savings. . . . Jules Perlmutter had scheduled an increase to 60¢ at his Richmondville ozoner. He charges 65¢ at the Fort George Drive-In, Lake George, which now boasts a knotty pine concession stand and rest rooms.

Variety Club honored Ben Becker and Charles Ryan, who recently staged a successful AAU boxing tournament for the Camp Thacher fund, at a dinner in Keeler's. . . . Sylvan Leff, who operates the Town, Watertown, also the Highland and Rialto, Utica, reopened the Black River Drive-In at Watertown.

ATLANTA

Three Alabama theatre owners have their hats in the ring for the state's primaries on May 4. They are D. L. Buzbee, Ritz, Dadeville; Roth Hook, Hook Theas., Alicеville, and John Gaither, Heflin, Heflin. . . . Fire which destroyed the Hanceville Theatre, Hanceville, Ala., caused damage estimated at $30,000 by owner Earl Kretzchmar, with only $10,000 covered by insurance. . . . T. V. Vinson transferred from mgr. of the Martin Theatre, Roanoke, Ala. to mgr. of the Martin, Griffin, Ga. He is replaced in Roanoke by Jack Rudd, from the circuit's theatre in Florala, Ala. . . . The E. Mt. Vernon Theatre at Tallassee, Ala. will run only three nights weekly until further notice. . . . Hal Hornstein, Inc. of Miami has been awarded contract to install Altec stereophonic sound at the Arcade, Ft. Myers, Fla.

Albert E. Rook is leaving IFE Releasing on May 1 to devote full time to his buying and booking agency. He was southern div. mgr. . . . The Knoxville, Tenn. Board of Review reversed its decision and has banned "French Line." . . . Otto Gross, mgr. of the Central Theatre, Atlanta, reports installation of a wall-to-wall curved screen. . . . "Gone With the Wind" will be premiered at Loew's Grand on wide screen, May 20, before general release of the film in this medium. . . . George C. Hoover, who resigned as southeastern dist. mgr. for Florida State, is succeeded by Harry Botwick, formerly in charge of concessions. Hoover plans to devote more time to his canned beverages business and his duties as chief barker of Variety International. . . . Wm. Henry is new owner of the Moonlite Drive-In, Springfield, Tenn.

Sundown Drive-In at Columbia, Tenn. has been purchased by Recreation Ents., headed by R. P. Davis, for $80,000. H. P. Vinson, secy of the company, becomes mgr. . . . An FCC examiner recommended that WSAV-TV be granted authority for TV Channel 3 at Savannah, Ga. WJIV was a rival applicant. . . . J. E. Martin, theatre owner of Montezuma, Ga., presented the Montezuma High School with complete visual education equipment and a $10,000 check as a memorial to his war veteran son, the late J. E. Martin, Jr. . . . The 850-car Skyview Drive-In, Augusta, Ga., owned by Donald Boardman, becomes the third ozoner in the country completely equipped with CinemaScope and stereophonic sound. . . . Plaza Drive-In, Tullahoma, Tenn., has been purchased by Mid-Tenn. Amnse. Co., headed by Mrs. R. T. Hill.

The Fox Theatre site and building, Chattanooga, was bought by Red Food Stores, who announced that the theatre will continue operating for the present. . . . J. B. Dumestre, Jr. of Dumestre Theatre Supply was named dough guy for Variety Clubs International. . . . H. A. Tedder, mgr. of the Victoria in New Smyrna, Fla. is cooperating with Beta Sigma Phi officers in sponsoring a benefit to furnish a room at a local hospital. . . . Mgr. Marion Johnson of the Darien Theatre, Darien, Ga., reports renovations in the lobby and snack bar and plans to redecorate the auditorium. . . . Sylvania, Ga. theatre interests were consolidated with purchase of the Dixie Theatre by Mr. & Mrs. Marion Anderson and Edgar Larisey, who also operate both drive-ins there. Name of the Dixie will be changed to Grand.

Floyd Theas. of Fla. leased the Boulevard Drive-In at Deland from owner Glenn Lane. Ernie Reid will manage. . . . Fox Drive-In at Ft. Lauderdale, only theatre in Broward County not employing union operators, is being picketed by members of Local 646. Howard Reddick, who managed the Eustis Theatre, Eustis, Fla. for the past eight years moved to Winter Haven, where he rejoins Talgar Theatre Co.

BOSTON

A. J. Herman is the new northeast dist. mgr. of IFE Releasing Corp. and will represent the company in Boston, New Haven, Albany and Buffalo. Herman succeeds Ellis Gordon, who resigned to take over as v.p. of Minot TV, Inc., which sells TV films on a national basis. . . . When the Hoosac Drive-In at Adams reopens on April 23, Arthur Rosenbush, who has been managing the Fairmount Theatre in Hyde Park, will become mgr. of the ozoner. . . . Lyman O. Seley, dist. mgr. for Manley Popcorn and Manley Products, is recovering from an appendectomy. . . . Stanley Young and Edward Michaelove, 20th-Fox salesmen, have resigned their posts. Dick Kelly, former booker, has been put on the road for Fox.

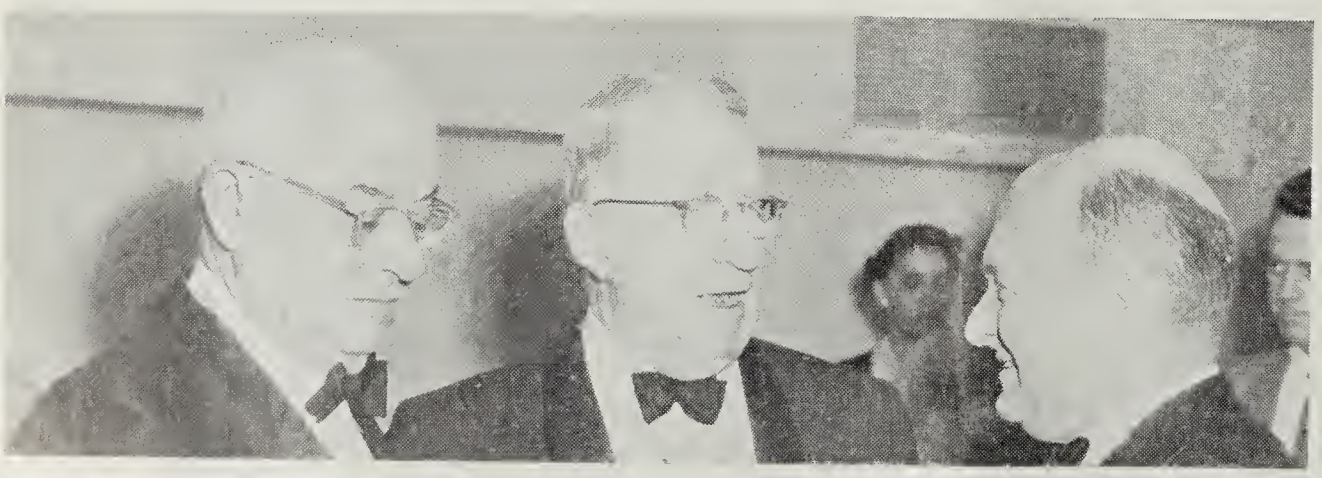
Sept. 2-16 has been proclaimed "Jimmy Fund Time" by the six New England governors, according to announcement by co-chairman Joseph Cronin of the Boston Red Sox and Theodore Fleisher, pres. of Interstate Theas. Dr. Sidney Farber, director of the Childrens Cancer Research Foundation, which receives support from the "Jimmy Fund," was presented with the Katharine Berkin Judd Award at the N. Y. Academy of Medicine. . . . A Boston censor has recommended 11 deletions in the French dialogue of "La Ronde" before it is shown here but did not call for any cuts in the scenes. . . . There will be eight theatres in this city playing CinemaScope productions during Easter Week.

Reported that Lockwood & Gordon, whose State Theatre in Calais, Me., which city is separated from Canada by a bridge over the St. Croix River, in association with Charles E. Staples, operator of the Queen Theatre in St. Stephen, N. B., directly opposite on the Canadian side, are planning a drive-in on the U. S. border to service both areas.

BUFFALO

Police have been called in to quell increasing vandalism at the Central Ave. Theatre in Lancaster. Latest damage includes rips and tears to the $1,500 wide screen, and owner Joseph Wards reports slashing of velvet wall lining, leather seats cut and

(*Continued on page 26*)



On hand for the testimonial dinner to 20th-Fox prexy Spyros P. Skouras, "Industry Man of the Year," sponsored by Baltimore Variety Club Tent 19 at the Emerson Hotel, are (l to r): William Schmick; Col. William McGraw, executive director of Variety International, who acted as toastmaster, and Charles Einfeld, 20th-Fox v.p.

They're all saying that

THE BRAND NEW SOUND GIVES IT A BRAND NEW LOOK!

THE Film DAILY

Along the RIALTO

with PHIL M. DALY

The "Jolson" Brooklyn Story

• • • THE SCENE WAS BROOKLYN, the other night. . . . And, the big deal was a special showing of Columbia's notable number of seven years ago, "The Jolson Story." . . . Place: The Fox Theater in the Boro Hall district. . . . Never once showing its age, "The Jolson Story" is still a magnetic and highly rewarding entertainment that holds the audience enrapt and with this new sound process to emphasize and amplify the proceedings there is rich diversion pouring forth from the screen for better than two hours. . . . The singing was in high volume and realized the rich qualities of the recorded Jolson voice. . . . Attentive manipulation of controls, whether in the recording or in the projection, resulted in realistic qualities and high fidelity. . . . If memory serves, the original issue of "The Jolson Story" rolled up something like $7,000,000, domestic. . . . An alert ear, following the Brooklyn showing, could overhear talk of offers and deals for the new sound version of "Jolson Story" only a minute after it ended. . . . Obviously, it must have something.

▼ ▼ ▼

Columbia's

THE JOLSON STORY

ON WIDE SCREEN WITH FULL DIRECTIONAL SOUND!

COLOR BY Technicolor

Dating For May...and Destined For New Greatness

BUFFALO (cont'd.)

torn from the floor and missing plumbing fixtures. . . . James Cranides has closed his 363-seat Portville Theatre at Portville, and W. E. Anderson closed his State at Friendship the following week. . . . Arthur Krolick, dist. mgr. for Paramount, was among the guests attending testimonial dinner in Rochester honoring Carl Hallauer, exec. v.p. of Bansch & Lomb.

Buffalo area drive-ins which reopened for the season include the Aero on Union Rd., the Broadway on Harlem Rd., The Buffalo on Genesee, the Delaware north of Sheridan Drive, Skyway on Lakeshore Rd., Skyway Niagara on Niagara Falls Blvd., Park on Orchard Park Rd., Sheridan near Grand Island Bridge, and the Star on Lake Ave. All are equipped with giant screens and have free playgrounds for the children. . . . Also reopened are Ryan Bros. Corning Drive-In at Erwins; Elmire D-I Corp.'s Big Flats D-I at Dryden, Don Stevenson's Starlite at W. Henrietta, Abe Nitke's Front at Nimmonsburg, and Kallet's Kallet at Syracuse.

Mgr. Bert Lapitina continues to report records at the Teck with "Julius Caesar" heading into its fifth week. . . . Columbia's local branch is happy about the enthusiastic coperation of exhibitors in the Play Date Drive which began April 1 and will extend to June 24. . . . A face lifting has just been completed in the executive offices of Shea's Buffalo. . . . George Frank reopened his Astor at Rochster. Theatre was being operated by Don Marafioti when it closed in Feb. 1953. . . . Dewitt Drive-In Theas. reopened the Dewitt full time after temporary opration during March.

CHARLOTTE

The new tax law will help many small theatres in N. C. and S. C. since none of them charge more than 50¢. . . . The Astor on E. 26th St. reopened. . . . Buddy Theatre in Bessemer City and the Holly in Mt. Holly, N. C. are planning to reopen. . . . E. C. Pierce is new mgr. of the Lyric Theatre in Gastonia, N. C. . . . The State in Gastonia is being converted into a store. . . . Temple and Webb theatres in Gastonia now have CinemaScope, and the Carolina there is running full time. . . . Charles R. Butler installed a wide screen in the Greer Theatre, Greer, S. C. . . . Jack Fuller, theatre owner in Columbia, S. C., has been appointed chairman of the Cancer fundrising drive there.

CHICAGO

Practically every theatre in this area, both circuit and independent, is keeping the tax. Only exception seems to be the Manor on W. North Ave., which is passing the saving on to its patrons. . . . Suit for half million dollars has been filed against B&K for alleged illegal use of picture of Paul Crump in advertising the Roosevelt Theatre run of "Riot in Cell Block 11." Crump was convicted for murder in a 1923 holdup and an appeal of the death sentence is now before the Ill. Supreme Court. . . . Al Kapp joined Alliance as mgr. of the Starlie Drive-In at Kankakee, Ill. The circuit will have 23 ozoners in operation this season.

Modern Film Distributors has been organized here, with Irwin Joseph as gen. mgr. and Carl Strate as office mgr., to handle distribution of "Mom and Dad," "Because of Eve" and "Street Corner." . . . Theatres will have competition when General Motors Motorama opens at the International Amphitheatre on April 24 to run for nine days, with no admission charge. . . . City attorneys are seeking to shift RKO's "French Line" suit from the circuit court to the Superior court of Judge James McDermott. . . . Kerasotes closed the Palace Theatre in Chillicothe, Ill. and will operate only the Town there during the spring and summer months. . . . William Drake Film Service moved to larger quarters at 1325 S. Wabash Ave.

Trade showing of "Dial M for Murder" and the Jack Warner trailer has been postponed to April 26 and will be held at the Century Theatre in the morning. . . . Sol Best reopened the Holly Theatre on Fullerton Ave. . . . Liberty Theatre case against M-G-M booking deals in Michigan City, Ind. territory has been settled out of court. . . . Seventh District Appeal Court ruled that Illinois' two-year statute of limitations applied to the Sun Theatre, Wheaton, Ill., case. Decision will affect several theatre cases now in Chicago courts, based on similar contentions.

The 19th annual summer drive of Alliance circuit will get underway April 18 and run for 16 weeks. . . . Edward Force has been named mgr. of the RKO Grand Theatre, Columbus, Ohio, and Jerry Sullivan takes his place as mgr. of the RKO Grand here. . . . United Film Carriers now located at 1308 S. Wabash Ave., with Ralph McLaughlin as mgr. for this territory. . . . Frederic Cory, director of the Surf Theatre, estimates that some 40,000 patrons have seen "Genevieve," which is quite a record for this 650-seat house considering that the film is about to end a nine-week run there.

Frank Butler, sales mgr. for Griggs Equipment Co., Belton, Tex., which recently took over distribution of the Kroehler push-back seats, will be in Chicago April 19 for the National Educational convention being held at the Conrad Hilton Hotel. . . . Harry Cooper demonstrated his 3-D film equipment at the Marshall Square Theatre last week.



In Florida for the three-city world premiere of Warner's CinemaScope "Lucky Me" at the Paramount, Miami; Beach, Miami Beach, and Gables Theatre, Coral Gables, Major Albert Warner and stars Robert Cummings, Nancy Walker and Phil Silvers greet jockey John R. Adams who rode Amphiblen, winner of the "Lucky Me" handicap at Gulfstream Race Track.

CINCINNATI

Lem Jones, short subject director for Fox, was in the city to demonstrate to exhibitors a new way to present cartoons. Showing was held at Keiths Theatre. . . . Mrs. Mary Semelroth reopened the Federation Theatre in Dayton to full time after installation of a wide screen. It had been operating weekends only. . . . A similar installation was made by Bert Fiala in his Alhambra, Dayton. . . . Harold Schwartz, owner of the New Westville Drive-In at Richmond, Ind. has arranged to do his own booking and buying. . . . Charles Palmer, Columbia's W. Va. salesman suffered minor scratches in an accident which wrecked his car.

National Theatre Supply completed CinemaScope installations in the following Theatres: Belmont, Dayton, Gus Babalis; Far Hills, Dayton, John Gregory; Palace, Lancaster, Leo Kessel; State, Pt. Pleasant, W. Va., Ross Filson. . . . Mid-West Theatre Supply did the equipment installations in the new ozoner scheduled to open April 15 at Cynthiana, Ky., co-owned by Lou Marcks and Carl Russman. . . . Locally, exhibitors charging over 50¢ will not be affected greatly because of the 3% city tax imposed on net admissions in excess of 50¢. . . . The Frances Theatre, Mechanicsburg, O., suffered damage in a recent fire which necessitated replacing the roof.

Paul Swinger of the Salem Drive-In, Dayton, is a candidate for the Democratic nomination for the State Senate from Montgomery and Preble counties. . . . W. W. Painter has taken over operation of the Waco Theatre, Huntington, W. Va., from R. E. Tinsley. Painter, who formerly operated a theatre in Detroit, was on the row making arrangements for reopening the Waco. . . . Elston Dodge is planning some long needed improvements for his Elstun Theatre, Mt. Washington, including a new marquee. . . . Mark Cummins, who opened his Acme Outdoor Theatre, Stockton, O., early this season, was forced to close it because of highway improvements going on in the vicinity necessitating rerouting of traffic. . . . Roger W. Tallini is the new salesman for Manley in northern Ohio and western Pennsylvania.

The Ladies Auxiliary of Variety plan a pre-donor tea on April 28 for members and guests in the interests of the donor luncheon to be held May 5 at Beverly Hills Country Club, with proceeds earmarked for playground equipment for the State Institution

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CINCINNATI (cont'd.)

for Mentally Handicapped in Columbus, O. . . . Jesse Chinnich, sales representative for Buena Vista Distributing Co., is in town arranging for showing of Disney subjects and making his headquarters at States Film Service while in town. . . . Ray Russo, Fox Kentucky salesman, is reuperating from surgery.

DENVER

Abram F. Myers, Allied States gen. counsel, will keynote the May 3, one-day convention of Allied Rocky Mountain Independent Theatres at the Park Hill Country Club, where luncheon and a banquet will be served. Also expected is Benny Berger, Minneapolis, national president. Theatre equipment men will be present with the latest information on new processes and Hal R. Makelim of Makelim-Borzage Productions will present his plan for the production and releasing of 12 motion pictures, which is Allied-sponsored. Registration will be $6, and reservations are open to all theatre owners and managers, whether Allied or not.

The Vogue, art theatre here, boosted its student price from 60¢ to 74¢. Other admissions remain at 90¢. . . . About the only theatres in this area that changed prices following the tax cut were those getting 55¢. In those cases, the theatre split the cut with the patron by reducing admission to 50¢. Denver first-runs held their former base prices, running from 50¢ to 85¢. . . . Realart Pictures moved their exchange to 824 Twenty-first Street.

Al Brandon, recently selling for Lippert, has been made branch mgr. for Preferred Pictures and will spend most of his time in the territory. . . . Two Fox-Intermountain city mgr. became fathers with the arrival of girl babies. They are Joe Vleck, La-Junta, Colo., and John Tella, Durango, Colo.

DES MOINES

The Elite Theatre in Laurens is to be remodeled, according to mgr. E. H. (Lucky) Luchsinger. Among improvements will be a new front. . . . Bob Hutte, mgr. of the Lyric in Osceola, announced his candidacy for the Democratic nomination for state representative. Bob has been associated with his father-in-law, John Waller, and his brother-in-law, Robert Byers, in the theatre business in Osceola for the past 10 years. . . . Elma Theatre in Cresco, recently destroyed by fire, will be rebuilt and financed by proceeds from $18,000 insurance carried on the old theatre, it was decided at a recent meeting of more than 90 members of the Elma Bldg. Corp. Charles Jones, who owned the fixtures and equipment, has not yet decided whether he again will furnish the equipment and serve as mgr.

Mr. and Mrs. Glenn Nordyke reopened the Strand in Richmond and will show movies Sat. and Sun. afternoons and evenings. Extensive remodeling has been completed and a new confectionary dept. added. . . . A group of Dumont businessmen have taken over operation of the theatre in Dumont. Heading the group are Harold Wills, M. D. Enna and Dallas Harrison. . . . C. C. Moore reopened the Dunlap Theatre, Dunlap, which had been dark for several weeks. . . . The Schaller Theatre reopened under supervision of the Schaller Chamber of Commerce. . . . Al Myrick, owner of the State in Lake Park, is observing his 20th year in show business there. He recently installed a new curved screen.

The theatre in Farmington, closed because of lack of business, was reopened under sponsorship of the Farmington Commercial Club. It has been named State Commmnity Theatre and is managed by H. C. Jiranek. . . . Frank Scott announced reopening of the Gem in Moville and plans improvements, including a new wide screen. . . . Don Nutter was named mgr. of the Page Theatre in Shenandoah to succeed Leon Hoffnagle, promoted to the home offices of Commonwealth in Kansas City. . . . Roy Metcalfe, mgr. of the Times in Cedar Rapids, has leased the theatre and taken over its operations. It was previously operated by J. D. Siegel, one of the owners of the building.

M. E. McCain, dist. mgr. for Central States, reports several changes in the Fort Dodge area. George Mullare, mgr. of the Strand, Ft. Dodge, has been transferred to Clarion as mgr. of the chain's house there; Joe Cole, city mgr. in Ft. Dodge, will take charge of operations of all three houses in Ft. Dodge, assisted by Robert Paul, transferred from Mason City; Richard Myer, mgr. of the Cresco at Cresco, transferred to Mason City as asst. to Maynard Nelson, city mgr. there.



The large turnout of circuit executives, exhibitors and film buyers at Paramount Pictures' Pageant screenings of "Elephant Walk," "About Mrs. Leslie" and "Knock on Wood" at the Beverly Theatre in Beverly Hills, Cal., included (l to r): Wayne Hanson, South-Lyn Theatres; Everett Cummings, Cummings Circuit, Downey, Cal.; Bob Abelson, Paramount sales manager; and Hugh Bruen, Bruen Theatres, Whittier, Cal.

DETROIT

Art Leazenby, publicity director for Paramount's Detroit and Cleveland exchanges, resigned and will leave for Los Angeles to become a free-lance publicist. He will make his home at the L.A. Athletic Club. Harry Weiss, formerly with Stanley-Warner, succeeds him in the Paramount post. . . . A&W Theatres, local independent chain, is taking over three nabes from United Detroit Theas. —the Regent, Alger and Rosedale. A&W is also readying the downtown Cinema, closed about two years, for an early opening.

Mr. and Mrs. Ralph Helmer, newcomers to Mich. show business, are opening the Community Theatre at Barryton, formerly operated by George Van Sycle. . . . Harold H. Brown, pres. of UDT, was elected pres. of the United Cerebral Palsy Assn. of Mich., while Ray Meurer, circuit counsel, was elected board chairman following a term as pres. . . . Lawrence Regan is moving Regan Film Productions into their new building in the north end. . . . Charles D. Porter, veteran local projectionist, has developed a Perfective Matching Plate to assist in film repairs and splicing with the new types of film.

Herb Berg of Pola-Lite was in town to demonstrate his new device at the Roxy Theatre. . . . Albert Dezel will be sole Michigan distributor of the Pola-Lite 3-D system. . . . Peter J. Iodice moved the Amusement Booking Service into the Fox Bldg., next

FILMS TELEVISED APR. 3 to APR. 16

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Boy of the Streets	Jackie Cooper	Monog. 12-2-37
Call of the Klondike	Kirby Grant	Monog. 12-17-50
Cappy Ricks Affairs	Mary Brian	
Carlotta	Conrad Nagel	
Come Back, Peter	Patrick Holt	
Escape By Night	Dean Jagger	Rep. 8-31-37
European Assignment	Lionel Murton	
FBI Girl	Cesar Romero	Lippert Pic. 11-17-51
Father Makes Good	Mary Stewart	Mon. 5-7-50
Fathers Wild Game	William Tracy	Mon. 12-4-50
Flashing Guns	Johnny Mack Brown	Mon. 2-4-47
Forgotten Women	Elyse Knox	Mon. 7-17-49
Gun Talk	Johnny Mack Brown	Mon. 12-20-47
Hot Rod	James Lyden	Mon. 10-31-50
Humphrey Takes A Chance	Joe Kirkwood	
I Shot Billy The Kid	Don Barry	Lippert Pic. 8-25-50
Law Comes To Gunsight	Johnny Mack Brown	Mon. 5-24-47
The Macomber Affair	Gregory Peck	UA 1-23-47
Mississippi Rhythm	Jimmy Davis	Mon. 3-1-49
A Modern Marriage	Robert Clark	Mon. 4-12-50
Moonrise	Gail Russell	Rep. 9-10-48
My Lord Says No	Stanley Holloway	
My Outlaw Brother	Mickey Rooney	UA 3-15-51
Parade of Wooden Soldiers	Stan Laurel	
The Passionate Sentry	Nigel Patrick	Fine Arts 11-14-53
The Phantom Rancher	Ken Maynard	
Sailors On Leave	Shirley Ross	Rep. 10-3-41
Self Made Lady	Heather Angel	
The Snow Dog	Kirby Grant	Monog. 7-15-50
Spoilers of the North	Paul Kelly	Rep. 5-14-47
The Squared Circle	Joe Kirkwood	
The Thirteenth Green	Barbara Kelly	
Three Desperate Men	Preston Foster	Lippert Pic. 1-12-51
Trail of the Yukon	Kirby Grant	Monog. 8-2-49
Trailing Danger	Johnny Mack Brown	Mon. 2-1-47
When The West Was Young	Randolph Scott	
The Wolf Hunters	Kirby Grant	Mon. 10-30-49

DETROIT (cont'd.)

door to the INDEPENDENT. . . . Arthur Weisberg, independent theatre operator, just incorporated the Wood Amusement Co. to operate motion picture theatres. . . . Norman Meyers, mgr. of the Adams Theatre, is under the doctor's care but is staying right on the job.

KANSAS CITY

A $60,000 remodeling job on the Orpheum at Neosho, Mo. included new cooling, heating and lighting systems, modern sound and screen equipment and an acoustic tile ceiling. Ed Harris is mgr. of the 650-seat house. . . . Herb Miller gave his Highway 50 Drive-In at Jefferson City, Mo. a new snackbar, playground equipment, picture window and 38x56' screen. . . . Leo Hayob, owner of the Mary Lou at Marshall, Mo. installed Astrolite screen, steel frame and wide angle lenses. . . . The Roxy in New Franklin, Mo., owned by J. C. Green, has new equipment and an improved booth. . . . Richmond Theatre at Senath, Mo. was equipped for CinemaScope. . . . Neosha Drive-In at Chanute, Kans. has a new Cretors Olympic.

CinemaScope and stereophonic sound have been added to Durwood's Hollywood at Leavenworth, Kans. and Capitol at Jefferson City. . . . Don Blair's ozoner at Smith Center, Kans., and the Great Western Drive-In at Liberal have new Sho-bars in concessions. . . . These Missouri theatres have new wide screens: Casino at Boonville; Hall, Cassville; Dixie, Odessa; Electric, St. Joe; Regent and Paramount, K.C. . . . New screens went into these Kans. houses: Vogue, Salina; Howard, Arkansas City; Victory, Wichita; Blair, Osborne; Loy, Dodge City; Seneca, Seneca; Strand, Concordia; Swan, La Cygne; Star, Lyone, Strand, Hays and Klock, Neodesha.

Frank Weary, Jr. put new equipment in the Highway 13 at Henrietta, Mo., and Roy Roberson added some to his Roxy and the West-Vue Drive-In, Newton, Kans. . . . Glen Caldwell, owner of the Princess Theatre at Aurora, Mo., celebrated his 32nd anniversary. . . . The Tiger in Columbia, Mo. and the Hart at Hartville, Mo. have been closed. . . . Starlite Drive-In at Boonville, Mo. was an overnight station for the 31st Dixie Division in its move to Camp Carson, Colo. from a post in Indiana. Anthony L. Fenton, owner, and his family served the "Army" from the snack bar.

The Commission on Human Relations has asked the City Council of K.C. to pass an ordinance giving free access to all citizens to public places of amusement. Film Row officials think such an ordinance would be declared unconstitutional since only the state has the right to pass such a law in Mo. . . . "The Price of Liberty," a Defense Dept. short, is being handled by RKO here with Exhibitors Film Delivery offering it gratis to exhibitors. . . . "Julius Caesar" ran 11 weeks at the Kimo.

MIAMI

Wometco leased out the Biltmore for summer stock. . . . Claughton chain got the green light to show "French Line," opening April 28 at the Trail, Royal and Variety theatres. . . . Harry Botwick is new southeastern div. mgr. for Florida State, replacing George Hoover. . . . Eddie Melnecker giving patrons of Coral Way Drive-In a break on the tax reduction by cutting admissions to 50¢, with just 2¢ added for Florida state tax. Former admission was 62¢.

Mrs. Edward Claughton sold the property



George Pal, producer of Paramount's "The War of the Worlds," receives the INDEPENDENT's Editors Award "for maintaining his crown as master of the science fiction motion picture."

which sites the Embasy and Royal theatres for $1,850,000 but renogiated a new 10-year lease on both houses. . . . Easter Sunday will be ladies' day at the Royal—first 100 women will receive a one ponnd box of candy in tieup with Laura Lee Candies. . . . Dick Lewis, an usher for Claughton, will play the violin in the outer lobby during showing of "Rhapsody."

MINNEAPOLIS

A group of Elmore, Minn. businessmen are issuing tickets, good Tues. and Wed. evenings only, to their customers which entitle the whole family to attend the Border Theatre for 50¢. . . . Al Rosen is back in Mpls. as gen. mgr. for "This Is Cinerama," which opens at the Century on April 19. To make room for the special booth equipment, 505 seats were eliminated at the Century, reducing capacity from 1,650 to 1,145. . . . The balcony ceiling at the Granada, Sioux Falls, S.D., operated by Art Johnson, collapsed while a vending machine operator and the janitor were working one morning. No one was injured. . . . The Star at Osceola, Wis., which has been closed since Jan. 30, reopened. House is operated by Emil Nelson.

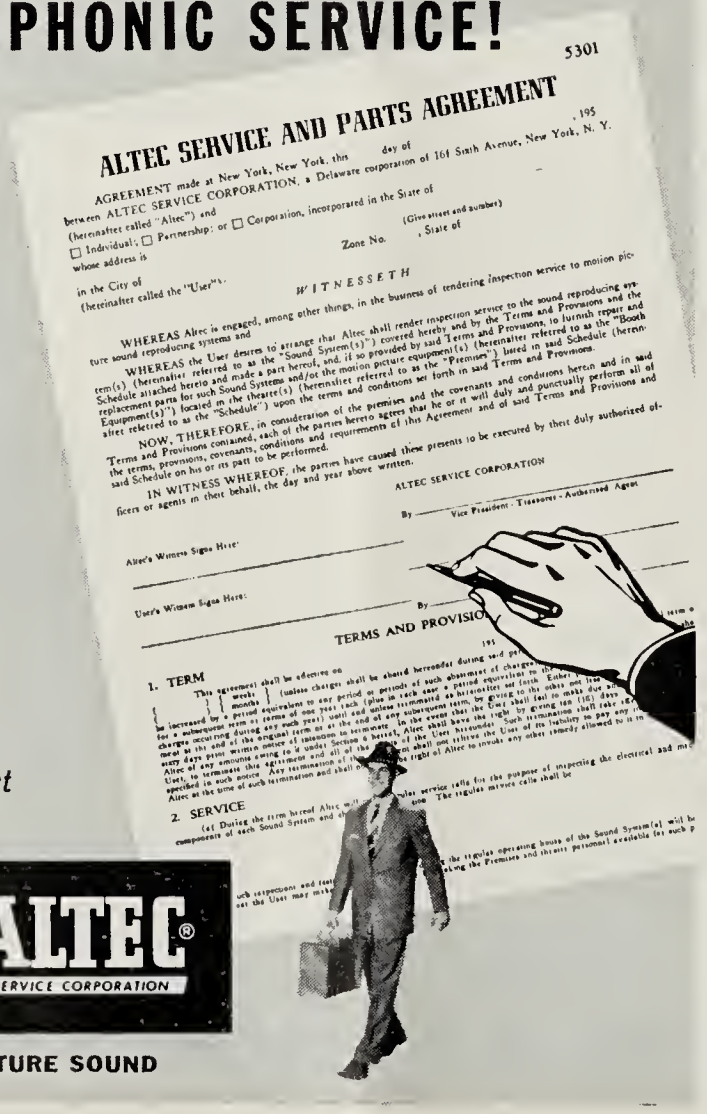
Billy Elson of Bel-Air, Calif., partner with Gil Nathanson in the Nathanson-Elson circuit, is in town while Nathanson and his wife vacation in Europe. . . . Lauren Garnant reopened his LeRoy at LeRoy, Minn., made possible by the cut in admissions taxes. Other exhibitors are talking of making improvements in their theatres. . . . Supply houses report that the rush for CinemaScope equipment has subsided although they are still making installations of wide screens for contemplated showings of VistaVision and other new processes. . . . The new Lake Theatre at Powers Lake, N.D., operated by a group of local businessmen, opened for business. House is CinemaScope equipped.

Frosch Theatre Supply reports installation of CinemaScope equipment in the Gem at New Richmond, Wis.; Auditorium at Red Wing, Minn.; State at Ely, Minn.; Clinton at Clinton, Minn.; Blackstone at New Rockford, N.D.; Grand at Enderlin, N.D.; Midtown and Highland, St. Paul; Avalon at White Bear Lake, Minn., and the Miner at Ladysmith, Wis. . . . Fred Bunkelman, Universal S.D. salesman, is now settled in his new home in suburban St. Louis Park. . . . S. J. Backer, operator of the Avon at Hankinson, N.D., is recuperating from a recent operation.

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Watch These Dates!

April 19-21: Detroit — Allied Theatres of Michigan annual convention.

May 3-7: Washington, D. C.—SMPTE 75th convention—Statler Hotel.

May 4-5: Little Rock—Independent Theatre Owners of Arkansas convention—Marion Hotel.

May 6: New York — Variety Club, Tent #35, testimonial dinner to William J. German—Waldorf-Astoria.

May 6-7: Kansas City — Kansas Missouri Allied spring convention.

May 9-11: Atlanta—Joint annual convention of Motion Picture Theatre Owners of Georgia and Alabama—Biltmore Hotel.

May 10-11: Minneapolis — North Central Allied ITO convention—Nicollet Hotel.

May 18-20: Lake of the Ozarks, Mo .— MPTO of St. Louis, E. Missouri & S. Illinois and Kansas-Missouri Theatre Assn.—Arrowhead Lodge.

June 8-10: Old Point Comfort — Virginia Motion Picture Theatre Assn. annual convention—Chamberlin Hotel.

June 15-16: Wawasee, Ind.—Allied Theatre Owners of Indiana spring meeting—South Shore Hotel.

Aug. 9-14: Cincinnati — I.A.T.S.E. 42nd Convention—Music Hall.

Oct. 10-11: Milwaukee—Allied States Assn. fall board meeting—Schroeder Hotel.

Oct. 12-14: Milwaukee—Allied States Assn. annual convention — Municipal Auditorium.

Nov. 14-16: Charlotte—Theatre Owners of N. and S. Carolina—Hotel Charlotte.

Nov. 16-17: Indianapolis — Allied Theatre Owners of Indiana fall convention—Marott Hotel.

Dec. 5-7: Oklahoma City—Theatre Owners of Oklahoma convention.

NEW HAVEN

Decision on granting of a permit to Harry Picazio, Jr., J. Lawrence Peters, Isadore Fishbone and Anthony Albino, incorporators of a proposed Groton, Conn. drive-in, was reserved by State Police Commissioner following a public hearing attended by 13 signers of objecting petitions. . . . Backers of the long-projected Watertown, Conn. drive-in have taken an appeal to the State Supreme Court of Errors in their latest move to overcome opposition of the town's residents.

A wide screen has been installed at E. M. Loew's Hartford Drive-In, Newington, and according to George E. Landers, Hartford div. mgr., similar installations are planned for theatres in Milford, Farmington, Norwich, and at the circuit's first-run house in Hartford. Wm. Brown has resigned as city mgr. for Stanley-Warner theatres in Manchester. . . . George H. Wilkinson, Jr. announced sale of the Strand Building in Wallingford to two local businessmen, Charles Thomas and Harold Granucci, who plan to tear down the structure and build a modern commercial block.

Consolidated Theatres, Inc., Stamford, Conn., filed certificate of incorporation, New company is headed by David M. Rosen, Sydney C. Kweskin and Julius B. Kuriansky, all of that city. . . . Lou Schaeffer, formerly with M&P, has joined the Kounaris-Tolis organization as mgr. of the first-run Meriden, Meriden, Conn., replacing Frank Lynch, shifted to the Salem Playhouse, Naugatuck. . . . Irving Mendelson, UA sales mgr., has been upped to branch mgr. of the company's New Haven office. He replaces Sidney Cooper who has been transferred to the Washington branch.

NEW ORLEANS

First-run houses in this area reduced the matinee rate by 6¢ and retained the same after 5 P.M. rate following announcement of the tax cut. Suburban houses are absorbing the decrease to help out on much needed additional income. . . . Teddy Solomon has started a complete remodeling job on the inside and outside of the Palace Theatre in McComb, Miss., which will include a wide screen, recarpeting, new drapery and seats. . . . Joy Houck is dividing his booking needs between Bill Cobb and Cecil Howard. . . . The 350-car Savoy at Pritchard, Ala. was opened by Ed Fessler.

Name of the Harvard Theatre, Winnsboro, La., has been changed to American Legion Theatre. . . . The Leo Drive-In, Monroe, La., is being dismantled.

Utica Theatre, Utica, Miss., resumed full operation with three changes weekly where they formerly had only one. . . . The Pal Theatre in Chatham, La. reopened. . . . Bruno Theatre, St. Joseph, La., plans to reopen soon. . . . "Carnival Story" opens April 21 at the RKO Orpheum here. . . . Joe Barcelona, who owns the Regina Theatre in Baton Rouge, La., took over operation of the Tivoli there from S. Whittington. . . . The Fox Theatre, Shuqualak, Miss., closes April 25. . . . Ellis Sarphy, long associated with the State Theatre in McComb, Miss., passed away.

Remodeling of the local Orpheum Theatre is nearing completion, according to Asa L. Booksh, mgr. The interior has been entirely repainted, new carpeting laid throughout, foyer renovated, and work has not interfered with operation of the theatre. . . . Sailing for a tour of Europe and the British Isles on the American Export Line, April 21, will be Mr. & Mrs. L. C. Montgomery, Delta Theatres and Joy Theatre of N.O., in a party with Mr. & Mrs. N. L. Carter, Paramount-Gulf, and Mr. and Mrs. I. J. Boulet of LaRose, La. . . . J. Harvey of Oberlin, La. is out of the hospital and reported to be on the mend.

NEW YORK

John J. O'Connor, Universal v.p., and L. Douglas Netter, Jr., Altec sales mgr., were named chairman and vice-chairman respectively of the Motion Pictures Commitee of the Cardinal's Committee of the Laity in the 1954 Appeal of N. Y. Catholic Charities. The overall goal is $2,515,000. . . . Major Leslie E. Thompson resigned as director of labor relations for RKO Theatres to open his own offices in the city as labor consultant for the circuit and other motion picture and theatrical enterprises. He was tendered a luncheon at "21" by his associates.

Endicott Circuit, headed by Bill Namenson and Irving Renner, has acquired the Valley Theatre in Spring Valley, N. Y. . . . Spyros P. Skouras, 20th-Fox prexy, will be guest of honor at the Motion Picture and Amusement Div. of the United Jewish Appeal annual luncheon on May 20 at the Hotel Pierre. Adolph O. Schimel, Universal exec. is industry chairman. . . . Ernest Mattson, pres. of Scandia Films, distributors of Swedish pictures, passed away.

ITOA members will exhibt a two-minute trailer in behalf of the Greater New York Fund during the week of May 3-8. . . John Cusack was appointed managing director of the Victoria, Astor and Bijou theatres.

Two "Luxuria Seamless" screens, manufactured by the Trans-Lux-Stewart Corp., have been installed in the home office projection rooms at Paramount and Columbia, Trans-Lux reports. Both rooms are used as a showcase for exhibitors and trade reviewers, thus marking an important step for the "Luxuria," the company announces. The custom tailored screen is all-purpose and can be used with any sound system, it is reported.

The second Walter Reade ozoner to serve the greater Trenton area was opened by the circuit on April 17. The 800-car deluxe Trenton Drive-In is one-half mile south of Robbinsville, N.J. . . . Broadway competition for the world premiere engagement of "The Caine Mutiny" was won by the Capitol Theatre and will bow this summer at a date to be announced shortly.

OKLAHOMA CITY

Duffy Theatres lost its case against Griffith Consolidated Theatres when the Supreme Court refused to review lower court decisions in favor of the latter. Duffy charged that Griffith forced the closing of his two theatres in Mangum, Okla. in 1938, after which there was a payment of $12,000 by Griffith and signing of a release by Duffy of all claims against Griffith. Following the successful Government anti-trust suit against the Griffith chain, Duffy sued



The Museum of Modern Art's five-month festival of United Artists films, saluting UA's 35th Anniversary, under way with a N.Y. party at town house of Mrs. John D. Rockefeller III, honoring early UA star Lillian Gish and attended by other famous figures of the silent era. Shown here (l. to r.): Una Merkel, Josef Von Sternberg, June Collyer, Anita Loos, Stuart Erwin, Lillian Gish, Gloria Swanson, Aileen Pringle, UA v.p. Max E. Youngstein, Louise Brooks and Neil Hamilton.

OKLAHOMA CITY (cont'd.)

for damages but the lower court held the contract barred recovery.

The price of going to the movies remained unchanged here following passage of the Federal tax reduction. Morris Lowenstein, pres. of Theatre Owners of Oklahoma, issued a bulletin to members urging them to write letters of thanks to their congressmen. He also said that many exhibitors needed the added revenue to refurbish their houses and bring them up to date. . . . The movie theatre at Colbert, Okla., managed by Roy Morgan of Durant, was destroyed by fire in a high wind while the house was closed.



Walter E. Branson, RKO's manager in charge of all foreign operations, meets Cyril Edgar, director of Walt Disney's British organization, at a special reception in honor of his first official visit to Britain in this capacity. L to R: Bill Bayley, Leeds; Branson; Oscar Barber, asst. sales mgr. and drive captain; Joe Vegoda, gen. sales mgr.; Max Green, Birmingham; Edgar, and Jack Morris, Cardiff.

PHILADELPHIA

The 35th anniversary of the founding of United Artists Corp. will be celebrated here on May 5 with a testimonial dinner in the ballroom of the Bellevue-Stratford under sponsorship of Variety Tent 13 of this city and attended by leading figures of the film world. . . . Robert Anderson, formerly of the Crest Theatre, has been named mgr. of the Erlen Theatre here. . . . Ed Emanuel, of The Exhibitor, was elected property master of Variety Clubs International. Jack Beresin, who was international chief barker, has just retired. . . . William J. Bernstein, a member of Operators Local 302, AFL, passed away.

Samuel Rosen, executive v.p. of Stanley-Warner, was guest speaker at the annual theatrical division dinner of United Jewish Appeal in the Bellevue-Stratford. Ted Schlanger was toastmaster and Jay Emanuel, publisher and exhibitor, was dinner chairman. . . . Robert Loving, who left the local film scene to manage a drive-in in Texas, has returned as mgr. of the Ambler Theatre, Ambler. . . . Mrs. Sidney Samuelson, wife of the pres. and gen. mgr. of Allied of E. Penn., is recovering from a heart attack. . . . Jack Engel of Screen Guild is celebrating 25 years in the film industry.

Earl Sweigert, one of the founders of the local Variety Club and former mgr. of Paramount's booking dept., has started a buying and booking service of his own. . . . Columbia Pictures took a party of local exhibitors to N.Y. to see a preview of "The Jolson Story," remade for wide screen and stereophonic sound presentation.



Jeff Chandler, in Chicago on behalf of his U-I picture, "Yankee Pasha" and his Decca record, "I Should Care" and "More Than Anyone," discusses business with Lewis P. Cochevety, owner of the Avon Theatre in South Bend, Ind.

PROVIDENCE

E. M. Loew's Drive-In at the Providence-Pawtucket line was the last of the ozoners in this section to inaugurate the 1954 season. . . . The Palace, Washington Park nabe, recently presented an "All-Electric Cooking School" in conjunction with its regular film fare. . . . Robert F. Aiken has been promoted to chief-of-service at the Albee.

With reduction of admissions taxes, leading Providence downtown first-runs reached an agreement for the first time on uniform price scales. Evening tariff is 70¢, matinees reduced from 50¢ to 45¢, with children's tickets going at 25¢ except at the Strand, where 30¢ is charged for those under 14. . . . Mrs. Archibald Silverman, wife of the Strand Realty Co. exec, was named "Rhode Island Mother of the Year." . . . For the second consecutive week, a group of independent theatres united in offering "the first Providence showing" of a double feature, using even larger newspaper ad space for "Hell's Half Acre" and "Geraldine."

ST. LOUIS

Edward B. Arthur, gen. mgr. of F&M-St. L. Amuse. Co., announced that his circuit would pass the Federal tax reduction on to patrons, with 75¢ base price reduced to 69¢, and 60¢ dropped to 51¢. Skyline Drive-In cut its admission to 50¢ while others in the county, including the Manchester and Airway, Ronnie's, 66 Park-In and the North, continue their 60¢ rate. Among others who indicated reductions were Loew's State and Orpheum, Ansell Bros. and the Shuchart-Levin-Zulauf theatres. . . . Charles Goldman announced plans to move the 652-seat Carver Theatre several blocks west to provide motion picture facilities for some 8,000 persons expected to occupy the nearby Federal housing project.

Richmond Theatre, a unit of F&M, has joined the circuit's list of art theatres. . . . The Knights of Columbus purchased the old Lexington Theatre building here for use as a meeting hall and headquarters. . . . Fox Midwest closed a deal for sale of the Orpheum at Cape Girardeau, Mo. to Rhodes Furniture Co. for conversion to business use. . . . Since F&M, sponsors of KWK's "Know your Movies" program, is discontinuing the quiz, $6,000 will be turned over to the Variety Club Heart Fund because the jackpot question went unanswered. . . . Passed away —O. W. McCutchen, pioneer theatre owner of Blytheville, Ill. and Noah Bloomer, 76, founder of Bloomer Amuse. Co. of Belleville, Ill.

Williard R. Cox, pres. of Coca-Cola and of the Boy Scout Council here, was one of three local business leaders who were guests of the President at a White House dinner recently. . . . Station KACY-TV went off the air April 2 until further notice. Ozark TV Corp., owners, recently filed an anti-trust suit against CBS and owners of WTVI on grounds it was prevented from telecasting CBS network programs. . . . Leon Jarodsky, owner of the Lincoln and Paris theatres at Paris, Ill., and E. L. Staup of Delphos, O. have become owners in the Twin Lakes Drive-In and the new ozoner which Jarodsky has been building near here. . . . A total of $5,120 plus 60,000 Freedom Scroll signatures were sent by some 100 theatres in eastern Mo. to Missouri's 1954 Crusade For Freedom.

St. L. Theatre Supply has orders for RCA Dynalite wide screen installations in the Town Theatre, Flora, Ill., operated by Larry and John Spaulding, Jr., and Herman Tanner's Liberty in Vandalia, N.Y. . . . National Theatre Supply will install stereophonic sound in the Hall Theatre, Columbia, Mo. . . . There appears to be a movement on to give area ozoners earlier availablity. One of the major companies has promised a 28-day slot on all its product, which is at least a week earlier than previously allotted. . . . Skyline Drive-In is probably in its last season of operation since the site of this 650-car project is to be taken over for an extension of the St. L. Municipal Airport and the re-routing of Natural Bridge road. Ray Parker, Mayor of Brentwood, and his associates in the Skyline are building the new Broadway Drive-In south of St. L.

An improvement program, to cost some $55,000, is in progress at the Airway Drive-In. It includes a wider screen, eventually to be faced with the new Twinite surfacing, new booth equipment, 300 new RCA speakers and major changes in the concessions building. . . . Manchester Drive-In is adding three more ramps to accommodate 200 cars, increasing its capacity to about 900. It will also have a new 50x102 screen. . . . New sound and projection equipment, wide screens, recarpeting and other improvements are planned for the Gem Theatre, St. John's Station, and the Beverly in University City, both in St. L. County. . . . Wehrenberg made extensive alterations at Ronnie's Drive-In, including a new panoramic screen reported to be the largest in the St. L. area.

Among the 86 bills that died with the 1953-54 session of the Board of Aldermen were proposals to reduce the legally required number of motion picture projectionists in St. L. to only one man per shift and another to prohibit racial discrimination in theatres, hotels and restaurants.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Fox Releasing 28 Films; C'Scope Slated For 16

Sixteen CinemaScope productions will be released this year together with an additional 12 in standard size by 20th Century-Fox. A June release will be accorded "Demetrius and the Gladiator"; "Three Coins in the Fountain" is set for May, along with "River of No Return."

Other releases include "Garden of Evil," "The Egyptian," "A Woman's World," "Ice Capades," "The Man Who Never Was," "The Racers" and "There's No Business Like Show Business." Standard type films include "The Rocket Man," "The Siege At Red River," "Gorilla at Large," "Princess of the Nile," "The Raid," "The Gambler from Natchez" and "Hawk of the Desert."

TV Syndicate Rents 30 Pictures For Five Years

HOLLYWOOD.—Four to five-year TV rights to 30 feature films, all produced before 1949, have been granted to General Teleradio, Inc., principal owner of the Mutual Broadcasting System, via a $1,250,000 rental agreement signed by GTI and the Bank of America. Following the conclusion of the pact, the rights revert to the bank, which owns them.

Included in the package are such films as "Arch of Triumph," "Body and Soul" and "One Touch of Venus." It is expected that GTI will lease at least 15 of the pictures to TV stations in the near future, with the rest to be leased next year.

Schedule Seven At RKO

HOLLYWOOD.—Seven major projects have been accorded starting dates at RKO Radio, which already has five completed films being readied for release. Four in the latter category are in SuperScope. New films are "Night Music," "Where the Wind Blows," "The Conquerer," "The Girl Rush," "The Sea is a Woman," "Cattle Queen of Montana" and "Americano." Completed are "Son of Sinbad," "Susan Slept Here," "Jet Pilot," "Silver Lode" and "The Big Rainbow."

Glass Forms Filming Unit

George Glass, former vice-president and co-founder of Stanley Kramer's now defunct production company at Columbia, has formed George Glass Productions, he disclosed this week. His first film will be "The Comedian," based on a short story. Glass announces that he plans three films.

Marilyn Monroe has signed a new long-term, seven-year contract with 20th Century-Fox. First picture will be Irving Berlin's "There's No Business Like Show Business." . . . Jane Powell and Vic Damone will be teamed as the immortal sweethearts of "Maytime" for one of the important sequences in M-G-M's all-star musical "Deep in My Heart," the story of Sigmund Romberg. Jose Ferrer portrays the composer and Helen Traubel and Merle Oberon will be seen as two of the women who figure prominently in his life and career.

* * *

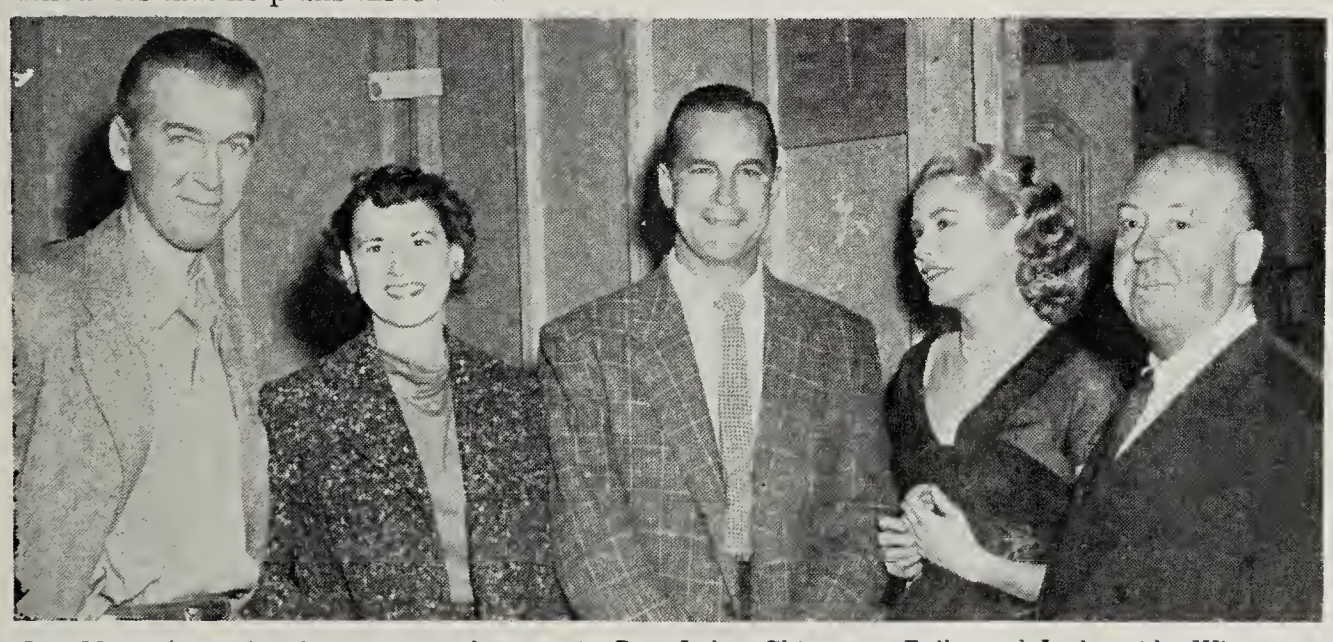
Eleanor Parker was named to star in M-G-M's "Interrupted Melody," based on the career of Marjorie Lawrence, famous singing star whose miraculous recovery from polio has been credited to the devotion of her husband and faith. . . . Edward Dmytryk has been signed to direct David Lewis' production for Coronado Films of Grahame Greene's novel, "The End of the Affair," starring Deborah Kerr. David Rose heads up Coronado. The film will be produced in England, starting July 5.

* * *

Jack L. Warner announced the signing of Jane Wyman to a new long-term contract with Warner Bros. and stated that her first picture under the new deal will be "Gown of Glory," from the best-selling novel by Agnes Sligh Turnbull. This film will be made in CinemaScope and WarnerColor.

* * *

Hal R. Makelim announced that Frank Borzage will serve as vice-president with Hal R. Makelim Productions and will direct at least two of the 12 pictures Makelim is scheduled to deliver Allied States Association theatres on a one-a-month basis. Borzage is currently reading several properties in which Makelim is interested. Makelim produced and directed "Man of Conflict," which starred Edward Arnold and John Agar and was released under his Atlas Pictures banner.



Leo Miner (center), who operates theatres in Rice Lake, Chippewa Falls and Ladysmith, Wis., as partner in Miner Amusement Co., and Mrs. Miner, at his right, meet up with stars James Stewart and Grace Kelly and producer-director Alfred Hitchcock on the set of Paramount's "Rear Window."

Robert Taylor and Grace Kelly will star in "The Cobweb," William Gibson's new novel, in which Lana Turner will also have a star role. John Houseman will produce. . . . Janet Leigh, George Raft and Steve Forrest join Robert Taylor as the stars in the same studio's "Rogue Cop," which will be the first directorial assignment of Roy Rowland under his new long term contract with the studio. The story by William P. McGivern is currently running in the Cosmopolitan Magazine and Dodd Mead will publish it in book form this month. Sydney Boehm wrote the screen play.

* * *

Robert L. Lippert, Jr. started shooting "The Big Chase" at KTTV Studios with Arthur Hilton directing. The cast is headed by Glen Langan, Adele Jergens and Lon Chaney. The Lippert Pictures release is the first production by Lippert, Jr. from his new headquarters in the William Broidy unit. . . . John Ireland has been signed by Producer Roger Corman to direct and star in "Crashout," a suspense story set against a sports car racing background. Associated with Ireland as director will be Ed Samson, former Stanley Kramer film editor. Background footage for "Crashout" was filmed last week at the annual sports' car race at Pebble Beach. Jerome Odlum is the author of the screen play.

* * *

Producer Walter Wanger signed Rosemarie Bowe, cover girl, to a long term personal contract. Wanger cast her importantly in "The Adventures of Hajji Baba," which rolls in Technicolor this week with Elaine Stewart and John Derek in the top roles and Don Weis directing. "Toward The Unknown," the epic story of today's supersonic planes and the intrepid pilots who test them, has been placed on Robert Cohn's production schedule at Columbia, executive producer Jerry Wald announced.

* * *

At the same studio, Bruce "Lucky" Humberstone has been signed by Scott-Brown Productions to direct the Randolph Scott starrer for Columbia, "Violent Men" (tentative title), which Producer Harry Joe Brown will put before the Technicolor cameras Apr. 19 with Jocelyn Brando playing the femme lead. . . . Barre Lyndon has started work at Paramount on the screen play of "The Loves of Omar Khayam," which will be produced by Frank Freeman, Jr. as his first full producership. The story will show Khayam, one of the world's least-known, but most-quoted men, as a man who loved life but as a brilliant scientist also and a leader who saved his country in an intrigue-laden armed revolution against the throne. The film will go before the VistaVision cameras later this year.

* * *

Jack L. Warner has announced that Alan Ladd is returning to Warner Bros. to star in "Drum Beat," a drama of the Modoc Indian wars. The film will be Ladd's first under his new independent production set-

(Continued on next page)

Harriet Parsons Says

Long, Irregular Work Hours Keep Women From Producing

By Richard Bernstein

"There has been a lot of cliche kidding of Hollywood," Producer Harriet Parsons explained in her RKO Radio Studios office. "Kidding Hollywood in the right way is great. We do that in 'Susan Slept Here.'"

Harriet Parsons is the producer of "Susan Slept Here," which stars Debbie Reynolds and Dick Powell. It is based on the play, "Susan," by Alex Gottlieb and Steve Fisher. Frank Tashlin directed.

It is the story of a screen writer who won an "Oscar" and since then hasn't written anything spectacular, and of how he wants to write a serious screen play of importance. It is also the tale of the romance of a 17-year-old young lady with a mature man in his 30's.

"This film brings to the screen a whole new Dick Powell," the producer said. "He is the mature Dick Powell, charming and debonair. Sophisticated and witty." Miss Parsons also revealed that the co-star part was perfect for Debbie Reynolds and should boost her stock in Hollywood.

Miss Parsons explained also that she and Frank Tashlin worked together excellently. She stressed that he is a wonderful director. "He has a sense of composition and design, which is very important to a director. He knows how to compose a picture. He also is expert at handling people and communicating to an actor what he wants."

Seeks New Personalities

Harriet Parsons has always been excited about finding new personalities for the screen. She is a producer who makes sure that they are given their proper start on the screen. In "Susan Slept Here," she gives Alvy Moore, a young newcomer, the biggest role of his career. "He's a new comedian," Miss Parsons explained. "He can easily be a new comedy star."

With Tashlin, Miss Parsons spent four weeks on the script for the film. She also spends time on pre-production. "Pre-production varies on how complicated costumes are, the types of scenes, and the amount of rehearsal necessary," Miss Parsons said.

She observed that "Susan Slept Here" has constructive kidding of Hollywood. It has warmth. "It happens to be set in Hollywood," she said. "But locale is not the important thing."

She was glad to get this picture for the change of pace. She smiles as she pointed out that she was beginning to be associated with sentimental stories. "A producer can be typed," she stated. "You should do what you



HARRIET PARSONS

are suited to. A producer should have variety in selection of material."

Harriet Parsons hit the big leagues as a producer in 1943. With one feature, Judy Canova's "Joan of Ozark," under her belt, Harriet found her stride at RKO Radio with "The Enchanted Cottage" and followed through with "Night Song" and "I Remember Mamma." Then came "Never A Dull Moment" and "Clash By Night," for Wald-Krasna.

Miss Parsons in answer to the question, "Why aren't there more women producers?" said: "The opportunities have always been here for women producers, but there are not enough women who like the long hours and the hard work and then there is that resistance to a woman executive."

She expressed hope that other women may attain the position of producer in Hollywood.

She cited the fact that the best comedy is comedy that stems ont of characters and situations. Characters should be believable. Certain kinds of comedy are universal, especially visual comedy."

"There is nothing in the world more exciting than to start with an idea and see it fulfilled on the screen, especially if it comes out well."

Title Changes

Warner Bros.: "**King Richard and the Crusaders**" is the new title for "The Talisman." (Stars Rex Harrison, George Sanders, Virginia Mayo and Laurence Harvey; Henry Blanke produces).

Warners Starting 12 Pix

HOLLYWOOD. — Warner Bros. will have launched production on a dozen projects by early summer, according to a statement by Jack L. Warner, studio vice-president. Immediate dates are set for "Helen of Troy," "Land of the Pharoahs" and "Dragnet." First two will be in CinemaScope and WarnerColor. Planned for June are "The Silver Chalice" and "Strange Lady in Town." These will be followed by "Giant," "Mr. Roberts," "The Sea Chase," "Daniel Boone," "The Spirit of St. Louis" and "Moby Dick."

HOLLYWOOD

(*Continued from preceding page*)

up and will be released by Warner Brothers. Delmer Daves will direct and is developing the screen play from his own original story. "Drum Beat" will be made in CinemaScope and WarnerColor and is slated for early production.

* * *

Tyrone Power and Producer Ted Richmond, who have formed Copa Productions as their own independent production company, have entered in a multiple-picture producing and releasing deal with Columbia Pictures. The Technicolor production, "Lorenzo the Magnificent," will be the first film on the schedule, to be made in Italy. John Dighton will do the screen play. Power will play the title role of Lorenzo, who was a poet and merchant prince of Florence (1449-92) under whose patronage of the arts the Italian Renaissance reached its height.

* * *

Cornel Wilde's starring role in "A Woman's World" will mark the star's last commitment on his four-picture pact with 20th Century-Fox. Before reporting for "A Woman's World," Wilde will star in "Where The Wind Dies," Filmcrest production for RKO release which is in production. . . . At U-I, it was announced that Rock Hudson will star in "Captain Lightfoot," which will be produced by Ross Hunter and directed by Douglas Sirk. Script will be by W. R. Burnett from his own novel.

* * *

Walter Brennan has been signed to co-star with Rory Calhoun and Coleen Miller in the Technicolor western, "Shadow Valley," which U-I is making. "Shadow Valley" goes before the cameras this week with Richard Carlson directing and William Alland producing. . . . "The African," an original screen play by Hans Jacoby, has been purchased for early filming by the King Brothers. It will be filmed in Nairobi, Africa, in Technicolor and SuperScope in September. "The African" is a love adventure story, the basis being an African legend of a fabulous white elephant who has eluded each safari which has set out to trap him. The Kings plan to reunite Anne Baxter and Steve Cochran, of "Carnival Story," in this feature.

* * *

Nancy Gates has been signed for the femme lead in "Suddenly" by Producer Robert Bassler. The film will star Frank Sinatra and Sterling Hayden with Lewis Allen directing for United Artists release. The actress just wound up a topline role opposite George Montgomery in "Bat Masterson, Bad Man" at Columbia. . . . Over at U-I, Corinne Calvet was added as a star to "Three Gobs in Paris," which already boasts Tony Curtis, Gloria DeHaven and Gene Nelson. Richard Quine is directing.

* * *

Richard Widmark will star in "Prize of Gold," which A. R. Broccoli and Irving Allen will produce under their Warwick banner for Columbia release. Allen is already scouting locations for the film in Hamburg and Berlin. The picture will be shot in CinemaScope and Technicolor. . . . Ed Barison journeyed to New York to confer with Jules Levey on national distribution plans for "The She Wolf," Italian made Kerima starrer. They will also discuss a proposed co-production deal.

FEATURES—Calendar of 1953-54 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Sept. 6th	5204	The Rose Bowl Story (reissue)	73	Marshall Thompson, Vera Miles, Keith Larsen
Sept. 13th	5317	Mexican Manhunt	71	George Brent, Karen Sharpe, Hillary Brooke
Sept. 20th	5334	Fighting Lawman	71	Wayne Morris, Virginia Grey
Sept. 27th	5403	Royal African Rifles (Color)	76	Louis Hayward, Veronica Hurst
Oct. 4th	5430	Yellow Balloon	80	Andrew Ray, Kathleen Ryan
Oct. 11th	5327	Hot News	60½	Stanley Clements, Gloria Henry
Oct. 25th	5407	Jennifer	73	Ida Iupino, Howard Duff
Nov. 8th	5406	Jack Slade	90	Mark Stevens, Dorothy Malone, Barton MacLane
Nov. 15th	5422	Vigilante Terror (Sepia)	70	Bill Elliott, Mary Ellen Kay
Nov. 29th	5402	Fighter Attack (Color)	80	Sterling Hayden, Joy Page, J. Carroll Naish
Dec. 6th	5321	Private Eyes	64	Leo Gorcey, Huntz Hall, Joyce Holden
Dec. 20th	5335	Texas Bad Man	62	Wayne Morris, Elaine Riley
Nov./Dec.	5436	Six Gun Decision	53½	Guy Madison, Andy Devine
Nov./Dec.	5437	Two Gun Marshall	52	Guy Madison, Andy Devine
Nov./Dec.	5438	Border City Rustlers	54	Guy Madison, Andy Devine
Nov./Dec.	5438	Secret of Outlaw Flats	53½	Guy Madison, Andy Devine
Jan. 10th	5315	The Golden Idol	71	Johnny Sheffield, Anne Kimbell
Jan. 17th	5331	Yukon Vengeance	68	Kirby Grant, Mary Ellen Kay
Jan. 31st	5408	World For Ransom	82	Dan Duryea, Gene Lockhar, Marian Carr
Feb. 7th	5405	Highway Dragnet	70	Joan Bennett, Richard Conte Wanda Hendrix
Feb. 21st	5423	Bitter Creek	74	Wild Bill Elliott, Beverly Garland
Feb. 28th	S1	Riot In Cell Block II	80	Neville Brand, Emile Meyer, Frank Fayler
Mar. 7th	5418	Paris Playboys	62	Leo Gorcey, Veala Vann, H. Hall
Mar. 14th	5400	Mr. Potts Goes To Moscow	74	Oscar Homalka, Nadia Gray, George Cole
Mar. 21st	S2	Dragonfly Squadron	84	John Hodiak, Barbara Briton, Bruce Bennett
Mar. 28th	5414	Loophole	80	Barry Sullivan, Dorothy Malone
Apr. 4th	5410	Pride of the Blue Grass (Color)	71	Lloyd Bridges, Vera Miles
Apr. 25th	5404	Arrow In The Dust (Tech.)	80	Sterling Hayden, Colleen Gray, Keith Larsen

COLUMBIA

Sept.	616	From Here To Eternity	118	Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra, Donna Reed
Sept.	609	China Venture	83	Edmond O'Brien, Barry Sullivan, Jocelyn Brando
Sept.	610	Conquest of Cochise (Tech.)	70	John Hodiak, Robert Stack, Joy Page
Sept.	611	Sky Commando	69	Dan Duryea, Frances Gifford, Touch Conners
Sept.	.....	The Untamed Breed (Reprint)	79	Sonny Tufts, Barbara Britton, George "Gabby" Hayes
Oct.	615	The Big Heat	90	Gloria Grahame, Glenn Ford
Oct.	612	Slaves of Grey Law	82	Richard Conte, Linda Christion
Oct.	613	Combat Squad	72	John Ireland, Lon McCallister
Nov.	621	Paris Model	81	Marilyn Maxwell, Paulette Goddard, Eva Gabor
Nov.	622	Prisoners of the Casbah (Tech.)	78	Gloria Grahame, Cesar Romero, Turhan Bey
Nov.	617	Gun Fury (Tech.-3-D)	83	Rock Hudson, Donna Reed Haynes
Nov.	513	Last of the Pony Riders	59	Gene Autry Champion, Smiley Burnette
Dec.	626	Killer Ape (Tech.-3-D)	68	Johnny Weissmuller
Dec.	618	The Nebraskan (Tech.-3-D)	68	Phil Carey, Roberta Haynes
Jan.	624	Bad for Each Other	83	Charlton Heston, Lizabeth Scott, Dianne Foster
		El Alamein	67	Scott Brady
Jan.	619	Paratrooper (Tech.)	87	Alan Ladd, Leo Genn, Susan Stephen
Jan.	628	Drums of Tahiti (Tech.-3-D)	73	Dennis O'Keefe, Patricia Medina
Jan.		Singin' in the Corn (Reprint)	64	Judy Canova
Feb.	623	The Wild One	79	Marlon Brando, Mary Murphy, Robert Keith
Feb.	625	Charge of the Lancers	74	Paulette Goddard, Jean Pierre Aumont
Feb.	630	Miss Sadie Thompson (Tech. 3 D or 2 D Special)	91	Rita Hayworth, Jose Ferrer, Aldo Ray
March	631	It Should Happen To You	87	Judy Holliday, Peter Lawford, Jack Lemmon
March	637	Battle of Rogue River (Tech.)	71	George Montgomery, Martha Hyer, Richard Denning
March	639	Bait	79	Cleo Moore, Hugo Haas, John Agar
April	638	Dirve a Crooked Road	82	Mickey Rooney, Dianne Foster
April	634	The Iron Glove (Color)	77	Robert Stack, Ursula Theiss
April	629	Jesse James vs the Daltons (Tech.-3-D)	65	Brett King, Barbara Lawrence

Westerns

Sept.	576	Saginaw Trail	56	Gene Autry, Smiley Burnette, Conne Marshall

I. F. E.

American Dialogue
1953

September	The Secret Conclave	80	Henry Vidon
October	The Young Caruso	77	Gina Lollobrigida, Voice of Mario Del Monaco
October	Three Girls From Rome	85	Lucia Bose, Cosetta Greco, Liliana Bonfatti
October	Little World of Don Camillo	96	Fernandel, Gino Cervi
November	The White Hell of Pitz-Palu	75	Hans Albers
December	Lure of the Sila	74	Silvana Mangano, Vittorio Gassman, Amedeo Nazzari
Jan. 1954	The Golden Coach (Technicolor) Road Show	105	Anna Magnani
Jan. '54	The Greatest Love	116	Ingrid Bergman, Alexander Knox
April '54	Sensualita	91	Eleonora Rossi-Drago, Amedeo Nazzari

Subtitled (English)—Italian Dialogue
1953

September	Bellissima	108	Anna Magnani, Walter Chiari
December	Times Gone By	106	Vittorio DeSica, Gina Lollobrigida

LIPPERT PRODUCTIONS

Sept. 4th	5315	Project Moon Base	63	Donna Martell, Ross Ford, Hayden Rorke
Sept. 11th	5303	Norman Conquest	79	Tom Conway, Eva Bartok, Joy Shelton
Sept. 18th	5313	The Iron Mask (Re-Release)	72	Douglas Fairbanks
Sept. 25th	5314	Mr. Robinson Crusoe (Re-Release)	69	Douglas Fairbanks
Oct. 2nd	5306	Undercover Agent	69	Dermot Walsh, Hazel Court
Oct. 9th	5222	The Fighting Men	63	Special Cast
Oct. 16th	5316	Shadow Man	77	Cesar Romero
Oct. 23rd	5225	Sins of Jezebel (Anscocolor)	74	Paulette Goddard, George Nader, John Hoyt, Eduard Franz
Nov. 27th	5302	Man From Cairo	82	George Raft, Gianna Maria Canale
Dec. 4th	5304	Terror Street	83	Dan Duryea
Dec. 11th	5318	Limping Man	76	Lloyd Bridges
Jan. 1st	5317	White Fire	82	Scott Brady, Mary Castle
Jan. 15th	5321	Hollywood Thrill Makers	60	James Gleason
Jan. 29th	5305	Black Glove	84	Alex Nicol
Feb. 12th	5325	Queen of Sheba	99	Special Cast
Feb. 19th	5324	We Want A Child	76	Special Cast
Mar. 19th	5309	Blackout	87	Dane Clark
Apr. 2nd	5311	Fangs of the Wild	71	Charles Chaplin, Jr., Margia Dean, Onslow Stevens
Apr. 16th	5310	Heat Wave	.....	Alex Nicol, Hillary Brooke
May 7th	5328	Monster From The Ocean Floor	...	Anne Kimbell, Stuart Wade
May 14th	5308	Cowboy (Eastman Color)	69	Special Cast

METRO-GOLDWYN-MAYER

September	401	Half A Hero	71	Red Skelton, Jean Hagen
	402	Terror on a Train	72	Glenn Ford, Anne Vernon
	403	The Actress	90	Spencer Tracy, Jean Simmons, Teresa Wright
October	404	Mogambo (Technicolor)	116	Clark Gable, Ava Gardner, Grace Kelly
	405	Torch Song (Technicolor)	90	Joan Crawford, Michael Wilding, Gig Young
	406	Take The High Ground (Anscocolor)	101	Richard Widmark, Karl Malden, Elaine Stewart
November	407	All the Brothers Were Valiant (Technicolor)	95	Robert Taylor, Stewart Granger, Ann Blyth
	408	Kiss Me Kate (Tech.) 2-D or 3-D	109	Kathryn Grayson, Howard Keel
December	409	Escape From Fort Bravo (Ansco Color)	98	William Holden, Eleanor Parker
	410	Easy to Love (Tech.)	96	Esther Williams, Van Johnson
January	412	Give A Girl A Break (Technicolor)	82	Marge & Gower Champion, Debbie Reynolds
	413	Knights of the Round Table (Color Cinema-Scope)	115	Robert Taylor, Ava Gardner, Mel Ferrer
	414	The Great Diamond Robbery	69	Red Skelton, Cara Williams
February	415	Saadia	80	Cornel Wilde, Mel Ferrer, Rita Gam
	416	The Long, Long Trailer	96	Lucille Ball, Desi Arnez
March	417	Tennessee Champ (Technicolor)	73	Dewey Martin, Shelley Winters, Keenan Wynn

FEATURES—Calendar of 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
	418	Rose Marie (KodaColor) (CinemaScope	106	Ann Blyth, Howard Keel, Fernando Lamas
April	419	Gypsy Colt (Technicolor)	72	Donna Carcaran, Ward Bond, Frances Dee
	420	Rhapsody (Technicolor)	115	Elizabeth Taylor, Vittorio Gassman J. Ericson
	421	Executive Suite	104	William Holden, Barbara Stanwyck, June Allyson

PARAMOUNT

Sept.	5301	Roman Holiday	119	Gregory Peck, Audrey Hepburn
Sept.	5302	The Caddy	95	Dean Martin, Jerry Lewis, Donna Reed
Oct.	5303	The War of the Worlds (Technicolor)	85	Gene Barry, Ann Robinson
Oct.	5304	Little Boy Lost	95	Bing Crosby, Nicole Maurey, Christian Fourcade, Claude Dauphin
Oct.	5305	Those Redheads From Seattle 3-D (Tech.)	90	Teresa Brewer, Guy Mitchell, Rhonda Fleming
Nov.	5306	Flight to Tangier 3-D (Technicolor)	90	Joan Fontaine, Jack Palance, Corinne Calvet
Nov.	5307	Botany Bay (Tech.)	94	Alan Ladd, James Mason, Patricia Medina
Dec.	5309	Here Come the Girls (Technicolor)	78	Bob Hope, Arlene Dahl, Rosemary Clooney, Tony Martin.
Jan.	5308	Cease Fire 3-D	75	Korean GI's
Jan.	5311	Jivaro (Technicolor)	91	Fernando Lamas, Rhonda Fleming, Brian Keith
Jan.	5312	Forever Female	93	Ginger Rogers, William Holden, Paul Douglas, Pat Crowley
Feb.	5310	Money From Home (Tech., 3-D)	100	Dean Martin, Jerry Lewis
	5330	Money From Home (Tech., 2-D)	100	
Feb.	5313	Alaska Seas	78	Robert Ryan, Jan Sterling, Brian Keith, Gene Barry
Mar.	5314	Red Garters (Tech.)	91	Rosemary Clooney, Jack Carson, Guy Mitchell, Pat Crowley, Joanne Gilbert
Mar.	5315	The Naked Jungle (Tech.)	95	Eleanor Parker, Charlton Heston
Apr.	5351	Javanese Dagger (Featurette Special)	27	Paul Douglas
Apr.	5352	Falstaff's Fur Coat (Featurette Special)	27	Paul Douglas
Apr.	5353	The Missing Passenger (Featurette Special)	27	Paul Douglas
Apr.	5354	The Final Twist (Featurette Special)	27	Paul Douglas
Apr.	5355	The Sable Scarf (Featurette Special)	27	Paul Douglas
Apr.	5356	The Wedding Gift (Featurette Special)	27	Paul Douglas
May	5316	Casanova's Big Night (Tech.)	85	Bob Hope, Joan Fontaine, Audrey Dalton, Basil Rathbone
June	5317	Elephant Walk (Technicolor)	103	Elizabeth Taylor, Dana Andrews
June	5318	Secret of the Incas (Technicolor)		Charlton Heston, Robert Young

RKO-RADIO

Oct.	404	Marry Me Again	73	Marie Wilson, Robert Cummings, Ray Walker
Oct.	406	Appointment In Honduras (Technicolor)	79	Ann Sheridan, Glenn Ford, Zachary Scott
Oct.	488	Out of the Past (Re-release)	97	Robert Mitchum, Jane Greer
Oct.	487	Follow the Fleet (Re-release)	110	Fred Astaire, Ginger Rogers, Randolph Scott
Oct.	405	Louisiana Territory (3-D) (Technicolor)	65	Documentry
Nov.	461	Decameron Nights (Technicolor)	87	Joan Fontaine, Louis Jourdan, Godfrey Tearle, Binnie Barnes
Jan.	409	Killers From Space	71	Peter Graves, Barbara Bestar
Feb.	408	She Couldn't Say No	89	Jean Simmons, Robert Mitchum
Feb.	407	French LiLne (3-D) (Technicolor)	102	Jane Russell, Gilbert Roland, Arthur Hunnicutt, Mary McCarty
Feb.	452	The Best Years of Our Lives (re-release)	170	Frederic March, Myrna Loy, Dana Andrews
Feb.	469	Rachel and The Stranger (re-release)	93	Loretta Young, Robert Mitchum, William Holden
Feb.	470	Valley of the Sun (re-release)	54	Lucille Ball, James Craig
Feb.	494	Rob Roy (Technicolor)	87	Richard Todd, Glynis John
March	471	Tall in the Saddle (Re-release)	87	John Wayne, Ella Raines
March	472	Enchanted Cottage (Re-release)	91	Dorothy McGuire, Robert Young
March	410	Dangerous Mission (Color-3-D)	75	Victor Mature, Piper Laurie, William Bendix, Vincent Price
April	—	Son of Sinbad (3-D) (Technicolor)		Dale Robertson, Sally Forrest, Mari Blanchard, Lili St. Cyr, Vincent Price
April	473	Mr. Blandings Builds His Dream House (Re-release)	94	Cary Grant, Myrna Loy
April	474	They Won't Believe Me (Re-release	95	Robert Young, Susan Hayward
April	493	Pinocchio (Technicolor) (Re-release)	87	Walt Disney
April	411	The Saint's Girl Friday	68	Louis Hayward, Naomi Chance
April	412	Carnival Story (3-D) (Technicolor)	95	Anne Baxter, Steve Cochran, Lyle Bettger

REALART

September	060	Counselor at Law (Re-issue)	88	John Barrymore, Bebe Daniels
September	264	Pittsburgh (Re-issue)	91	John Wayne, Marlene Deitrich
September	127	Green Hell (Re-issue)	87	Douglas Fairbanks, Jr., Joan Bennett
September	128	Gung Ho (Re-issue)	90	Randolph Scott, Robert Mitchum
September	098	Eagle Squadron (Re-issue)	100	Robert Stack, Diana Barrymore
October	181	Keep 'Em Flying (Re-issue)	85	Abbott & Costello
October	032	Buck Privates (Re-issue)	84	Abbott & Costello
October	295	Scarlet Street (Re-issue)	102	Joan Bennett, Dan Duryea
October	299	Seven Sinners (Re-issue)	86	John Wayne, Marlene Deitrich

REPUBLIC

Sept. 8th	5244	El Paso Stampede	54	Allan "Rocky" Lane, Eddy Waller, Phyllis Coates
Sept. 28th	5233	Shadows of Tombstone	54	Rex Allen, Slim Pickens, Jeanne Cooper
Dec. 1st	5211	Champ For A Day	90	Alex Nicol, Audrey Totter, Charles Winninger, Hope Emerson
Dec. 15th	5234	Red River Shore	54	Rex Allen, Koko, Slim Pickens, Lynn Thomas
Jan. 1st	5212	Trent's Last Case	90	Michael Wilding, Margaret Lockwood, Orson Welles
Feb. 1st	5213	Sea of Lost Ships	85	John Derek, Wanda Hendrix, Walter Brennan, Richard Jaeckel
Feb. 10th	5331	Phantom Stallion	54	Rex Allen, Slim Pickens, Carla Balenda
Feb. 15th	5224	Crazylegs	88	Elroy "Crazylegs" Hirsch, Lloyd Nolan, Joan Vohs
Mar. 1st	5301	Flight Nurse	90	Joan Leslie, Forrest Tucker, Arthur Franz
April 1st	5302	Geraldine	90	John Carroll, Mala Powers, Jim Backus, Stan Freberg
April 12th	5325	Untamed Heiress	70	Judy Canova, Don Barry, George Cleveland
May 15th	5303	Jubilee Trail	103	Vera Ralston, Joan Leslie, Forrest Tucker, John Russell, Ray Middleton, Pat O'Brien
June 1st	5304	Hell's Half Acre	91	Wendell Corey, Evelyn Keyes, Elsa Lanchester
June 15th	5305	Laughing Anne	91	Wendell Corey, Margaret Lockwood, Forrest Tucker Ronald Shiner
Aug. 1st	5306	Make Haste to Live	90	Dorothy McGuire, Stephen McNally, Mary Murphy
Aug. 1st	5307	Johnny Guitar	110	Joan Crawford, Sterling Hayden, Scott Brady, Mercedes McCambridge

TWENTIETH CENTURY-FOX

1953

Sept.	331	Mister Scoutmaster	87	Clifton Webb, George Winslow, Edmund Gwenn, Frances Dee
Sept.	328	City of Bad Men (Tech.)	82	Jeanne Crain, Dale Robertson, Richard Boone, Lloyd Bridges
Sept.	332	A Blueprint For Murder	76	Joseph Cotten, Jean Peters, Gary Merrill
Sept.	356	Broken Arrow (Tech.) Re-release)	93	James Stewart, Jeff Chandler, Debra Paget
Sept.	357	I Was A Male War Brde (Re-release)	105	Ann Sheridan, Cary Grant
Oct.	333	Thy Neighbor's Wife	77	Hugo Haas, Cleo Moore
Oct.	334	Vicki	85	Jeanne Crain, Jean Peters, Elliott Reid
Oct.		The Robe (CinemaScope-Technicolor))	133	Richard Burton, Jean Simmons, Victor Mature, Michael Rennie
Nov.	336	How To Marry a Millionaire (CinemaScope-Technicolor)	96	Marilyn Monroe, Betty Grable, Lauren Bacall
Nov.	365	Fallen Angel (Re-issue)	97	Alice Faye, Dana Andrews, Linda Darnell
Nov.	366	Forever Amber (Re-issue)	140	Linda Darnell, Cornel Wilde, George Sanders
Nov.	367	A Yank In The R.A.F. (Re-issue)	97	Tyrone Power, Betty Grable
Nov.	346	Inferno (2-D-Tech.)	83	Robert Ryan, Rhonda Fleming, William Lundigan
Dec.	337	Beneath The 12-Mile Reef (CinemaScope-Tech.)	102	Robert Wagner, Terry Moore, Gilbert Roland

FEATURES—Calendar of 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
Dec.	339	Man Crazy	79	Neville Brand, Christine White
Dec.	340	Man In The Attic (Panoramic Prod.)	82	Jack Palance, Constance Smith, Byron Palmer
		1954		
Jan.	401	King of the Khyber Rifles (CinemaScope-Tech.) De Luxe	99	Tyrone Power, Terry Moore, Michael Rennie
Jan.	402	Three Young Texans (Tech.)	99	Mitzi Gaynor, Jeff Hunter, Keefe Braselle
Jan.	358	Keys of the Kingdom (Re-issue)	99	Gregory Peck, Thomas Mitchell
Feb.	403	Hell and High Water (CinemaScope-Tech.) De Luxe	103	Richard Widmark, Bella Darvi
Feb.	338	Miss Robin Crusoe	75	A. Blake, George Wader
May	406	Gorilla at Large (Tech.) (3-D) (2-D)		Cameron Mitchell, Ann Bancroft, Lee J. Cobb
Mar.	407	Night People (CinemaScope-Tech.) De Luxe	93	Gregory Peck, Broderick Crawford, Rita Gam
Mar.	441	Cry of the City (Re-issue)	95	Victor Mature, Richard Conte
Mar.	442	Street With No Name (Re-issue)	91	Richard Widmark, Lloyd Nolan
Mar.	443	Riders of the Purple Sage (Re-issue)	56	George Montgomery
Mar.	440	Scudda Hoo! Scudda Hay! (Re-issue)	95	June Haver, Walter Brennan
Apr.	412	The Racket Man	79	Charles Coburn, Spring Byington
April	404	The Siege At Red River (Technicolor)	81	Van Johnson, Joanne Dru
Apr.	411	Prince Valiant Cinema-Scope-Tech.)		Robert Wagner, Janet Leigh, James Mason
Mar.	409	New Faces (Cinema-Scope)	98	Eartha Kitt, Ronny Graham
May	405	River of No Return (Tech.-CinemaScope)		Robert Mitchum, Marilyn Monroe, Rory Calhoun, Tommy Retting
May	406	Gorilla At Large (Technicolor-3-D)		Anne Bancroft, Cameron Mitchell, Lee J. Cobb
May	445	Orchestra Wives (Re-Issue)	98	Glenn Miller & Orchestra, George Montgomery, Ann Rutherford, Cesar Romero
May	446	Sun Valley Serenade (Re-Issue)	86	Glenn Miller & Orchestra, Sonya Henie, John Payne, Milton Berle

UNITED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Sept. 1st	5315	No Escape	76	Lew Ayres, Marjorie Steele
Sept. 4th	5326	Sabre Jet (Color)	96	Robert Stack, Coleen Gray
Sept. 11th	5327	99 River Street	83	John Payne, Evelyn Keyes
Sept. 18th	5328	The Joe Louis Story	88	Coley Wallace, Hilda Simms
Sept. 25th	5322	The Fake	80	Dennis O'Keefe, Coleen Gray
Sept. 30th	5329	Donovan's Brain	81	Lew Ayres, Nancy Davis
Oct. 2nd	5330	Man in Hiding	79	Paul Henried, Lois Maxwell
Oct. 9th	5331	Steel Lady	84	Rod Cameron, Tab Hunter
Oct. 16th	5332	Dragon's Gold	70	John Archer, Hillary Brooks
Oct. 23rd	5333	The Village	98	John Justin, Eva Dahlbeck
Oct. 23rd		Fan-Fan The Tulip		Gerard Phillipe, Gina Lollobrigida
Nov. 2nd	5335	Stranger On The Prowl	82	Paul Muni, Joan Lorring
Nov. 13th	5336	Shark River	80	Steve Cochran, Carole Mathews
Nov. 20th	5337	Capt. John Smith & Pocahontas (Color)	75	Anthony Dexter, Jody Lawrance
Nov. 27th	5338	Song of the Land (Color)	71	Narration—J. Henry Steele, Marvin Miller
Dec. 2nd	5344	Yesterday & Today	57	70-year cavalcade of movies — narrator George Jessel
Dec. 18th	5339	The Captain's Paradise	78	Alec Guiness, Yvonne de Carlo
Jan. 1st	5341	The Great Gilbert & Sullivan (Technicolor)	105	Robert Morley, Maurice Evans
Jan. 8th	5345	Wicked Woman	77	Beverly Michaels, Richard Eagan
June 15th	5345	Algiers (re-release)	76	Hedy Lamarr
Jan. 22nd	5403	Go, Man, Go	82	Dane Clark, Harlem Globetrotters
Jan. 29th	5401	Riders to the Stars (Color)	80	Wm. Lundigan, Herbert Marshall, Richard Carlson
Jan. 29th		Conquest of Everest (Technicolor)	78	Documentary — narrated by Meredith Edwards
Feb. —	5402	Personal Affair	82	Gene Tierney, Leo Genn, Glynnis Johns
Feb. —	5409	Top Banana (color)	100	Phil Silvers, Judy Lynn, Rose Marie, Danny Scholl
Feb. —	5408	Beachhead (PatheColor)	89	Tony Curtis, Mary Murphy
Feb. —	5410	Overland Pacific	72	Jack Mahoney, Peggy Castle
Feb. —	5340	The Man Between	101	James Mason, Claire Bloom
Mar. —	5406	Act of Love	108	Kirk Douglas, Dany Robin
Mar. —		The Scarlet Spear (Technicolor)		John Archer, Martha Hyer
Mar. —	5412	The Golden Mask (Technicolor)	90	Van Heflin, Wanda Hendrix
Mar. —	5347	Beat The Devil	92	Humphrey Bogart, Gina Lollobrigida, Jennifer Jones
Apr. —		The Adventures of Robinson Crusoe (PatheColor)	90	Dan O'Herlihy, James Fernandez
Apr. —	5334	Crossed Swords (Color)	99	Errol Flynn, Paola Mori
Apr. —	5405	Heidi	98	Elsbeth Sigmund, Heinrich Gretter, T. Klameth

UNIVERSAL

Release Date	Release No.	Production	Time (min.)	Cast
Nov.	401-2	The Glass Web 3-D	81	Edw. G. Robinson, John Forsythe, Marcia Hendersen
		2-D	81	
Nov.	403	Back to God's Country (Technicolor)	78	Rock Hudson, Marcia Henderson, Steve Cochran
Nov.	404	The Veils of Bagdad (Technicolor)	82	Victor Mature, Mari Blanchard, Virginia Field
Dec.	405	Tumbleweed (Technicolor)	80	Audie Murphy, Lori Nelson, Chill Wills
Dec.	406	Walking My Baby Back Home (Technicolor)	95	Donald O'Connor, Janet Leigh
Jan.	407	Forbidden	85	Tony Curtis, Joanne Dru
Jan.	408	War Arrow (Technicolor)	78	Maureen O'Hara, Jeff Chandler, Suzan Ball
Jan.	409	Border River (Technicolor)	80½	Joel McCrea, Yvonne De Carlo
Feb.	410	Taza, Son of Cochise (Technicolor)	80	Rock Hudson, Barbera Rush, Gregg Palmer
Feb.	412	The Glenn Miller Story (Technicolor)	116	James Stewart, June Allyson
Mar.	413	Ride Clear of Diablo (Technicolor)	80½	Audie Murphy, Susan Cabot, Dan Duryea, Abbe Lane
Mar.	414	Saskatchewan (Technicolor)	88	Alan Ladd, Shelley Winters
Mar.	415	Creature From The Black Lagoon (3-D)	79	Richard Carlson, Julia Adams
Apr.	417	Yankee Pasha (Technicolor)	84	Jeff Chandler, Rhonda Fleming, Lee J. Cobb, Mamie Van Doren
Apr.	418	Ma & Pa Kettle At Home	81	Marjorie Main, Percy Kilbride, Alice Kelley
Apr.	419	Rails Into Laramie (Technicolor)	82	John Payne, Mari Blanchard, Dan Duryea
May	420	Playgirl	87	Shelly Winters, Barry Sullivan
May	421	Fireman Save My Child	80	Spike Jones, Buddy Hackett, Hugh O'Brien

WARNER BROS.-FIRST NATIONAL

Release Date	Release No.	Production	Time (min.)	Cast
Sept. 5th	301	Island In The Sky (Available with Warner-Phonic Sound)	109	John Wayne, Lloyd Nolan, Walter Abel
Sept. 19th	303	The Moonlighter Photographed In Natural Vision 3-Dimension	77	Barbara Stanwyck, Fred MacMurray
Sept. 26th	304	The Beggar's Opera Special Engagements Only (Color by Technicolor)	94	Laurence Olivier
Oct. 3rd	305	A Lion Is In The Streets Color by Technicolor)	88	James Cagney, Barbara Hale, Anne Francis
Oct. 17th	306	Blowing Wild (Available with Warner Phonic Sound)	90	Gary Cooper, Barbara Stanwyck, Ruth Roman, Anthony Quinn
Oct. 31st	307	So Big	101	Jane Wyman, Sterling Hayden, Nancy Olson, Steve Forrest
Nov. 7th	309	Key Largo (Re-release)	101	Edward G. Robinson, Humphrey Bogart, Lauren Bacall
Nov. 7th	310	Treasure of Sierra Madre (Re-release)	126	Humphrey Bogart, Walter Huston
Nov. 14th	311	Calamity Jane (Color by Technicolor) (Available with Warner Phonic Sound)	101	Doris Day, Howard Keel
Nov. 28th	302	The Diamond Queen (Color)	80	Fernando Lamas, Arlene Dahl
Dec. 12th	313	Thunder Over the Plains (Color by WarnerColor)	82	Randolph Scott, Lex Barker, Phyllis Kirk
Dec. 26th	314	Three Sailors and a Girl (Technicolor)	95	Jane Powell, Gordon MacRae, Gene Nelson
Jan. 2nd	312	Hondo (in 3-D) (Color by WarnerColor	83	John Wayne, Geraldine Page
Jan. 16th	315	His Majesty O'Keefe (Technicolor)	88	Burt Lancaster, Joan Rice
Jan. 30th	316	The Eddie Cantor Story (Technicolor)	116	Keefe Brasselle, Marilyn Erskine
Feb. 13th	319	The Command	94	Guy Madison, Joan Weldon
Feb. 27th	320	The Boy From Oklahoma (Warnercolor)	88	Will Rogers, Jr., Nancy Alsar, Lon Chaney
Mar. 6th	308	Crime Wave	74	Sterling Hayden, Gene Nelson, Phyllis Kirk
Mar. 13th	321	Duffy of San Quentin	78	Louis Haywood, Joanne Drue, Paul Kelly
Mar. 27th	322	Phantom of the Rue Morgue (WarnerColor-3-D)	84	Karl Malden, Claude Dauphin, Patricia Medina
Apr. 10th	323	Riding Shotgun (WarnerColor)	75	Randolph Scott, Joan Weldon, Wayne Morris
Apr. 24th	324	Lucky Me (WarnerColor-Cinema-Scope)	100	Doris Day, Phil Silvers

35TH ANNIVERSARY

CONGRATULATIONS!

1919 1954



FROM THE NSS

Prize Baby!

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

NEWS

VISTAVISION DEBUT GARNERS ENTHUSIASTIC EXHIBITOR REACTION

THEATREMEN WILL AID TOA PRODUCTION DEAL SAYS TRUEMAN REMBUSCH

PRODUCERS SHOULD OPERATE SOME HOUSES SAYS PAT McGEE

JUSTICE, SENATE UNIT REPRESENTATIVES SOUGHT FOR ARBITRATION MEETS

REVIEWS

pages 12, 20, 21, 22

FUTURE PRODUCT

pages 4, 13

Vol. 33, No. 8 May 1, 1954

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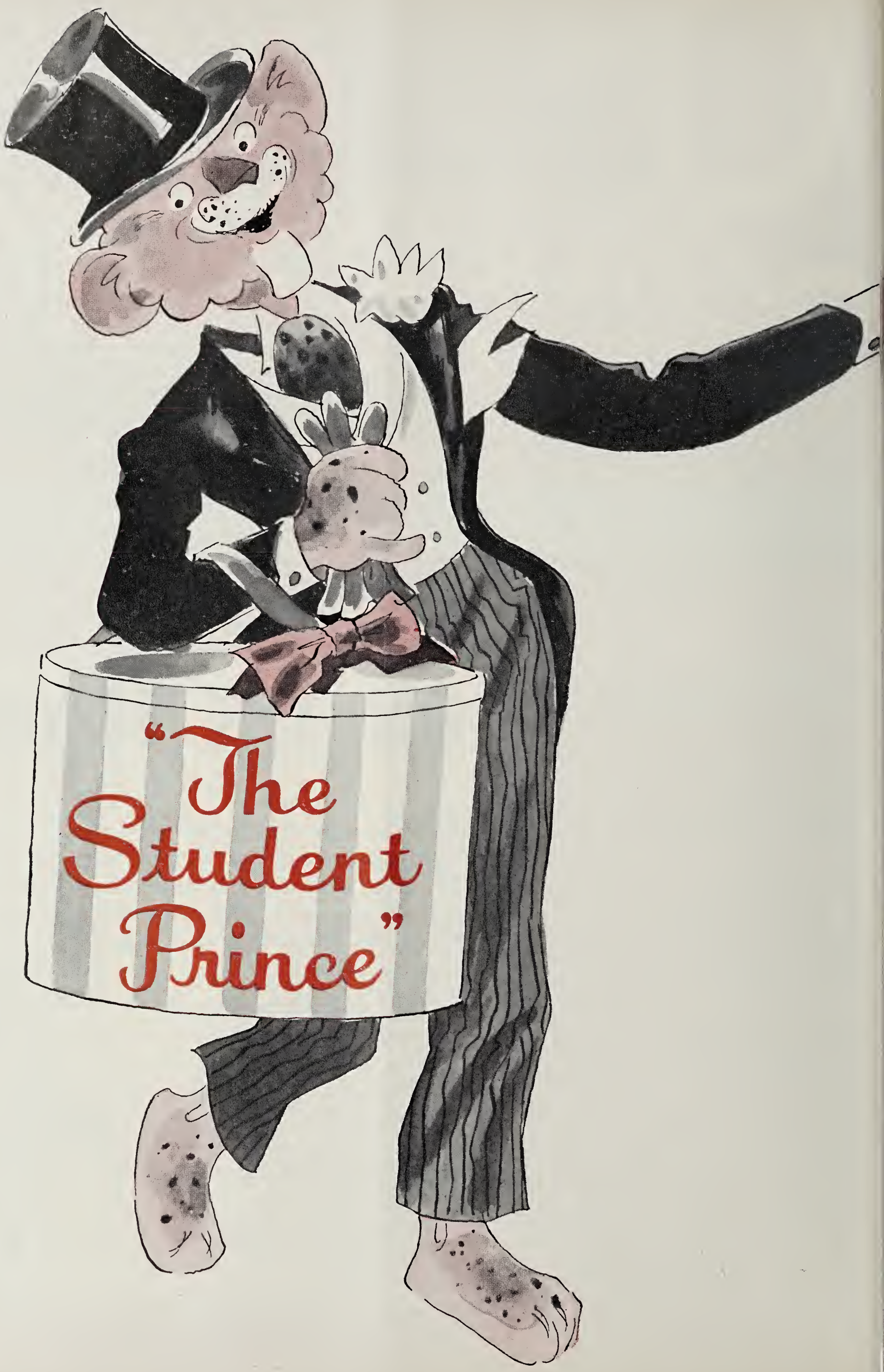
ON THE INSIDE

THIS week, Warner Brothers screened a special production trailer for exhibitors in exchange areas all over the country. The trailer included a report by Jack L. Warner, executive producer, of the ambitious program now under way at the company's studios.

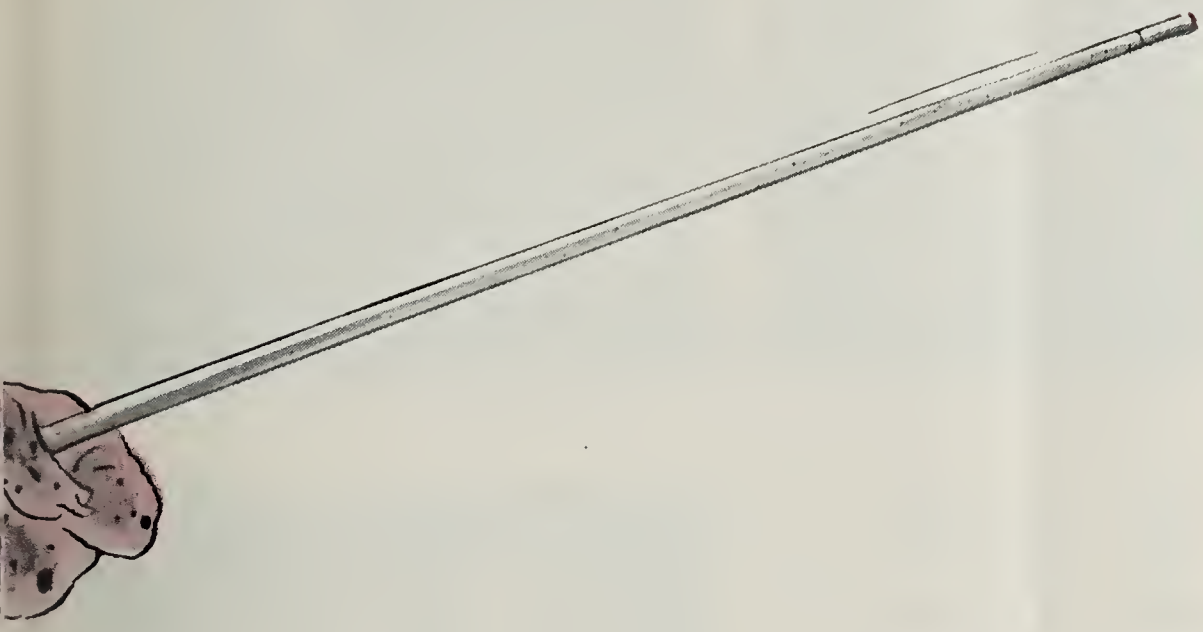
The report was designed to convince Warner Brothers' customers that they could expect an impressive array of product from that studio. It was excellent and exhibitors in attendance at the New York screening were enthusiastic. There was general agreement that the trailer substantiated the company's position that it has the merchandise to back up its claims.

One theatre owner stated, "This looks good.

(See Page 5)


"The
Student
Prince"

"What I've got in the box is good for your box-office."





♪♪ THE STUDENT PRINCE ♪♪

To M-G-M's golden treasure-trove of great musicals add a new triumph, the thrilling Sigmund Romberg spectacle that was meant for the kiss of COLOR and the embrace of CINEMASCOPE

♩♪♩

HEAR THE THRILLING SONGS!
"Drink, Drink, Drink"
"Deep In My Heart, Dear"
"Golden Days" • "Beloved"
and many others!

♩♩♩

STARRING ANN BLYTH · EDMUND PURDOM · JOHN ERICSON · LOUIS CALHERN WITH EDMUND GWENN

S. Z. "CUDDLES" SAKALL · BETTA ST. JOHN · JOHN WILLIAMS · EVELYN VARDEN ♩♪♩ AND THE SINGING VOICE OF MARIO LANZA

Written For the Screen by WILLIAM LUDWIG and SONYA LEVIEN · COLOR BY ANSCO · Music From "THE STUDENT PRINCE" by SIGMUND ROMBERG · DIRECTED BY RICHARD THORPE · PRODUCED BY JOE PASTERNAK · AN M-G-M PICTURE

A princely campaign in newspapers and magazines. *Right:* Sample press-book ad.



Virginia Mayo, Rex Harrison in "King Richard and the Crusaders," CinemaScope-WarnerColor.



Judy Garland, James Mason, Jack Carson in "A Star Is Born," CinemaScope-Technicolor.



James Arness, Joan Weldon in "Them!"

Top Warner Bros. Films Await Exhibition In Months To Come

Launching what Jack L. Warner, studio production chief, termed "the most impressive production schedule of his company's history," details have been released on forthcoming Warner Bros. product. Ben Kalmenson, vice-president in charge of distribution, called it the "most costly" schedule, explaining that no expense has been spared in securing and producing properties.

The studio has 12 productions slated to go before the cameras during spring and early summer, Warner disclosed, with others scheduled to follow as scripts are completed and casting set. Leading the list budget-wise is a Cinerama production of "Lewis and Clarke," the first feature in the new medium to concentrate on a definite plot line. Film will be budgeted "as the greatest production ever conceived by the studio."

Ranking high in the studio's expectations is the CinemaScope-Technicolor "A Star Is Born," starring Judy Garland, James Mason and Jack Carson. George Cukor directed from a Moss Hart script, with a score by Harold Arlen and Ira Gershwin.

Other films completed and scheduled for early release are: "Lucky Me," CinemaScope-WarnerColor musical, produced by Henry Blanke, directed by Jack Donohue, and starring Doris Day, Robert Cummings and Phil Silvers; "Dial M for Murder," 3-D WarnerColor version of the stage hit, directed by Alfred Hitchcock, and starring Ray Milland, Robert Cummings and Grace Kelly.

Also, "Ring of Fear," a Wayne-Fellows CinemaScope-WarnerColor circus tale, produced by Robert Fellows, directed by James Edward Grant, topcasting Clyde Beatty, Mickey Spillane and Pat O'Brien; "The High and the Mighty," a Wayne-Fellows CinemaScope-WarnerColor production, produced by Fellows, directed by William A. Wellman, starring John Wayne and Claire Trevor.

Other pictures completed include "Them!" science-fiction tale produced by David Weisbart, directed by Gordon Douglas, starring Edmund Gwenn and James Whitmore; and "King Richard and the Crusaders," CinemaScope-WarnerColor adaptation of a Sir Walter Scott novel, produced by Blanke, directed by David Butler, toplining Rex Harrison and Virginia Mayo.

Currently filming is "Battle Cry," CinemaScope-WarnerColor, directed by Raoul Walsh, starring Van Heflin and Aldo Ray. Ready to go are "Helen of Troy," CinemaScope-WarnerColor, to be filmed in Italy under Robert Wise's direction, starring Rossana Podesta and Jacques Sernas; "Land of the Pharaohs," CinemaScope-WarnerColor, from a script by William Faulkner, to be produced and directed by Howard Hawks, starring Jack Hawkins.

Also ready for production is "Dragnet," in WarnerColor, based on the TV-radio show, a Mark VII production, to be produced by Stanley Meyer, starring Jack Webb, who will also direct.

Scheduled for a June start are three CinemaScope-WarnerColor productions: "The Silver Chalice," to be produced by Victor Saville, starring Virginia Mayo; "Strange Lady in Town," to be directed by Mervyn LeRoy, starring Greer Garson; and "East of Eden," based on the John Steinbeck novel, to be pro-

(*Continued on page* 31)



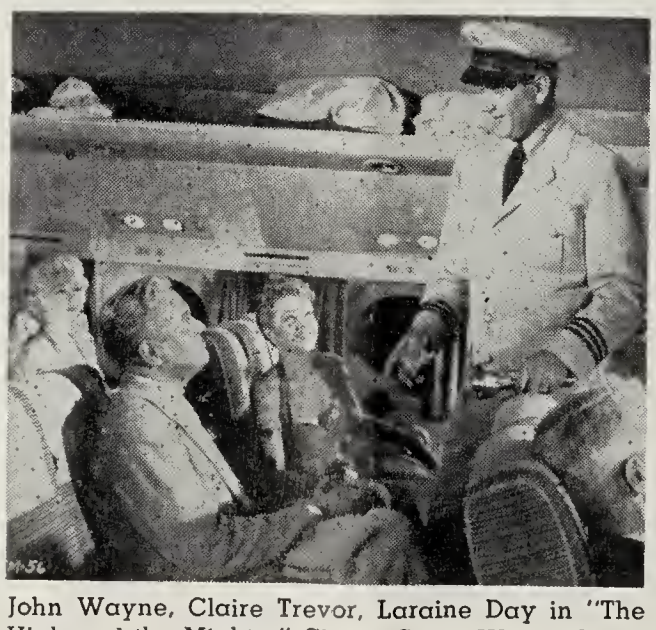
Robert Cummings, Grace Kelly, Ray Milland in "Dial M for Murder," 3-D, WarnerColor.



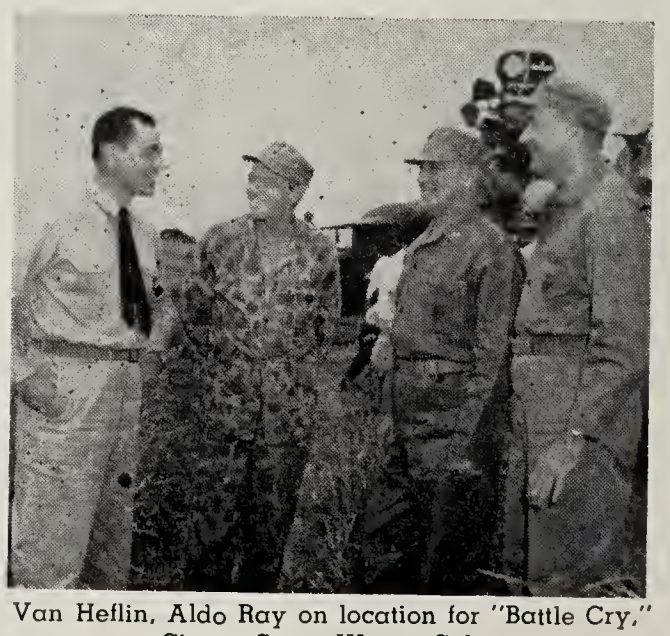
Pat O'Brien, Clyde Beatty, Mickey Spillane in "Ring of Fear," CinemaScope-WarnerColor.



Doris Day, Phil Silvers, Nancy Walker in "Lucky Me," CinemaScope-WarnerColor.



John Wayne, Claire Trevor, Laraine Day in "The High and the Mighty," CinemaScope-WarnerColor.



Van Heflin, Aldo Ray on location for "Battle Cry," CinemaScope-WarnerColor.

Vol. 33 No. 8

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

I could really show this to my patrons." It was a random remark but one definitely worthy of further observation. Is there any reason why this can't be done?

Production has the greatest opportunities to create public interest in movies but, in many cases, does not fully utilize its most efficient tools. The theatre-going public loves to be taken behind the scenes. Why don't we put our patrons "on-the-inside" when we have a story to tell them?

It should be done and it is our suggestion that all the film companies release product trailers for theatre exhibition to show movie goers the wonderful films that are on their way, others that are in preparation and the lengths to which the studios go to bring the finest in entertainment to the theatres.

A trailer like the one screened by Warners is a splendid advertising medium. With minor revisions, it could certainly be used to sell the patron as well as the exhibitor on forthcoming Warner features particularly and motion pictures generally. There is no doubt that trailers of this type can whet the public's appetite. Some time ago, this procedure was used by M-G-M with success.

Theatre owners we sounded out on this proposition would be most willing to use their screens to promote these motion pictures. Of course, many of the participating theatres would not obtain all these features for exhibition—but would play some of them. It would be excellent institutional promotion and result in a healthy cross-plugging of attractions.

It would even be in order for COMPO to prepare a trailer for theatrical exhibition highlighting the forthcoming important productions of all the film companies. Make no mistake about it—this would sell tickets!

Divorce Shortage

At the recently concluded Michigan Allied convention, Pat McGee, co-chairman of COMPO's recent tax campaign, suggested that it might be wise to let the producers operate some theatres in order that they might be closer to the problems of exhibition and make more pictures.

Divorcement, when you get right down to it, is a major cause for the current product shortage. It is significant that the sharpest cut-backs in production have been made by those film companies which have been divested of their theatres.

In times past, these film companies knew that they could depend on the playing time in their own circuits for certain revenue. Today, these conditions no longer apply. The ties and obligations have vanished.

In the current market, there is a bidding scramble for every good picture while the others find it tough to get playing time.

"Our Bill"

No man is more deserving of an industry tribute than William J. German. It is a genuine feeling, shared by all who know him, and no more need be added about his philanthropic and humanitarian activities. They are universal.

The Independent Film Journal is proud, therefore, to join Bill's countless friends on the occasion of the New York Variety Club Testimonial Dinner at the Waldorf-Astoria on May 6, 1954, at which he is being presented with the First Annual Heart Award.

There will be more presentations in the future but none will be more meaningful.

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Enthusiastic Exhib Reaction Noted At VistaVision Debut

Paramount Pictures unveiled VistaVision for a wide and selected East Coast audience this week at the Radio City Music Hall. Occupying a vast portion of that theatre's gigantic screen, the new process showed off sequences from forthcoming Paramount productions at an aspect ratio of 1:85 to 1, preserving image definition and clarity down to the smallest detail of both foreground and background.

The audience, composed of newsmen, critics, public officials and representatives of all branches of the film industry, was given also a full briefing on the company's new high-and-wide-screen photographic and presentation process.

Paramount is prepared to submit VistaVision to "complete and comparative tests with any other method of presentation," Y. Frank Freeman, Para vice-president in charge of the studio, revealed at the demonstration.

It was meanwhile disclosed that a second demonstration would take place May 5 at the Capitol Theatre, Washington, D.C., as a result of a "flood of requests" reaching the home office.

Exhibitor reaction was enthusiastic to the demonstration. Sounds of satisfaction and occasional applause greeted the projection in clear and colorful tones of high and wide images thrown onto that theatre's gigantic screen.

During the course of two demonstration reels, the Paramount process was shown off to wide advantage. In the first reel, shots in aspect ratio of 1:85-1 and photographed on conventional size frames were interspersed with shots in the same aspect ratio but photographed on higher and wider negative space and compressed to a size three times smaller. The latter shots, made via VistaVision, showed more clarity and no grain.

Speaking from the Music Hall stage before and after the demonstration were Barney Balaban, Paramount president; Freeman; Adolph Zukor, board chairman, and Loren L. Ryder, head of research and engineering for the studio.

Following the auditorium demonstration and talks, a press conference was held in the theatre's executive suite by these same officials. As at the demonstration, it was expounded by members of Paramount's top echelon that the company will utilize VistaVision for all forthcoming pictures beginning with "White Christmas," which goes into pre-release Oct. 15.

It was pointed out additionally that the VistaVision process will be made available to all producing companies and all theatres—whatever size or type—by Paramount.

Directional or stereophonic sound equipment will not be a requisite for projection in VistaVision, company executives noted. It was disclosed, however, that if a multi-horn sound system is to be used, a directional setup on the order of Perspecta Sound rather than a stereophonic process would be preferred.

Allied Committee Statement

Typical of exhibitor reaction to the demonstration was a statement released on behalf of National Allied by its "Watchdog Committee" consisting of Wilbur Snaper, Sidney Samuelson and Irving Dollinger.

"We are agreed," the statement read, "that . . . we enjoyed the finest wide screen presentation of motion pictures from the standpoint of definition and clarity that we have thus far seen."

The statement added that "we were pleased by the emphasis placed by all (Paramount) speakers on the exhibitors' option to play VistaVision pictures with the standard optical sound for which all theatres are equipped or with the new Perspecta sound, with which the prints will be compatible, in the uncontrolled discretion of the exhibitors."

Members of the Allied committee, who were accompanied by President Ben Marcus, General Counsel Abram F. Myers and Edward W. Lider of Boston, noted that "another feature of the demonstration that greatly impressed . . . was the compatibility of VistaVision with standard projection equipment now in use and its flexibility in accommodating the picture to the size of any screen now in use or which may be installed."

In discussing the merits of optical vs. magnetic picture sound, Ryder noted that

(*Continued on page* 22)

Zukor Suggests Exhibs Control Theatre Sound

Advice that theatre sound must be regulated to suit the patrons was given exhibitors this week by Adolph Zukor, Paramount Pictures board chairman, during the course of the VistaVision demonstration. Zukor suggested that the auditorium sound volume be turned higher for a full house and lower for a half-empty house.

Co-ordination between projectionist and box office cashier on ratio of number of persons in the house to volume of sound could be easily attained and thus bring about solution to a problem which, Zukor said, is found in countless theatres.

Warner Product Preview ImpressesTradeAudience

An estimated total of 7,500 exhibitors, buyers and bookers, in addition to newspapermen and magazine writers, attended special showings of a Warner Bros. short film this week outlining forthcoming production plans of that company as presented by Jack L. Warner, executive producer. The short was filmed in CinemaScope and Warner Color and shown in theatres throughout the nation.

Included in the presentation was an array of studio properties: "East of Eden," "Gown of Glory," "Helen of Troy," "Giant," "The Sea Chase," "Moby Dick," "Mister Roberts," "The Silver Chalice," "Land of the Pharaohs," "Daniel Boone," "Mississippi Woman," "Daniel and the Woman of Babylon," "The Last Train West," "Strange Lady in Town" and "Spirit of St. Louis."

Shown also were scenes from current and forthcoming pictures: "The Command," "Lucky Me," "Ring of Fear," "A Star is Born," "The High and the Mighty," "King Richard and the Crusaders" and "Battle Cry."

Exhibs Will Aid TOA Production Deal—Rembusch

INDIANAPOLIS.—A promise of "substantial and tangible" support for a possible production deal evolved by Theatre Owners of America was contained in an open letter written by Trueman T. Rembusch, president of Indiana Allied. The letter was addressed to Walter Reade Jr., TOA president, with copies sent to Allied officers Ben Marcus and Abram F. Myers and one to Leonard Goldenson, AB-PT president.

Rembusch pointed out that he could not speak officially for National Allied, but he declared that he could speak for his state group and that he could "echo the sentiments of many Allied exhibitors across the land." He announced his belief that Allied members would support films coming from a TOA plan, just as he expects TOA members to book product resulting from the Hal Makelim-Allied arrangement.

Titles of the first features to be produced under the agreement concluded between Makelim and Allied will be revealed at the Rocky Mountain Allied meeting in Denver on May 3, Robert Wile, executive secretary of Independent Theatre Owners of Ohio announced this week. Stars of the films are slated to be disclosed at the same time, Wile added.

Expresses Interest

The exhibitor leader thanked both Reade and Goldenson for the support they have announced for the latter arrangement. Rembusch asserted that this support shows the recognition that "the exhibitor's house is burning down" and that both organizations "are willing to help carry water to put the fire out."

The Indiana theatre owner asked Reade to relay his "expression of deep interest in any plan they may formulate to increase production of motion pictures" to the TOA board when it meets in June. He argued that "now is the time to throw off the distribution yoke . . . and put out that fire that distribution has lighted."

Rembusch hit out against "pork barrel" production costs and the fewer number of pictures with which exhibitors can hope to win a steady patronage at their theatres. He decried the "inflated" cost of pictures and the "freezing out" of independent producers by the major studios.

Resolution Passed

Another token of support, this one a "grass roots" endorsement of any plan proposed by TOA to increase film production, has been given in a resolution by the board of the Kansas-Missouri Theatres Association. The resolution urges the TOA product committee to encourage independent producers to turn out product, which exhibitors would seriously consider when making booking plans.

It was disclosed meanwhile that Fred J. Schwartz, president of Century Theatres, is mulling a production project. Official revelation of his plans will be made during the TOA board meet on the Coast in June.

Schwartz currently is involved in a production venture with Joseph Kaufman. Picture, "Long John Silver," is now before the cameras.

Producers Should Operate Some Theatres-McGee

DETROIT.—A suggestion by Pat McGee, general manager of Cooper Foundation Theatres and co-chairman of COMPO's tax committee, that producers be encouraged to operate a few theatres, and repeated warnings by several speakers, including National Allied treasurer Rube Shor, that exhibitors be on guard against local municipalities absorbing Federal tax gains, highlighted the three-day annual convention of Michigan Allied here.

McGee expressed the thesis that if producers operate theatres, they will be more concerned with providing product for these houses, and they "wouldn't feel they are producers solely." Such producers would be more concerned with providing product for their houses, McGee asserted, thus relieving the product shortage.

To the opposition statement that the consent decrees imposed by the Department of Justice include provisions prohibiting producers to engage in exhibition, McGee answered that "Congress can change the laws affecting us when we can figure out exactly what we need."

Discussing another industry problem, McGee stated that he believes that Congress could eliminate the 16 mm. anti-trust suit filed by the Department of Justice. He argued that "for years we have been going backwards through Supreme Court decisions, consent decrees and other harmful upsetting changes."

In addition to the tax warning from Shor, the delegates assembled at the Statler Hotel heard Ernest T. Conlon, executive vice-president, warn them to "watch now and guard against state and city taxes." They were advised that "every exhibitor must do his share" because "poorly organized exhibitors" are easy game for tax spenders."

Lower Costs Cited

The delegates received a pleasant bit of news from John W. Servies, National Theatre Supply vice-president, who informed them that the cost of equipment for the new processes is being reduced constantly to make it easier for small theatres. To prove his point, Servies cited the fact that Simplex stereophonic sound equipment has dropped to $3,387.

Exhibitors were complimented on their caution in buying "new gadgets and gimmicks" by Ray G. Colvin, executive director of Theatre Equipment Dealers Association. Colvin tempered his statement somewhat by warning the exhibitors that they couldn't wait too long and would have to submit to risk eventually.

The suggestion that exhibitors refuse to purchase dark prints from theatre companies and to examine their prints before accepting them was made by C. E. Heppberger, lighting carbon supervisor of National Carbon Co. He claimed that for drive-in operators this policy is especially sensible.

Glenn Norris, speaking for 20th Century-Fox, stated that CinemaScope can be successful only if "compatible with a majority of theatres of the world as potential customers." He compared grosses of "The Robe" with "Gone with the Wind." Norris said that 20th-Fox sound demonstrations are designed

(*Continued on page* 17)

Public Relations Green Light Given By COMPO Triumvirate

COMPO's governing committee accorded the green light this week to an enlarged and multi-faceted program embracing public relations and other topics of industry importance. Aspects of the all-industry program are:

1. A nation-wide audience poll for selecting best picture of month and best picture of year.
2. Pursuit of studies on how to combat juvenile delinquency.
3. Pursuit of efforts to end confusion over new projection techniques.
4. Watching of states and cities for any possible moves toward imposing new taxes.
5. Appointment of Sindlinger & Co. to conduct research on how best to enlarge the movie-going audience.

Above decisions were made by the triumvirate in association with other COMPO officials. Attending the meeting were Sam Pinanski, Al Lichtman, Herman Robbins, Sidney Schreiber, Robert W. Coyne and Charles McCarthy. Wilbur Snaper presided.

Ten Ads Placed

Meanwhile, with Saturday's advertisement appearing in print as scheduled in "Editor and Publisher," the film industry, under COMPO, has brought to the attention of newspaper people throughout the country ten of a series of 26 "friendly talks about the movies." First undertaken as a measure in the tax campaign, the series has now been broadened so that it is presenting a general survey of the values of the motion picture industry.

With the Federal tax problem settled at the conclusion of the first five ads, the sixth one took a headlong plunge into another industry matter that had been garnering headlines—the MPAA production code. For the purpose of the ads is to better public relations with the press, and this was the most urgent problem at the time.

At a period when newspapers were carrying conflicting reports from many of Hollywood's leading personnel about the value of the code, there was understandable editorial confusion. Tempers were hot, and the sixth COMPO ad tried to restore proper prospective by starting out in a friendly, casual tone that "it isn't much of a fuss, really."

(*Continued on page* 29)

Industry To Sponsor Academy Awards?

The possibility of the industry's sponsoring its own Academy Award ceremonies next year came up for discussion at this week's meeting of the board of the MPAA. Suggestion came from the advertising and publicity directors committee, which met earlier in the week to study the facts of the case.

The contract with Oldsmobile, which sponsored this year's telecast, is up for renewal. The show this year is estimated to have cost the automobile firm between $275,000 to $300,000, with the National Broadcasting Co. having reportedly paid the Academy $115,000 for TV and radio rights. The 1955 show will probably cost more because of more stations involved and a more complicated production.

Ask Justice, Senate Unit To Send Representatives To Arbitration Meetings

The charge that the Paramount consent decrees are "positively detrimental to the independent small theatre owner" is contained in a letter sent by Albert Hanson, chairman of the trade relations committee of the Southern California Theatre Owners Association, to Senator Andrew F. Schoeppel, chairman of the monopoly subcommittee of the Senate Select Committee on Small Business.

Hanson claims in the letter, copies of which were sent to Stanley N. Barnes, assistant attorney general, and all members of the small business committee, that the decrees have not worked "for the benefit of the general public." The letter suggests that the committee and Justice Department have observers sit in on the upcoming arbitration meetings "to get the feel of what is actually transpiring in our business."

It was reported meanwhile that the distribution sub-committee on arbitration was again at work—this time with the project of assembling a program to guide sales managers at arbitration conferences sheduled to begin May 17. A second session on the same topic is slated to be called early next week.

The exhibitor representative asks additionally that the Justice Department "take some action," adding that if this group is "remiss" the Senate committee "should recommend to the Congress that a government commission be placed over this business to regulate same."

The letter states that in the past five years, 5,000 to 6,000 theatres have been forced to close. Approximately 8,000 to 10,000 of the remaining theatres "have been forced to underwrite the profits of the distributors for the last four or five years," Hanson asserts. He points to a "total absence of complaint by the distributors" and uses this fact as a basis for his argument that the decrees are in distribution's favor.

TOA Exec Meet Agenda Rates Pix Shortage Tops

"An appalling lack of product" will be top agenda item at a special summer meet of Theatre Owners of America executive committee and board of directors June 17-19 at Los Angeles' Beverly Hills Hotel, Walter Reade, TOA president disclosed this week.

Reade said: "Our cupboard is bare! It is vital that exhibition take action to relieve this shortage. It is of the utmost necessity that we meet the production heads and bring our story to them."

The TOA prexy added that "not only must we stimulate production through the major companies but also through the independent producers." Charles P. Skouras, National Theatres head, will preside in the absence of Alfred Starr, board chairman.

ALFRED HITCH

"dial M for M

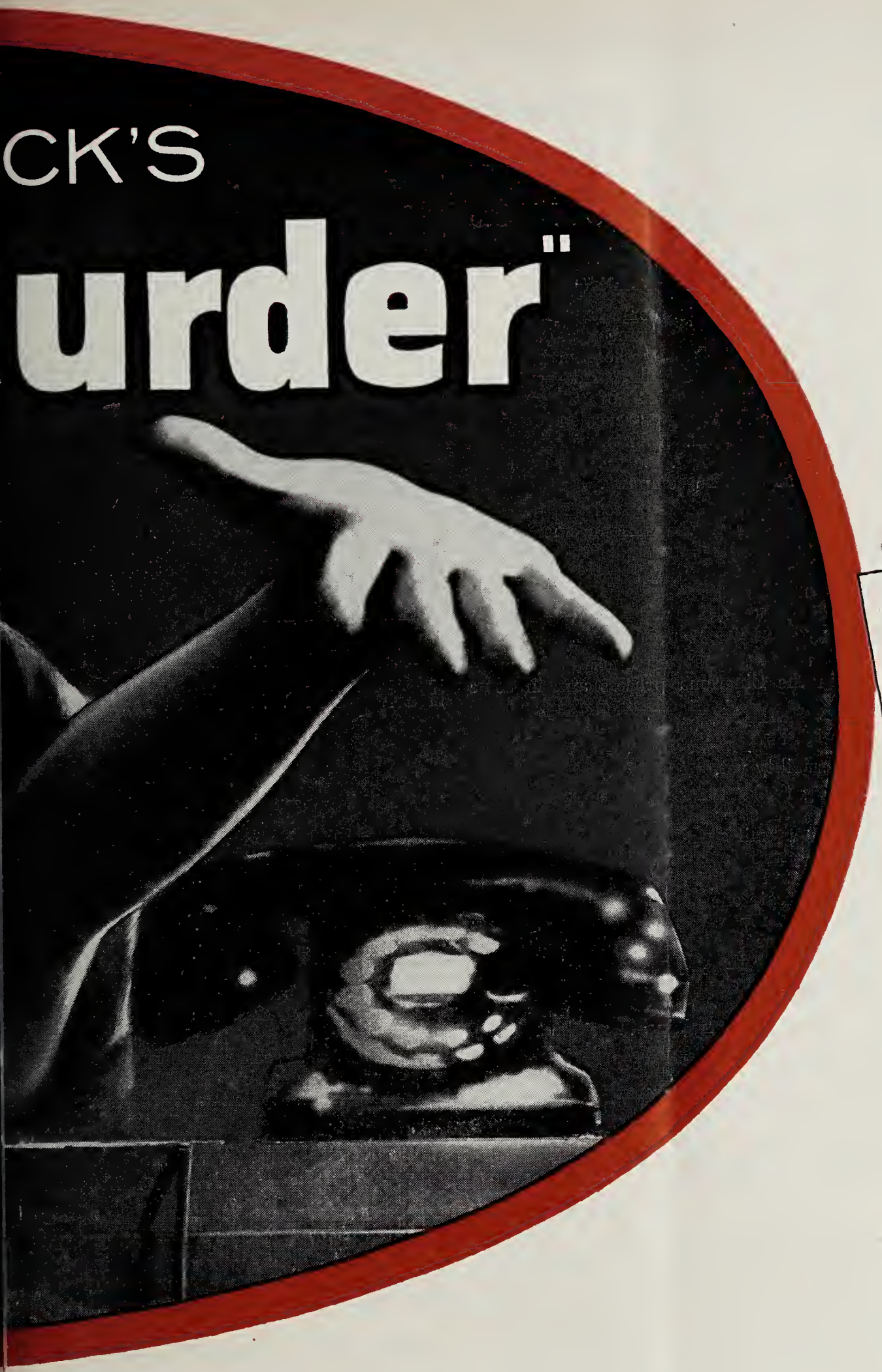


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PERFECT
3 DIMENSION
IN THE
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MANNER!

WARNERCOLOR

Is this the man she was waiting for-- or the man who was waiting for her..?

STARRING
RAY
MILLAND
☆
GRACE
KELLY
☆
ROBERT
CUMMINGS

WITH JOHN WILLIAMS
ANTHONY DAWSON

WRITTEN BY
FREDERICK KNOTT
who wrote the
International
Stage Success

DIRECTED BY
ALFRED HITCHCOCK

MUSIC COMPOSED
AND CONDUCTED
BY DIMITRI TIOMKIN

Money!

ARNER BROS. for Memorial Day showings!

Act To Restrain Ohio Censors From Operating By Litigation

COLUMBUS.—Hearings of a petition for an injunction restraining the Ohio censor board from further operations were scheduled to be heard late this week. Petition was brought by RKO Radio Pictures, the Independent Theatre Owners of Ohio, Horace Adams, ITOO president, and Martin Smith, former ITOO president. Hearing was to be before Judge Ralph Bartlett of Franklin County Common Pleas court.

The petition claims that the Ohio censor law was rendered unconstitutional by the recent censorship decisions of the Supreme Court. It is claimed, therefore, that the Ohio board has no authority to censor, ban or order eliminations from films. Another charge against the board is that it has usurped the state's legislative power.

Administrative costs of the board are being partially paid, illegally, from censor reel fees, the petition claims. At $3 per reel, these fees amount to $300,000 annually, which the petition states additionally is, in fact, a tax. The petition charges also that the Ohio censor law constitutes a prior restraint repugnant to the first and 14th amendments to the constitution.

The petition asks "temporary restraining order from further levying, collecting or disbursing of the tax until the legal right to do so is established, and that upon trial of injunction it be made permanent."

Meanwhile, a "full examination" of the state censorship situation is expected to be made at the next session of the Ohio Legislature, according to Dr. Clyde Hissong, director of film censorship for the Department of Education. This statement has been interpreted by experts to mean that the industry will face a struggle here, similar to the one unsuccessfully waged in New York. Ohio carried the "M" case to the Supreme Court last year.

Maryland Law Urged

BALTIMORE.—With the city council having voted 17-2 in favor of a resolution calling for "stronger and more effective laws for the censorship of movies in Maryland," Sydney R. Traub, chairman of the state censor board, stated that he will make a strong effort to have censorship legislation introduced at the next session of the state's General Assembly.

The city council action followed a favorable report by the Ways and Means Committee, which held an open meeting on the subject. Traub disclosed that he would try to have the state law amended so that it would "spell out" the meaning of "immoral" and "indecent," the only two charges on which the state can now ban films. Traub added that another amendment should permit the state to ban pictures for "tending to incite to crime."

Church Defies Ban

MEMPHIS.—Despite a threat from censor Lloyd T. Binford that he would "send police," the First Unitarian Church here will show an old Charles Chaplin burlesque of "Carmen" this Sunday. All Chaplin films are banned in this city. Church trustees declared that "a capricious and arbitrary censorship" of all films because of an objection to the personal character of individuals involved is "morally wrong."

Warners Becomes First In Cinerama

Warner Bros. will become the first major studio to enter into Cinerama production via an arrangement whereby the film company and Stanley-Warner Cinerama will collaborate on the making of "Lewis and Clarke." This decision was revealed in a joint statement by S. H. Fabian, president of S-W Cinerama, and J. L. Warner, executive producer at the film company.

The picture will be produced on an "epic" scale, according to the announcement, with plans for it to be "budgeted as the greatest production ever conceived by the studio." This film will be the third production in the Cinerama process, and will follow "Cinerama Holiday," into Cinerama theatres.

It is expected that the film will be made both in the Cinerama process and in some other form so that it can be playd by theatres not equipped with Cinerama equipment. There has been no definite announcement on this possibility yet.

Calling the arrangement "unprecedented," the two men stated their belief that it will result in a "milestone in the history of the motion picture comparable to the introduction of sound pictures." They revealed their hope to "create one of the all-time greats."

The property was selected after a long search for material that would "match the magnitude of the Cinerama process" and also contain the elements of "high adventure, personal drama and audience participation," the announcement explained. The film tells the story of the expedition launched by President Thomas Jefferson to explore the unmapped country between the Mississippi River and Pacific Ocean.

Discussing Perspecta



Charles C. Moskowitz, vice-president and treasurer of Loew's, (left), being shown the Perspecta Stereophonic sound integrator by C. Robert Fine, Perspecta president, at a demonstration at Loew's State, N. Y. C.

Clearance For Foreign Perspecta Sound Houses

Foreign theatres equipped with Perspecta Stereophonic sound will be protected "with proper clearance" when playing M-G-M pictures, it has been announced this week by Morton A. Spring, first vice-president of Loew's International Corp. The company will require the use of Perspecta stereo sound abroad with "all its important pictures in all important theatres," with other houses permitted to show M-G-M product "as they see fit," he stated.

Spring declared that the company feels certain that "before long practically all theatres, regardless of size, will equip for multichannel sound." He revealed that demonstrations will be held soon in all important cities in the world with these to be followed by the regular exhibition of films with Perspecta stereo sound.

Let Public Judge Stereo—Arthur

Arguing that the final arbiter of whether or not CinemaScope films should be played with stereophonic sound is the paying public, Harry Arthur, chairman of Southern California Theatre Owners Association, asked Spyros P. Skouras, 20th Century-Fox president, in a letter, to release CinemaScope films to theatres in both versions.

Arthur stated that testing the films in both versions to exhibitors alone would not provide a fair test, because exhibitors are not infallible judges of what the public desires. He argued that the industry has guessed wrong before and that the public alone can make the choice. Exhibitors are "already divided" on the subject, Arthur stated.

In addition to the Skouras letter, Arthur made public a letter addressed to all theatre owners, in which he announced that at the last SCTOA board meeting, the group gave its "unstinting" praise to the efforts of COMPO and Robert Coyne made in the drive for tax relief.

The letter stated that while it did not "presume to suggest" the actions of exhibitors, it would be "a very nice gesture" for them to send COMPO a contribution for its "outstanding achievement for the benefit of all exhibitors." SCTOA explained that it could not contribute, as a group. COMPO replied that with one exception industry organizations have never contributed, with money coming from individuals.

SMPTE Lauds Engineers At Semi-Annual Conclave

The Society of Motion Picture and Television Engineers will honor 26 engineers who have been active in SMPTE work for more than 30 years at the organization's 75th semi-annual convention scheduled for Washington, D.C., May 3-7. The honor guests will be feted at a dinner, where Dr. C. E. K. Mees, Eastman Kodak vice-president, will speak.

With most of the conclave geared to an historical theme, the first day will feature a black-and-white session, while the second day will have a color talk. The pioneers dinner will take place Tuesday evening. The third day will feature a discussion of sound, while television will be spotlighted in later sessions. The women have been invited to a reception at the White House on May 4.

EXHI-BITS

Reade Files Suit

PHILADELPHIA.—Walter Reade, Jr., head of Walter Reade Theatres, has filed a suit in U. S. District Court here this week against Melvin J. Fox to restrain him from his alleged operation of the Roosevelt Drive-In, Trenton, and asking damages for alleged violation of an agreement not to compete with Reade's Lawrence Drive-In, Trenton.

The suit claims that when Fox, who was originally partners with Reade in the Lawrence, sold his Lawrenee interest he agreed not to operate any ozoner within ten miles of Trenton. Reade charges that Fox "did malieiously, wrongfully and with intent to injure and destroy the benefits obtained" then engage in operation of the Roosevelt.

Bingo Hits Jersey

NEWARK.—Legalized bingo has returned to this state as an overwhelming majority of the state's 567 muncipalities voted to make the game legal so long as it is sponsored by civic, fraternal, religious or charitable organizations. Exhibition opposed the measure, but it could possibly make some money by renting theatres to the charitable groups. Law limits prizes to $250 for a single game or $1,000 for an entire session. No one under 18 can play, and a $5 license fee is charged.

CinemaScope "Baby"

ASHLAND, NEW HAMPSHIRE.—The 235-seat Liberty Theatre here, now having completely finished its CinemaScope installation, has been called the "baby" of all CinemaScope theatres by its owner Ed Doggett. First film to be shown in the new process will be "The Robe," booked for the middle of this month. House has been redecorated, but "1954 is CinemaScope Year," Dogget claims, with "nothing too good" for his patrons.

Directory Hits Peak

CHICAGO.—Motion pieture theatre directory advertising in the Chicago "Tribune" reaehed a new all time peak of approximately 20 columns on Friday, April 16, that paper has revealed. With theatres listed geographically, the paper provides an aecompanying column giving brief summaries of stars and stories and a movie index to let the reader know where to look for advertisements of the movie scheduled.

Greenberger Elected

CLEVELAND. — Henry Greenberger was unanimously elected president of the Cleveland Motion Pieture Exhibitors Association succeeding the late Ernest Schwartz. Joe Rembrandt was elected vice-president and Ted Vermes re-elected treasurer. Six new board members are Marshall Fine, Leonard Greenberger, Leonard Mishkind, James Kalafate, Bert Lefkowich and Jack Essick. Louis Weitz was appointed general manager.

Theatres Drop

COLUMBUS, OHIO.—The number of indoor theatres now operating in the state of Ohio has dropped to 638 from a total of 1,034 in 1948, according to a survey made by the Independent Theatre Owners of Ohio. Of the 638, 50 are closed more than one day each week. Drive-ins total 175 today against 113 in 1948.

Ask Supreme Court To Rule Consent Decrees Inadmissable In Private Suit

WASHINGTON.—The Supreme Court has been requested by Loew's and 20th Century-Fox to rule that the Paramount consent decrees are not admissable as evidence against them in private anti-trust suits. This ruling would conclude many "untenable" suits now pending in the lower courts, they declared.

The question came up when the two film companies asked the high court to review lower court decisions awarding $300,000 in treble damages to Cinema Amusements, Inc., of Denver. RKO filed a brief, also, but the Paramount decrees were not involved. The three companies are protesting Cinema's charge that they conspired to withhold first-runs from Cinema's Broadway Theatre.

The film companies claim that Cinema applied for move-over runs, as previously accorded Fox-Intermountain when that circuit leased the house. The distributors argue that, in any case, the Broadway is an "old opera house" type of theatre, not suited for first runs. Cinema charges additionally that Fox-Intermountain has been pressing for recovery of the theatre.

High Court To Decide Legit Theatre Status

WASHINGTON.—A decision that could prove meaningful eventually for the motion picture industry has been reached by the Supreme Court, which agreed this week to decide whether legitimate theatre showings are subject to the Federal anti-trust laws. Defendants in a government anti-trust suit are the Shubert brothers and Marcus Heiman, charged with a conspiracy to monopolize theatre business in 11 cities.

The suit was thrown out earlier in New York District Court by Judge John Clark Knox, who claimed that the legitimate theatre, like baseball, is not subject to the anti-trust laws. The Justice Department is basing its appeal upon the claim that similar charges have been sustained against motion picture theatre owners. The case will not be heard before this fall.

Fox Increases Shorts Releases For This Year

Twentieth Century-Fox has increased its short subjects releases this year from 45 to 62, including 20 CinemaScope-Technicolor films, according to Lem Jones, short subjects sales manager. In addition to the 62 shorts, 104 issues of Movietone newsreels will be offered. Terrytoon shorts play a major part in the lineup, with 30 such Technicolor shorts to be released, Jones revealed.

Other subjects in the slate include six Movietone sport shorts featuring Mel Allen and six Movietone "See It Happen" films. The CinemaScope shorts program is being directed by Otto Lang in Hollywood and Movietone in New York to enable full programming in the new medium, the company explained.

Roxy Declares Dividend

A quarterly dividend of 37½ cents per share on the outstanding preferred stock of Roxy Theatre, Inc., has been declared payable June 1 to holders of record May 17.

Exhibs Refurbish With Tax Savings

Edward Lachman, president of Lorraine Carbons, Inc., reports that most of the exhibitors whom he met on a recent tour of parts of this country are planning to spend the tax "windfall" recently granted them by the Federal government on refurbishing and installing new equipment, carpets and seats in their theatres.

Lachman disclosed a plan whereby many theatre owners are setting aside the equivalent of the tax they had been paying and arranging with supply dealers to install equipment with this sum as a monthly payment. In this way, they can bring stereophonic and anamorphic equipment to their theatres, he explains.

Exhibitors seemed especially enthusiastic about the tax exemption on tickets costing 50 cents or less. Lachman stated. He visited the south, southwest and mid-central states to meet with Lorraine Carbon dealers on the new "large-cored Orlux super-charged" carbons for wide screens.

Goldstein Will Release 10 Thru United Artists

United Artists will release ten features produced by the newly formed Leonard Goldstein Productions within the next year, according to an announcement this week by Goldstein and Robert S. Benjamin, UA board chairman. Eight of the films will be in color, with the total representing an estimated negative cost of more than $10,000,000, the report discloses.

All of the films will utilize top stars, directors and writers, according to the notice. The new company is scheduled to start operation this month when Goldstein completes his last picture, "Hawk of the Desert," of the series of ten Panoramic Productions being released by 20th Century-Fox.

Joining Goldstein will be Robert Jacks, vice president of Panoramic, and Robert Goldstein, who is currently producing a picture in Europe. They will serve as production associates in the newly formed independent company.

Paramount Scheduling 61 One-Reel Subjects

Paramount will release 61 one-reelers and 104 semi-weekly issues of Paramount News during the year beginning Oct. 1, according to Oscar A. Morgan, short subjects and newsreel sales manager. The shorts, being produced in the 1.66 to 1 aspect ratio, may be supplemented by similar reels in VistaVision to accompany showings of features produced in the company's new process.

The shorts line-up, offering the same number as last year, includes: eight Popeyes, six Noveltoons, six Cartoon Champions, four Herman and Katnip and six Casper, the Friendly Ghost cartoons, all Technicolor. In black-and-white will be six Headliner Champions, six Paramount Pacemakers, 12 Grantland Rice Sportlights and six Toppers.

Staff Reviews

"River Of No Return"

(20th-Fox) CinemaScope Technicolor 91 Min.

Cast: Robert Mitchum, Marilyn Monroe, Rory Calhoun, Tommy Rettig, Murvyn Vye, Douglas Spencer.

Credits: Produced by Stanley Rubin; Directed by Otto Preminger; Screen play by Frank Fenton; From a story by Louis Lantz; Songs by Ken Darby and Lionel Newman.

Solid entertainment values abound in this CinemaScope adventure romance, photographed in the Canadian northwest in Technicolor, which deals with a perilous down-stream journey by raft along "The River of No Return." Loaded with impressive scenery that is shown off to maximum beauty via the CinemaScope cameras, and powerfully top-casted by Marilyn Monroe and Robert Mitchum, this feature should find little trouble in racking up one of the highest general audience grosses of the season.

Story is actionful and on-the-move, permitting the development of valid characterizations for dramatic punch all the way. Miss Monroe is seen as a nitery queen of the gold rush days. She wears a wide assortment of costumes, also sings several torrid ballads and as a change-of-pace handles some human interest scenes with young Tommy Rettig. Latter is cast as the motherless son of Mitchum, a hard-boiled farmer. Journey of this trio down-stream provides ample opportunity for clashes with Indians, bad hombres and a wild beast of the forest.

Heading the supporting cast is Rory Calhoun, who portrays a gambler with whom Miss Monroe is in love. The pair take off on a raft for Council City, where Calhoun wants to file a gold mine claim he won at cards. But their raft goes out of control near Mitchum's farm, from which Calhoun makes off with a horse and a gun, leaving Miss Monroe behind. Latter joins Mitchum and young Tommy in pursuit via the raft. After weathering countless obstacles together, Miss Monroe and Mitchum develop a rough romantic attachment. At Council City, where Calhoun meets his come-uppance, Mitchum decides to marry her.

●

"Dial M For Murder"

(Warner Bros.) 3-D or 2-D WarnerColor 105 Min.

Cast: Ray Milland, Grace Kelly, Robert Cummings, John Williams, Anthony Dawson, Leo Britt, Patrick Allen, George Leigh, George Alderson, Robin Hughes.

Credits: Directed by Alfred Hitchcock; Screen play by Frederick Knott as adapted from his play.

Alfred Hitchcock has done it again with his latest adventure in suspense. This time, the master of the mystery film has applied his great cinema talent to a highly popular and neatly wrought detective fiction which had a long and highly profitable Broadway stage run. The film should earn commensurate financial success. It is well made, handsomely produced, smartly cast, cleverly written, expertly directed. Outfitted with WarnerColor tinting and the option for 3-D exhibition, "Dial M for Murder" is guaranteed to entertain—and keep audiences guessing throughout. It is the finest mystery story to reach the screen in years.

The story, instead of dealing with a whodunit plot angle, concentrates on the how-will-he-get-caught aspect. The main character is a man out to kill his wife for her fortune. Ray Milland, playing that role, creates a sharp and smooth personality who blackmails someone into killing Grace Kelly, the wife. When the dupe is killed, instead, Milland fixes the evidence to ring up a conviction for Miss Kelly. Via the aid of John Williams, a police inspector, and Robert Cummings, in love with Miss Kelly, Milland's duplicity is uncovered. This is accomplished during a tightly knit and well-plotted climax in which Milland, due to an act of his own carelessness, falls into a trap that leads to his undoing.

Film ends happily for Cummings and Miss Kelly, who adds another niche to her ascending career by this performance. Cummings plays his role with vigor while Williams lends a needed touch of humor to his part as the inspector. When exhibited for the trade press, 3-D was utilized to bring out an illusion of depth during the attempted assassination of Miss Kelly.

●

"Flame And The Flesh"

(M-G-M) Technicolor 104 Min.

Cast: Lana Turner, Pier Angeli, Carlos Thompson, Bonar Colleano, Charles Goldner, Peter Illing, Rosalie Crutchley, Marne Maitland, Eric Pohlmann.

Credits: Produced by Joe Pasternak; Directed by Richard Brooks; Screen play by Helen Deutsch; Based on a novel by Auguste Bailly.

Heavy emphasis on sex, with Miss Lana Turner giving an unabashed performance as a woman of the streets out for no good, should prove the major selling points of this Technicolor drama set in Italy. Film stars additionally Pier Angeli as Miss Turner's rival and Carlos Thompson, suave continental newcomer, as the object of the girls' affections. But the film provides a field day for Miss Turner all the way, and word of mouth should be heavy on her characterization of a beautiful harlot. "Flame and the Flesh" relates the trouble she brings to a group of young people in Naples when stranded without any money, she plays on the sympathies of Bonar Colleano. The young man asks her to stay with him, and once there she sets out to seduce his good-looking roommate Carlos Thompson.

Thompson, a night club singer, realizes that she is evil and tries to fight her off. He is about to be married to Pier Angeli. However, the day before the marriage, Miss Turner persuades him to run away with her. While making the rounds of Italian resorts, Miss Turner constantly flirts with other men, enraging Thompson. He finally leaves her, and as she starts out again in her old way of life, she decides, too late, that she really loves Thompson. The drama is played against some gorgeous Technicolor settings, and Miss Turner, now a brunette, dresses in highly provocative fashion. She rolls her eyes and sways her hips so that there is never any doubt as to what she is after. The films contains some pleasant songs, sung by Thompson, which should help in the picture's exploitation.

●

"Living It Up"

(Paramount) Technicolor 95 Min.

Cast: Dean Martin, Jerry Lewis, Janet Leigh, Edward Arnold, Fred Clark, Sheree North, Sammy White, Sid Tomack, Sig Ruman, Richard Loo, Raymond Greenleaf, Walter Baldwin.

Credits: Produced by Paul Jones; Directed by Norman Taurog; Screen play by Jack Rose and Melville Shavelson; From the musical comedy, "Hazel Flagg," book by Ben Hecht, music by Jule Styne, lyrics by Bob Hilliard; Based on a story by James Street.

"Living It Up" is the best picture that Martin and Lewis have made. The theatre full of Air Force soldiers as well as 80 newspaper people on a preview junket roared throughout the film, which has been perfectly tailored from the Broadway hit, "Hazel Flagg," as a vehicle for the zany twosome. It is loaded with songs; two are destined to become hits. Martin and Lewis do some standout singing and dancing. Sheree North does a torrid jitterbug sequence with Lewis. Co-starring with the comedy team is Janet Leigh, who turns in a top performance as the headline-hunting girl reporter who makes Lewis a public figure through a mistaken premise. The Technicolor in this one is an asset and "Living It Up" will probably be the biggest Martin and Lewis grosser in all situations with the exploitation that will be given it and the word-of-mouth that will spread wherever the film plays. Producer Paul Jones should be credited with the exceptional production mounting on the film and Walter Scharf deserves some acknowledgment for the music arranging and conducting, which is excellent.

Lewis, a station attendant in Desert Hole, dreams of going to New York. He accidentally drives a radioactive automobile and his doctor pal, Dean Martin, who was last in his class at medical school, erroneously announces that Lewis has radiation poisoning. Femme newshawk Janet Leigh spots the story in New York and figuring that Lewis is doomed to die, brings him to New York for a last fling at the newspaper's expense. Shortly after, Martin tells Lewis that he has made a mistake and there is nothing wrong with him except a sinus condition. When Janet arrives, Lewis gets Martin to go along with him that he is a radiation victim, and they go to New York for a hectic time. When Lewis lingers with bills piling up, three international specialists on radiation poisoning are called and they announce that Lewis is okay. Lewis fakes a suicide and Janet bids so long to her husband, Martin, whom Edward Arnold married to her secretly, and Lewis, who are working incognito as street cleaners.

●

"Laughing Anne"

(Republic) Technicolor 91 Min.

Cast: Wendell Corey, Margaret Lockwood, Forrest Tucker, Ronald Shiner, Robert Harris.

Credits: A Herbert J. Yates-Herbert Wilcox Presentation; Produced and directed by Wilcox; Screen play by Pamela Bower; Story by Joseph Conrad.

"Laughing Anne" is a well-made film version of Joseph Conrad's famous South Seas story. True, there are a few technical blunders in the film, but apart from this, it is a well-directed feature, which holds its audience all the way while telling its story. Performances are top-flight throughout with Margaret Lockwood turning in a wonderful job as the title character. Forrest Tucker displays his acting mastery in this one, having reached the point where he is an intense dramatic actor. The Technicolor camera work is an assist to the entertainment value. Miss Lockwood sings two songs, "I've Fallen in Deep Water" and "All the World Is Mine On Sunday" with gusto and pleasingly. One of England's top comics, Ronald Shiner, appears in this one and gives a good dramatic account of himself. In the general market, this film should do okay.

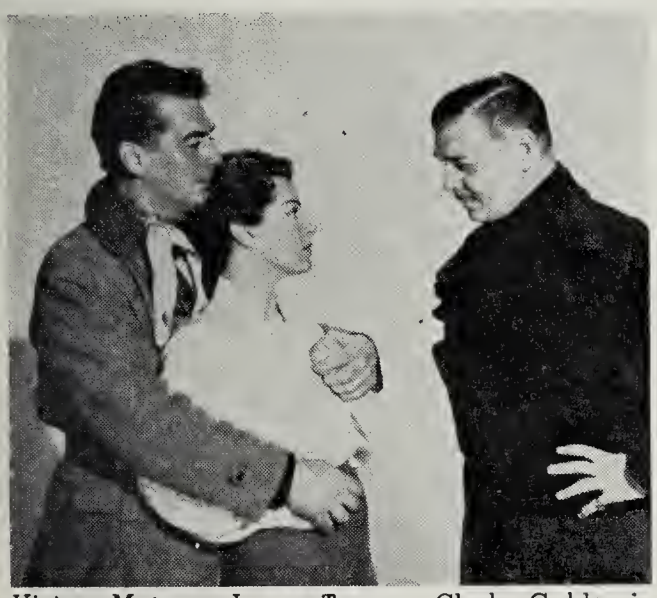
Margaret Lockwood, an entertainer, is the toast of Paris, when her lover, Forrest Tucker, a prize fighter, is set to fight his last bout before he meets John L. Sullivan. When Tucker wins instead of loses, a brawl with underworld gangster occurs and Tucker is so injured by falling glass, that he loses his two hands. Tucker and Margaret drift into the sordid life of the South Seas. Margaret sings in a small bar there; it is here that she meets schooner captain Wendell Corey. She runs away as a stowaway on his ship after a battle with Tucker and Corey falls in love with her. He wants to marry her, but she agrees with his first mate, Ronald Shiner, that she is not for him, and leaves. Back with Tucker, it is six years until Corey finds her. He again asks her to come away and when he discovers that she has a little boy, he asks her to bring him. Margaret learns that Tucker and some thugs plan to steal money from Corey's boat and she warns him. Tucker, enraged by this double cross, kills Margaret and is killed by Corey, who takes the little boy with him and makes him his own son. The scenery in this film is really eye-catching.

(*Continued on page* 20)

LOOKING AHEAD WITH M-G-M



Jane Powell, Howard Keel in the CinemaScope-Ansco Color "Seven Brides for Seven Brothers"



Victor Mature, Lana Turner, Clark Gable in "Betrayed," in Eastman Color



Elizabeth Taylor, Stewart Granger in "Beau Brummell," Eastman Color



Louis Calhern, Paul Douglas, Fredric March, William Holden, Nina Foch in "Executive Suite"

A total of 26 feature productions are being prepared by Metro-Goldwyn-Mayer for release to exhibitors throughout the balance of the current year. More than seven of these are currently in production, with about an equal number scheduled for filming in subsequent months.

The total represents an increase of eight over the number of projects originally scheduled by the studio for 1954 filming. But due to a review of grosses on the company's current attractions, decision was made by Loew's, Inc., toppers to boost the production figure.

A series of conferences held on the Coast prefaced the decision. Attending were Nicholas M. Schenck, president; Dore Schary, studio head; Charles C. Moskowitz, vice-president and treasurer; Charles M. Reagan, vice-president and sales manager, and Howard Dietz, vice-president in charge of advertising and publicity.

Revision of the company's tentative release schedule places 12 *features in available slots from now through August. Only "Executive Suite," "Prisoner of War" and "Julius Caesar," (special handling) are in black-and-white; the remainder, color. Releases, by months, are: April—"Gypsy Colt," "Rhapsody" and "Executive Suite"; May—"Prisoner of War" and "Flame and the Flesh"; June—"Men of the Fighting Lady" and "The Student Prince"; July—"Gone With the Wind," uncut and on wide screen, and "Betrayed"; August—"Seven Brides for Seven Brothers" and "Her Twelve Men."*

Also responsible for the decision was the enthusiastic preview reaction accorded several forthcoming attractions: "The Student Prince," CinemaScope-Ansco Color musical, starring Ann Blyth and Edmund Purdom; "Brigadoon," CinemaScope-Ansco Color musical, starring Gene Kelly, Van Johnson, Cyd Charisse and Elaine Stewart.

And "Seven Brides for Seven Brothers," CinemaScope-Anscor Color musical, starring Howard Keel and Jane Powell; "Betrayed," Eastman Color, starring Clark Gable, Lana Turner and Victor Mature; "Valley of the Kings," Eastman Color, starring Robert Taylor and Eleanor Parker.

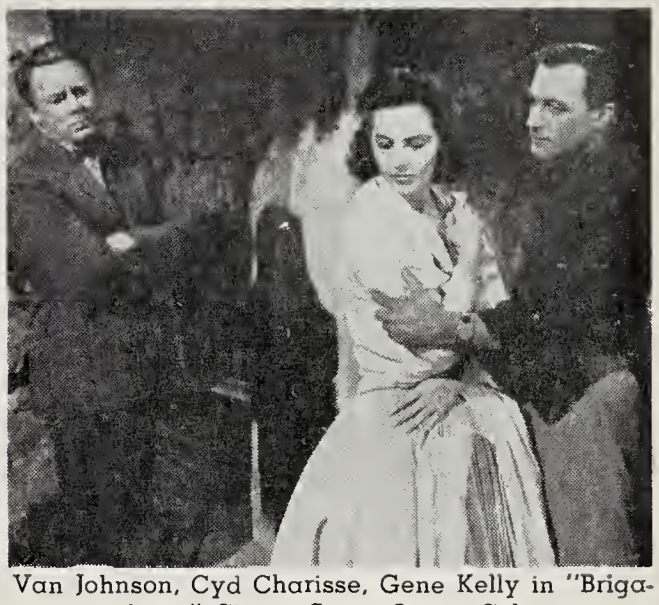
Scheduled for immediate production, or already in the works, are "Green Fire," starring Stewart Granger, Grace Kelly and Paul Douglas; "The Last Time I Saw Paris," starring Elizabeth Taylor, Van Johnson, Walter Pidgeon and Donna Reed; "Athena," starring Jane Powell, Edmund Purdom, Debbie Reynolds and Vic Damone.

Also, "Jupiter's Darling," starring Esther Williams and Howard Keel; "Deep in My Heart," starring Jose Ferrer and Helen Traubel plus guest stars; "Many Rivers to Cross," starring Robert Taylor and Eleanor Parker; "The Glass Slipper," starring Leslie Caron, Michael Wilding and Roland Petit's Ballets de Paris.

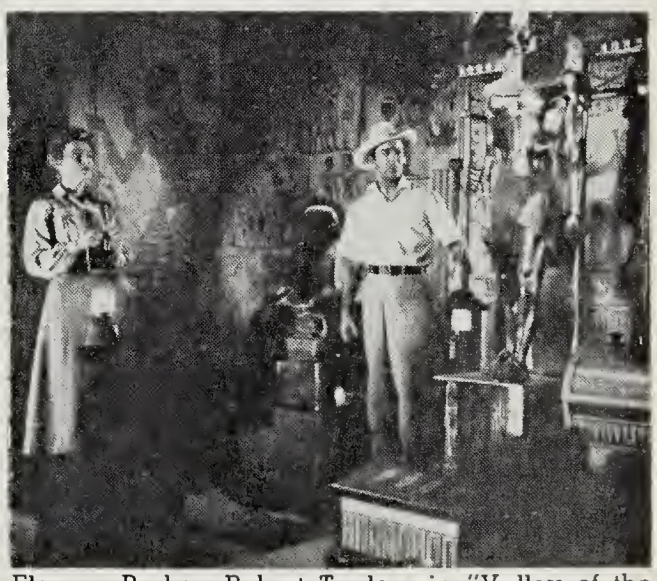
Among other forthcoming productions geared for release later this year are "Crest of the Wave," starring Gene Kelly and Jeff Richards; "Invitation to the Dance," starring Gene Kelly and Nora Kaye; "Beau Brummell," starring Stewart Granger and Elizabeth Taylor, and "Prisoner of War," with Ronald Reagan, Dewey Martin and Steve Forrest.



Ann Blyth, Edmund Purdom in the CinemaScope-Ansco Color "The Student Prince"



Van Johnson, Cyd Charisse, Gene Kelly in "Brigadoon," CinemaScope-Ansco Color



Eleanor Parker, Robert Taylor in "Valley of the Kings," Eastman Color



Gene Kelly, Claire Sombert in "Invitation to the Dance," Technicolor

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M-M-M-**MITCHUM**



M-M-M-**Marilyn** M-M-M-**MONROE**

er of No Return

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20th CENTURY FOX

Profits At Paramount Pictures Rose To $6,779,563 During '53

Foreign Earnings Mount For RKO

RKO foreign earnings are running from 10 to 12 percent ahead of last year, at which time the foreign market contributed approximately 37 cents to every RKO income dollar, Walter Branson, general manager in charge of foreign operations, announced at a trade press meeting this week. Branson spoke upon returning from a five-week European trip.

Business is improving overseas, both for RKO and the industry in general, the speaker reported. He noted special growth in Germany and predicted that that country would soon rank as the third largest source of foreign revenue, after England and France. Business is also good in Switzerland, he noted.

Europe is not suffering from any product shortage since the theatres play films produced in all countries, Branson explained. He stated that two-language co-production deals are gaining favor abroad and he has returned with a co-production program which he will present to RKO officials for their consideration. RKO has now completed one co-production film, now called "Cartouche," in Italy, he revealed.

AB-PT Quarterly Total Reveals Decline In Net

Estimated consolidated net earnings for the first quarter of 1954 at American Broadcasting-Paramount Theatres have been reported at $1,110,000, a decrease from the $5,732,000 earned in the same quarter of 1953. The 1954 quarter included $1,039,000 from operations and $71,000 from capital gains, equivalent to 25 cents per common share, as compared with $1.42 for the quarter of one year ago.

Figures were revealed in a stockholders report, signed by Leonard H. Goldenson, president. He explained that the 1953 figures included the earnings and sale price of station WBKB. Goldenson asserted that theatre grosses were close to 1953 levels, but that earnings were off because of increased film rentals, equipment purchases and the competition of television in certain areas.

The company president declared that in those areas now suffering because of video an upward trend would manifest itself as the novelty wears off.

Republic Profits Slump

Republic Pictures Corp. and its subsidiaries have reported a net profit of $260,937 after providing $300,000 for taxes for the 13-week period ended January 30, 1954. These figures show a decline from the $345,423 netted in the comparable period of one year ago, at which time $380,000 were provided for taxes.

Columbia Pays Dividend

Columbia Pictures' board of directors declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock, payable May 15 to holders of record Apr. 30.

Paramount Pictures Corp. has reported for the 52 weeks ended January 2, 1954 consolidated net earnings of $6,779,563, an increase from the $5,340,584 earned in the 53 weeks ended January 3, 1953 before including non-recurring profits. Consolidated earnings for the year just past represent $3.06 per share on 2,217,051 outstanding shares, while the previous year netted $2.28 per share, excluding non-recurring profits.

The company earned $12,465,054 from operations during the past year, which marked an increase from the $9,445,924 brought in from this source the year before. Total earnings before taxes amounted to $13,241,914 for the 52 weeks of 1953, while the previons 53 weeks totalled $10,175,094.

In his president's report, Barney Balaban called 1953 "a year that strengthened (Paramount's) financial position." He noted that foreign business was good and a profitable year was enjoyed by Famous Players Canadian Corp. Ltd., in which Paramount holds a 67½ percent interest. Balaban revealed rapid progress scored by the color television tube of Chromatic Television Laboratories, Inc., in which Paramount holds half interest.

The company president stated that the Telemeter experiment in Palm Springs has "exceeded" company expectations and that further research is being conducted by Telemeter engineers in pay-as-you-see video. Paramount holds a majority interest in the International Telemeter Corp. Another section of the report is devoted to VistaVision, which uses standard size prints so that it can be used by every theatre, according to Balaban.

Loew's Half-Year Net Disclosed As $3,199,166

Loew's Inc. has reported net profit for the 28 weeks ended March 18, 1954, subject to year-end audit, of $3,199,166, equal to 62 cents per share of outstanding stock. These figures show an increase from the $2,171,729 or 42 cents per share, earned in the corresponding period of the previous year. Gross sales and operating revenue amounted to $97,106,000 for the 1954 period, compared with $93,928,000 for the same period of the year before.

The company announced that "Kinghts of the Round Table" was the only CinemaScope film released during the period. Other films in this medium to be released before the close of the current fiscal year, Aug. 31, include "Rose Marie," "Seven Brides for Seven Brothers" and "Student Prince." "Gone with the Wind" will be re-released during the current fiscal year.

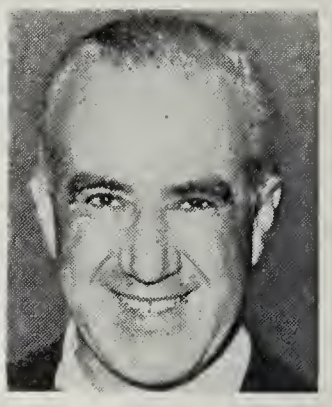
Swiss Sum May Rise

ZURICH.—The Swiss Bundesrat is considering a measure that would increase the annual income from film imports from 185,000 to 400,000 Swiss Francs. The extra money would reportedly go to Swiss producers in the form of subsidies. In addition to this special duty, now equal to 5.5 Swiss Francs per kilogram of film, importers must pay the regular duty of .6 Swiss Francs per kilogram.

NEW POSTS



GINS



ALTSCHULER

RICHARD ALTSCHULER, president and foreign sales manager of Republic International, was upped to the newly created post of world-wide director of sales at the film company. His new duties will include the personal direction of Republic sales operations, both domestic and foreign. Altschuler, who will continue as president of Republic International and vice-president of Republic Pictures, will co-ordinate sales policies so that foreign distribution will have the full advantage of domestic campaigns. Three posts eliminated because of the realignment include Frank Soule, executive assistant domestic sales manager; James O'Gara, metropolitan division head, and Paul West, midwest division.

JOSEPH GINS, former Universal branch manager in Washington, was promoted to the post of district manager with headquarters in Boston, where he succeeds John Scully, resigned. Gins will supervise Boston, New Haven, Albany, Buffalo and Washington. In a realignment of branch offices, HAROLD SALTZ was transferred to head the Washington exchange from the New Haven office. Managership of the latter went to ALEX SCHIMEL, who had been a salesman in that branch. RAYMOND SQUER, student salesman in Pittsburgh, was upped to the post of New Haven salesman.

BERNARD BIRNBAUM was elected to the post of assistant secretary by the board of directors of Columbia Pictures. Birnbaum has a record of 25 years of service with the company.

HARRIS DUDELSON has joined the sales staff of Buena Vista Film Distribution Co., Inc. He will headquarter in Chicago and for his first assignment he will concentrate on Walt Disney's "The Living Desert." Dudelson was formerly mid-west division manager for Lippert Pictures.

ALAN MAY has been elected treasurer of National Theatres, Inc., by the board of directors. May, who succeeds the late Henry C. Cox, has been serving as assistant treasurer. He joined the company in 1934.

D. L. O'BRIEN was appointed branch manager of Altec's Los Angeles office under division manager A. D. Peterson. In other company changes, R. K. REAGAN was made field representative in the San Francisco area. M. V. NEUMANN, former branch manager in Altec's office, was transferred to Altec Lansing Corp., Beverly Hills. In the Newark office, D. S. MCLEAN, acting branch manager, received the post permanently.

INDUSTRY JOTTINGS

Webb Apologizes

DALLAS.—Jack Webb, star and producer of the radio and television program "Dragnet," has apologized to Texas COMPO for what he termed an "inexcusable movie reference" on his program. Texas COMPO objected to Webb's referring to a film as "a lousy show" on his telecast. Webb assured the group that the statement was not an "unfriendly gesture" but due to "bad and thoughtless editing." Webb will soon be featured in a Warner Bros. film.

Dutch Wide Screen Invention

A Dutch invention for the showing of wide screen pictures without the use of special lenses will be demonstrated soon, according to a spokesman of the Netherlands Information Service. System, to be called Delrama, is said to be the work of Professor A. Brouwer of the Oude Delft Optical Co., in Delft, the Netherlands. Polygoon-Profilti, a Dutch film company, is reportedly interested and involved in the invention.

Pioneers Dinner Set

A "new look" approach, capitalizing on the "current increased interest in motion pictures," will be featured at the annual dinner of the Motion Picture Pioneers, scheduled for November 17 in the grand ballroom of the Hotel Astor, according to an announcement by the group. The "Pioneer of the Year" committee is expected to announce its selection shortly.

Zukor Honors German

Adolph Zukor, board chairman of Paramount Pictures, will present the first annual Heart Award of the New York Variety Club to William J. German at the dinner being given in German's honor on May 6, according to Russell V. Downing, dinner committee chairman. The event will be held in the grand ballroom of the Waldorf-Astoria Hotel.

McWilliams Resignation

Harry K. McWilliams has resigned as advertising and public relations director for Screen Gems. His resignation, effective May 15, marks the end of a 12-year association with Columbia Pictures, for whom he served as exploitation manager.

Marciano-Charles Fight Slated For Theatre Video

With both home and theatre television interests bidding for the video rights to the upcoming Marciano-Charles heavyweight match, the latter won out with Theatre Network Television getting the nod, according to Nathan L. Halpern, TNT president. The fight, which will originate from Yankee Stadium on June 17, marks TNT's tenth major fight telecast. The show will be blacked out in New York City and parts of New England.

Because of the possibility that radio rights might be sold to the bout, it is reported that a lower guarantee than usual will be asked for the telecast. TNT is said to be offering a guarantee of 50 cents per seat against $1.30 for every ticket sold, whichever is higher; or a guarantee of ten cents per seat against $1.40 for every ticket sold. This compares with the standard 90 cent guarantee, $1.30 top.

Subscription Television Claimed Aid To All Phases Of Picture Industry

Evidence to prove that subscription television will help the motion picture industry, including the exhibition branch, "in far greater proportion than so-called 'free' sponsored television is now hurting it," was cited by Dr. Millard C. Faught, economic consultant to the Zenith Radio Corp., in a speech made before a group of security analysts.

Zenith is the company that has been developing Phonevision, a subscription TV system which actually consists of many different methods that can be used "separately or in concert." Faught defined subscription video as an "instantaneous, electronic distribution service" and not a "substitute" for regular television service.

Faught stated that Hollywood producers are convinced "that a home TV box office will greatly increase the market for films." He cited Samuel Goldwyn as one producer who has stated this belief publicly. The speaker declared that as for exhibition, "obviously the same film will not play the same market on subscription TV and in local theatres at the same time."

He stated that some observers believe that the ballyhoo of a subscription TV premiere of a new feature will not only build future theatre audiences, but also enable exhibitors to pre-test the market for the film. Faught added that "at least, the vast new revenue to Hollywood should assure first a great new supply of films, of which there is now a shortage."

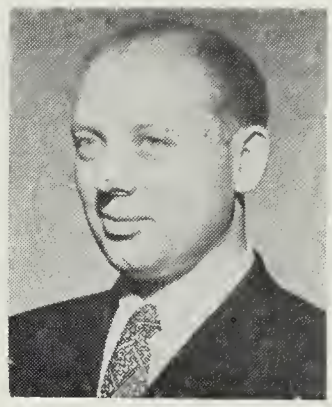
In addition, he explained that "this added revenue should assure a bigger supply of costly super-colossal films for all types of exhibition." Faught offered exhibitors the additional comfort that "sitting home watching television is no substitute for going out to the theatre."

Subscription television could "create new bonanzas for the motion picture industry that would surely tax that industry's own superlatives," Faught told his listeners. He added that it will be "the nearest thing to a brand new, unique, unprecedented and almost literally revolutionary economic function to enter the American economy in a long time."

Phonevision has finally been narrowed down to "about five varieties," Faught revealed, giving it "a highly flexible and versatile set of characteristics." This subscription system works on the method of coding the first code. In all, there are approximately 20,000 codes with each customer being given his own special one so that neighbors will not be able to exchange useful information, he revealed.

Robbins Installed As Cinema Lodge Head

Burton E. Robbins was installed as president of New York's Cinema Lodge B'nai B'rith this week during luncheon ceremonies at the Hotel Astor. Principal speaker at the occasion was Louis A. Novin, Paramount Pictures official and former director of the Eastern Regional Anti-Defamation League office.



ROBBINS

Installed at the same time were Marvin Kirsch, Milton Livingston, Sol Risner, Norman Robbins, Cy Seymour, Robert K. Shapiro, Max Youngstein, Al Wilde, Jack Weissman and Lou Wolff as vice-presidents; Jack Hoffberg, treasurer; David Kelton, secretary; Martin Levine, chaplin, and Max Blackman, Julius Collins, Harold Danson, Moe Kove, Joseph Maharam, Louis Novins and Arthur Schwartz as trustees.

Congress Appropriation Would Clip Overseas Pix Production: USIA Head

WASHINGTON.—The overseas film program would come to a standstill under the House-passed appropriation for the U.S. Information Agency, USIA director Theodore C. Streibert has told the Senate Appropriations Committee. The administraton had asked for $89,000,000 for USIA for fiscal 1955, beginning on July 1, but the House cut this figure to $75,814,000.

While the House did not specify where cuts should be made, Streibert said that $6,964,000 had been planned for the film program, but that only $2,931,000 would be available under the funds approved by the House. This, he said, would not permit production of any new films, allow replacement of wornout films or projection equipment, or dubbing additional languages on present films.

In fiscal 1953, $7,558,000 was spent on the overseas film program, while during the current year only $2,968,000 was available. The Committee was told additionally that USIA is going through all films in its New York City vaults to eliminate out-of-date subjects, and that total footage would be cut from 40 million to less than 20 million.

Filmakers Should Operate Some Theatres: McGee

(Continued from page 7)

to show the superiority of stereophonic sound.

John Vlachos, president of Michigan Allied, stated that exhibitors would agree to high rentals on the first few CinemaScope films, but that these rentals should be lowered for succeeding films in the new medium.

Other speakers include Clarence Williamson, of National Theatre Supply, and Ernest Forbes, an equipment dealer. Hon. Owen J. Cleary, Michigan's secretary of state, delivered an address, as did Thomas E. Martin, Congressman from Iowa.

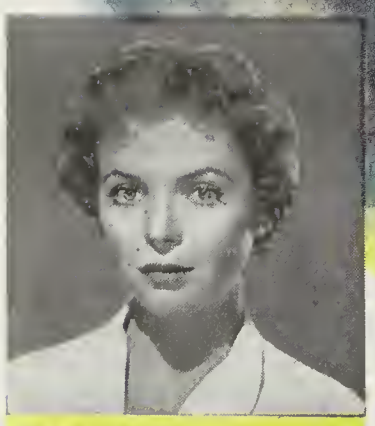
Also speaking at the convention was Trueman Rembusch, president of Indiana Allied, who discussed the advantage gained from efficient state and national trade groups. Delegates attended the Gratiot Drive-In Theatre and engaged in forums. Problems of National Allied and local groups were discussed in closed sessions.

ONLY A GANGSTER KILLER KNEW THE SECR

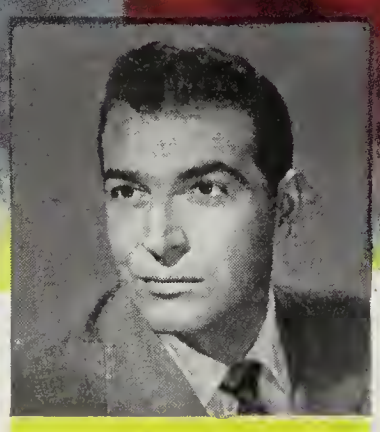
HERBERT J. YAT

DOROTH
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Make Ha t



DOROTHY McGUIRE
as Chris...beautiful, fear-ridden, in a mental fog, terrified by a man out of her past.



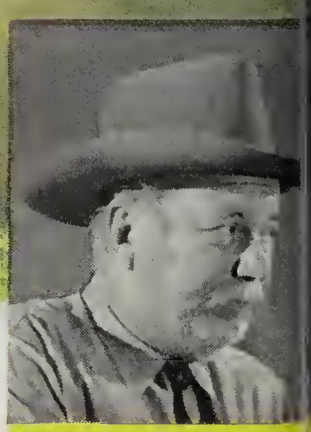
STEPHEN McNALLY
as Steve...a gangster killer, more deadly because he can be charming.



MARY MURPHY
as Randy...lovable, wholesome, in love with love and a wonderful world.



JOHN HOWARD
as Josh...a young archaeologist, his love for Chris has come too late to help her.



EDGAR BUCHAN
as Sheriff Lafe...last of old Western breed.

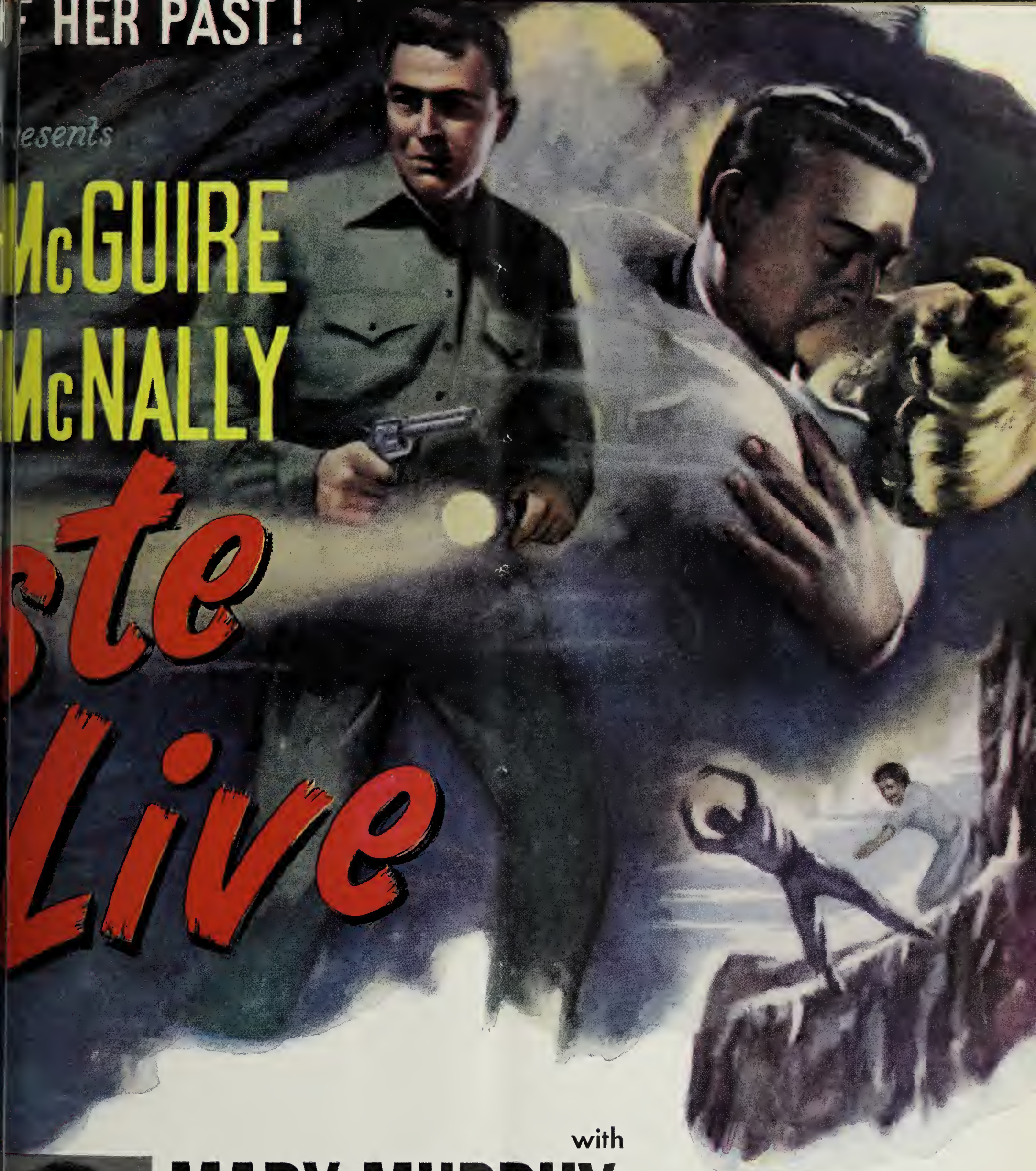
E HER PAST!

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McGUIRE
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ste

Live



with

MARY MURPHY · EDGAR BUCHANAN

Screen Play by **WARREN DUFF** · Based on the Novel by **THE GORDONS**

Associate Producer-Director **WILLIAM SEITER**

A REPUBLIC PICTURE



ON HAGERTHY

Hack...an engaging young
sterner, overwhelmingly in

Staff Reviews

(Continued from page 12)

"About Mrs. Leslie"

(Paramount) 104 Min.

Cast: Shirley Booth, Robert Ryan, Marjie Millar, Alex Nicol, Sammy White, James Bell, Eilene Janssen, Philip Ober, Henry Morgan, Gale Page.

Credits: Produced by Hal B. Wallis; Directed by Daniel Mann; Screen play by Ketti Frings and Hal Kanter; From the novel by Vina Delmar.

"About Mrs. Leslie" is a natural for those millions on the distaff side who read the true confession magazines. Solidly produced by Hal Wallis and smartly directed by Daniel Mann (the team responsible for "Come Back, Little Sheba!") and again starring Shirley Booth, the picture presents a tale of frustrated romance between a pleasant and practical-minded spinster and a married man, played by Robert Ryan. The story is contrived, but due to adroit handling the situations involving the principals achieve a semblance of dramatic urgency. Proceedings are also poignant, especially toward the finale, when Miss Booth comes to realize that her romance is doomed to become tragic.

Serving as contrast to this frustrated romance is a sub-plot dealing with the young love for Marjie Millar by Alex Nicol. And, for exploitation purposes, a teen-ager by the name of Eilene Janssen figures in a sweater. These minor characters hang out in the rooming house of Miss Booth, seen in middle age. Through her eyes, in the form of a flashback, her encounter with Ryan takes shape once more. She had met him while singing in a night club and he had asked her to spend the summer with him as a paid companion. The experience was enjoyed by both and repeated in succeeding years. Miss Booth entertained hopes of marriage until she learned that Ryan already had a wife and two grown children. Confronted with these facts, he told Miss Booth that his only happiness was found in their short summers together. Then Ryan died of a heart attack and left money to Miss Booth. Funds set her up as proprietor of a rooming house.

"Playgirl"

(Univ.-Int'l). 85 Min.

Cast: Shelley Winters, Barry Sullivan, Colleen Miller, Gregg Palmer, Richard Long, Kent Taylor, Dave Barry, James McCallion, Phillip Van Zandt.

Credits: Produced by Albert J. Cohen; Directed by Joseph Pevney; Screen play by Robert Blees; Story by Ray Buffum; Songs by Billy Higgins, W. Benton Overstreet, Herbert Edwards and Ray Gilbert.

A romantic melodrama about the trials and tribulations of a small town girl trying to get ahead in New York, "Playgirl" makes the grade as a better-than-average exploitation feature. Set against a background of slick magazine life in the big city, and peppered with an assortment of "call" girls, night club gangsters and hangers-on, the story moves along familiar lines to reach a happy ending for most of the principals. Sharing star billing are Shelley Winters, who plays a nitery singer no longer young, and Barry Sullivan, cast as a magazine editor who jilts Miss Winters for a woman her junior. As the ingenue, newcomer Colleen Miller is given many big scenes, which she handles satisfactorily.

Miss Miller, arriving in New York to crack into the model profession, is befriended by Miss Winters, who soon discovers that Sullivan, her boy friend, has become interested in the new arrival. Drunk and jealous, Miss Winters shoots Sullivan, who dies. Resultant publicity kills the careers of both girls. Soon Miss Miller becomes a "call" girl for gangsters and is about to be used as a decoy by thugs bent on killing Kent Taylor, a gambler. Miss Winters, rushing to her rescue, is shot instead. Miss Winters, however, recovers and all goes well for Miss Miller, who takes up with Gregg Palmer, a magazine writer.

"The Long Wait"

(United Artists) 93 Min.

Cast: Anthony Quinn, Charles Coburn, Gene Evans, Peggie Castle, Mary Ellen Kay, Shawn Smith, Dolores Donlon, Barry Kelley, James Millican.

Credits: A Parklane Picture; Presented by Victor Saville; Produced by Lesser Samuels; Directed by Saville; Screen play by Alan Green and Samuels; Based on the novel by Mickey Spillane; Song by Harold Spina and Bob Russell.

Victor Saville's second film production of a Mickey Spillane novel contains, in a workmanlike construction, all the tried-and-true detective fiction elements an audience will expect from a picture of this sort. The box office, consequently, will depend on the popularity of the Spillane name—a popularity built from the sale of millions of 25-cent sex-and-crime novels. "The Long Wait" is as heavy on sex as it is on crime. Beatings of men and women abound in the plot, which deals with the efforts of an amnesia victim at clearing himself of a murder rap. The hero is Anthony Quinn, who turns in a solid performance. The heavies are Gene Evans and Charles Coburn, who look properly menacing. The women—each of whom possesses a distinct type of charm—are Peggie Castle, Mary Ellen Kay, Shawn Smith and Dolores Donlon.

Following routine lines, the story brings Quinn, the amnesia victim, back to the scene of his frame-up, where Evans, a local gangster, is trying desperately to have him rubbed out. Quinn, remembering nothing of the past, decides to square his name by following up his only link with the past. This link resides in discerning the identity of his wife. Quinn's search brings him into intimate contact with four women. As he establishes the identity of Evans' boss and the person responsible for framing him, he discovers also the identity of his wife.

"Sensualita"

(IFE) English-Dubbed 72 Min.

Cast: Eleonora Rossi Drago, Amedeo Nazzari, Marcello Mastroianni.

Credits: A Ponti-De Laurentis Production; Directed by Clemente Fracassi; Screen play by Alberto Moravia and Enio De Concini; Original story by Fracassi and De Concini.

Tempestuous romance, legs bare to the thigh, love in the wheat fields and a dash of adultery make up this "neo-realistic" import from Italy. Exploitation houses should consequently do alright with "Sensualita," which sports a convincingly dubbed sound-track instead of English titles. Action revolves solidly around the figure and personality of the leading player, an attractive brunette named Eleonora Rossi Drago. Events concern her attempts at winning the love of a man who loathes her. Miss Drago, in order to get closer to her man, marries his brother. This complication explodes in a climax wherein two of the principals are shot dead, the surviving character remaining alive and miserable. Because the sole preoccupation of this tale is with lust and seduction, with little subtlety in the telling, mature audiences might find it either distasteful or laughable, depending on the viewer's frame of mind.

"Arrow In The Dust"

(Allied Artists) Technicolor 80 Min.

Cast: Sterling Hayden, Coleen Gray, Keith Larsen, Tom Tully, Jimmy Wakely, Tudor Owen, Lee Van Cleef, John Pickard, Carleton Young.

Credits: Produced by Hayes Goetz; Directed by Lesley Selander; Screen play by Don Martin; From the novel by I. L. Foreman.

"Arrow in the Dust" is a notch about average in the cavalry picture league. It could have been a couple of notches better if Producer Hayes Goetz, who did a top production job here, had a better screen play to work with. The script just doesn't get to what makes its main characters tick and it leans too heavily on its action. It seems that there is a battle with the Indians every time the characters in the film get to talking about something else besides Indians. It's this action that is a great asset to the film. Sterling Hayden handles the part of the deserting cavalry man who decides to take off a wagon train and lead them to safety, with assurance and acting skill. Keith Larsen also is a standout as the lieutenant, who helps Hayden on the trek. The Technicolor is excellent and a song, "The Weary Stranger," which was written and sung by Jimmy Wakely, gives the film a musical assist.

Hayden, a deserting cavalry trooper, takes over a wagon train, which has been attacked by Indians. He poses as his cousin, a dead Major, Carleton Young. When he relieves the lieutenant in command, Keith Larsen, Hayden gets help from troopers Wakely, Pickard and a scout, Tom Tully in running the train. He also outfoxes the Indians and drives off their frequent raids. Coleen Gray, who is on the trip, learns to admire him. Hayden finds that the Indians are attacking because Tudor Owen has a wagonload of contrabrand rifles that they want. He sacrifices the rifles, exploding the wagon containing them. The Indians withdraw without their prize. Hayden heads with the train toward the fort, hoping the Army will be lenient with him for his temporary desertion. The troopers all plan to testify in his behalf.

"The Rocket Man"

(20th-Fox) 79 Min.

Cast: Charles Coburn, Spring Byington, Anne Francis, John Agar, George "Foghorn" Winslow, Stanley Clements, Emory Parnell, June Clayworth, Don Haggerty, Beverly Garland.

Credits: A Panoramic Production; Produced by Leonard Goldstein; Directed by Oscar Rudolph; Screen play by Lenny Bruce and Jack Henley; Story by George W. George and George F. Slavin.

A touch of science-fiction, never to be taken too seriously, added to a homey small-town comedy, serves as the basis for the latest effort of Leonard Goldstein's Panoramic Productions. The science-fiction gimmick should prove useful as an exploitation peg, thus helping the picture's chances in the box office. Film concerns the efforts of Spring Byington, a lady judge, to save the town orphanage from crooked politicians. She is helped by Charles Coburn, as the mayor, Anne Francis and John Agar, as the lovers, and George "Foghorn" Winslow, a lovable waif.

Science-fiction enters the film via a magic space gun given little George Winslow by a man from another planet. The gun has power to do only good deeds, and with it George forces the villain to confess his deeds at the crucial moment. However, the final triumph of virtue is never very much in doubt, as the picture concentrates on the faith of Miss Byington, who is sure that something will turn up. It's a pleasant bit of fluff all the way through with little Winslow scoring again as a precocious child. Production values are modest but adequate.

"Indiscretion Of An American Wife"

(Columbia) 63 Min.

Cast: Jennifer Jones, Montgomery Clift, Gino Cervi, Dick Beymer.

Credits: A Vittorio de Sica production; Produced and directed by de Sica; From a story by Cesare Zavattini; Screen play by Zavattini, L. Chiarini and G. Prosperi; Dialogue by Truman Capote.

"Indiscretion of an American Wife," American language film produced in Rome, will be best sold on the strength of the blueblood names connected with the picture. Starring Jennifer Jones and Montgomery Clift, the film marks the first efforts of producer-director Vittorio de Sica in the English language. Set entirely in Rome's Terminal Station, the film presents Miss Jones as a rich American housewife who is

leaving her Italo-American lover, Clift, to return to her family. Clift follows her to the station, and all of the running time is devoted to whether Miss Jones will leave or stay. The situation is an intriguing one, but it has been given a soap opera treatment. The result should be aimed at the female market, where the film's sentimentality and Miss Jones' Christian Dior outfit will have most meaning.

Poet Truman Capote has written dialogue designed to start the tear ducts working. A final tug at the heart-strings is effected by the climax, with Miss Jones crying on the train as it leaves the station and Clift walking desolately through the crowd. In places de Sica has tried some of his "little" touches for which he is so famous, but the magic comes out only once in a scene involving three poor Italian children. Since the film has been cut to a running time of only 63 minutes, Columbia has prepared a short featuring Miss Patti Page singing two songs based on the picture's score, which it is offering to accompany the feature.

●

"The Forty-Niners"

(Allied Artists) 71 Min.

Cast: Wild Bill Elliott, Virginia Grey, Henry Morgan, John Doucette.

Credits: A Westwood Production; Produced by Vincent M. Fennelly; Directed by Thomas Carr; Written by Dan Ullman.

"The Forty-Niners" is a good Wild Bill Elliott western with a smooth story handled in clever fashion. Wild Bill Elliott's crisp narration in the film helps give it an early west documentary flavor; something new for this type of film. Writer Dan Ullman has come up with some fresh dialogue along with his new ideas and the combination of these and some top thesping by Elliott, Virginia Grey, Henry Morgan, John Doucette and Harry Lauter is an added asset to the picture. In the action market, this one should do okay.

U.S. Marshal Wild Bill Elliott poses as a gunman to learn the identity of three men, Henry Morgan, Lane Bradford and John Doucette, who had been accomplices in a murder performed for Stanford Jolley. In a gold boom town, Elliott finds all three, Morgan a card sharp, Doucette, a saloon owner, and Bradford, the town sheriff. Morgan tries to double cross his former friends because he still cares for Doucette's wife, his former girl friend, Virginia Grey, and he is killed. Elliott arrests Doucette after he has killed Bradford in a fair fight. A letter left by Morgan clears up everything with Jolley giving additional testimony.

●

"Untamed Heiress"

(Republic) 69 Min.

Cast: Judy Canova, Donald Barry, George Cleveland, Taylor Holmes, Chick Chandler.

Credits: Associate producer, Sidney Picker; Directed by Charles Lamont; Screen play by Barry Shipman; Story by Jack Townley.

It'll take a dyed-in-the-wool Judy Canova fan to enjoy this wild slapstick effort. It is highly stylized Canova fare, which has a story that veers around like a roller coaster out of control. For a comedy, there are very few laughs and it can be only blamed on the material as Miss Canova is a very talented comedienne. When she sings, Judy socks across the two Jack Elliott-Donald Kahn tunes, "A Dream For Sale" and "Sugar Daddy." It is her entertaining renditions of these two songs that highlight the picture. Donald Barry is good in support and Taylor Holmes and Chick Chandler help garner some of the laughs in the film. This one will get its best reception as a supporting feature in the general market. Screen ratio for the film is 1.66.

Old prospector George Cleveland wanders into broke and chiseling theatrical agents' Chick Chandler and Taylor Holmes' office and tells them that he will give them $1000 if they can find a singer who grubstaked him. The pair, learning that the singer is dead, track down her daughter, Judy Canova, who is in an orphan asylum. They learn that she can sing and as they are about to leave the asylum with her, Donald Barry and his aide, Jack Kruschen, two hoods they have double-crossed, show up. This group ends up in Cleveland's castle, where Hugh Sanders and Douglas Fowley try and convince everybody that Cleveland is "looney." They are really trying to find gold he has hidden. The twosome of Sanders and Fowley get foiled and Cleveland recovers his gold, which he plans to divide with Judy.

●

"Hell Raiders Of The Deep"

(IFE) English-Dubbed 93 Min.

Cast: Eleonora Rossi Drago, Pierre Cressoy.

Credits: A Valentia-Ponti-De Laurentis Production; Produced with the aid of the Italian Navy by Enzo Cossa and Luigi De Laurentis; Directed by Duilio Coletti.

Commendable for its underwater sequences, showing Italian naval "frogmen" of the last war in action blowing up British ships, "Hell Raiders of the Deep," an Italian film, makes the grade as a programmer suitable for lower halves of double bills. The story is said to have its roots in true happenings, and is dedicated to "sailors of all nations—and to heroism, which knows no nationality." Besides the stirring scenes of underwater activity, picture boasts as an exploitation point a sultry cabaret song number as rendered by Eleonora Rossi Drago in scant garments.

Dialogue is in English, with the dubbing process faring below par much of the way. English narration during the action scenes, however, makes up for the loss of illusion suffered in other portions. Story deals with the operations of a secret branch of the Italian navy assigned in 1941 to blow up British ships. The sailors, wearing "frogmen" equipment, plant explosives under the hulls of British destroyers, often losing their lives in the process. Conclusion of the picture finds British as well as Italian officials pinning medals on the surviving "frogmen" at ceremonies after the war.

●

"Massacre Canyon"

(Columbia) 66 Min.

Cast: Phil Carey, Audrey Totter, Douglas Kennedy, Jeff Donnell, Guinn Williams, Charlita, Ross Elliott, Ralph Dumke.

Credits: Produced by Wallace MacDonald; Directed by Fred F. Sears; Screen play and story by David Lang.

"Massacre Canyon" finds the Apaches on the warpath again and this feature will get its best response on the lower half of a double bill. It is strictly routine action fare. Despite its formula story, performances are very good. Direction, geared for action, keeps things moving at a lively pace, even though many of the situations are quite familiar to action fans. Title is a good exploitation peg.

Douglas Kennedy, a sergeant, is detailed to bring some wagon loads of rifles to an Army post threatened by Indians. Kennedy has his troubles and then meets up with Phil Carey, a drunken lieutenant, who is en route to take command of the detail of which Kennedy is a member. The two men dislike each other until they join to fight Indians. Working in unison, they outfox the Indians by drawing them into a tunnel and then dynamiting it. Carey winds up with Kennedy as a friend and Audrey Totter as a sweetheart.

"Fireman Save My Child"

(Univ.-Int'l.) 80 Min.

Cast: Spike Jones and his City Slickers; Buddy Hackett, Hugh O'Brian, Adele Jergens, Tom Brown, Harry Chesire, George Cleveland.

Credits: Produced by Howard Christie; Directed by Leslie Goodwins; Screen play by Lee Loeb and John Grant; Story by Loeb.

Enthusiasts of slap-stick comedy should have a field day with "Fireman Save My Child," turn-of-the-century period film starring Spike Jones and his City Slickers. Best markets for the picture will probably be found in small towns, where this type of visual comedy is most appreciated. A Hackensack, N. J., general theatre audience laughed often at the film. Picture makes almost no attempt at telling a story but instead concentrates on a series of running gags. Most of these are concerned with the efforts of Buddy Hackett, who handles major share of the clowning, to turn into a first-rate fireman. Hackett is never out of trouble, as he sets fire to the fire house, gets stuck in mid-air on ladders, is splashed by a fire hose and serves as the victim of a slew of pratt falls.

Theme of the film is the change-over from horses to motorized fire engines. Jones fits in as one of the leading firemen, who spends most of his time leading the other men in playing zaney instruments, rather than in fighting fires. During the course of the running time, he gives his own brand of treatment to such varied musical numbers as the Poet and Peasant Overture, Pass the Biscuits Mirandy, Dance of the Hours, and others. Somewhere along the way, Hackett becomes involved with a group of villains who try to prevent the comedian from presenting his newly-invented fire extinguisher to the city, but all ends well after a slap-dash chase.

●

"Out Of This World"

(T. Kupferman) Technicolor 75 Min.

Credits: Narrated and filmed by Lowell Thomas Sr. and Lowell Thomas Jr.

Cashing in on the axiom that "truth is stranger than fiction," this filmed Technicolor record of a trip made by Lowell Thomas Sr. and Jr. to Tibet, one of the least known countries of the world, carries a strong box office lure for art house audiences. Film stands a chance in the more general market, also. The documentary has been created from footage shot by the two men as they made their journey from Calcutta to Lhasa, capital of the ancient land. They arrived at the latter city just in time to witness the concluding sessions of the country's summer religious rites, and they have captured on film a fascinating sequence of weird dancing and praying. Film is climaxed by a visit to the Delhi Lhama, spiritual and temporal leader of the land.

The boy ruler invited the Thomases to Tibet so that they could return to tell the outer world of the plight of the country, which has since been invaded by the Chinese communists. Film is accompanied by a running narrative, spoken by the two Americans, who lighten their record with several bits of humor. Filming the material was pretty rough going at times, but this adds to the undeniable authenticity of the picture. Things were further complicated for the two travelers when the elder Thomas was thrown from his mule on the return trip. With his hip broken, he had to be carried on the backs of natives.

Donohue Out At Para

James J. Donohue, Paramount central division sales manager, has tendered his resignation effective May 15, according to A. W. Schwalberg, president of Paramount Film Distributing Corp. No successor has been named as yet for the sales official, who has been with the company since 1925.

Witnessing VistaVision's Debut



Attending the east coast demonstration of Paramount's VistaVision at the Radio City Music Hall are (top, l. to r.): Harry Brandt, president of the Brandt Theatres; actor Joseph Cotten; Y. Frank Freeman, Paramount vice-president in charge of the studio, and Barney Balaban, Paramount president; (bottom, l. to r.): Harry Feinstein, Stanley-Warner New Haven zone manager; A. W. Schwalberg, president of Paramount Film Distribution Corp.; Moe Silver, Stanley-Warner Pittsburgh zone manager, and Hugh Owen, Paramount eastern and southern manager.

Majors Prepare Pola-Lite Quintet

With the announcement that forthcoming 3-D product from 20th Century-Fox and United Artists will be specially printed for Pola-Lite's single-track 3-D projection system, exhibitors using the process will have five features in release soon. The three newest pictures using the system are 20th-Fox's "Gorilla at Large" and UA's "Southwest Passage" and "Gog."

Features now being released in the Pola-Lite process are Universal-International's "Creature from the Black Lagoon" and "Taza, Son of Cochise." "Gorilla" is a Leonard Goldstein Technicolor production with Cameron Mitchell. "Passage" was produced in Pathecolor by Edward Small with Rod Cameron and Joanne Dru. "Gog" is an Ivan Tors production, in Eastman color, starring Richard Egan and Constance Dowling.

Product availability was announced by Al O'Keefe, vice-president in charge of distribution for Pola-Lite. From Miran Aprehamian, production director, has come word that exhibitor requests have persuaded the company to increase its production schedule to more than 150 units a week.

The company's East Orange factory is now equipped so that production can be immediately speeded up to turn out more than 250 units a week if necessary, according to the report. Dr. Leon W. Wells, inventor of the system, has improved the unit so that it can remain on the projection machine during 2-D shows, the company has revealed.

Exhibs Show Enthusiasm Over Para's VistaVision During East Coast Debut

(*Continued from page 6*)

optical sound could have been highly improved over past years by expenditure of one-quarter the sum of money invested in the development of magnetic sound. Latter process, he added, needs more care and maintenance in the theatre than optical sound.

Ryder said that VistaVision prints require no increase of projection carbon strength due to the lighter density of the celluloid picture. The VistaVision release print, he said, contains a reduced grain size, thus allowing an increase in the capability of light saturation. More arc light is thus permitted through the print, he added.

Paramount officials made known that a flexible lens arrangement, such as the Tushinsky operation, would be suitable for projection with the VistaVision process for prints up to aspect ratios of 2:5-1. Paramount, however, will use nothing over 2-1 for its own VistaVision projects, it was made known.

Exhibitors intending to show VistaVision features in anamorphic (2:5-1) screen ratios can do so by ordering "squeeze" prints of a film. These will be available at rentals no higher than prices for 1:85-1 prints, Balaban said.

A VistaVision print, when projected on a big theatre screen, can achieve dimensions 37 percent larger than those of a regulation sized print, Ryder noted.

The technical reason for the larger size is that a VistaVision print represents a compressed image of a negative three times its size, Ryder added. He said that "horizontal" rather than "vertical" cameras are utilized.

Foreign Films

"Diary Of A Country Priest"

(Brandon Films) FRENCH 95 Min.

Cast: Claude Laydu, Nicole Maurey, Andre Guibert, Jean Riveyre, Madame Arkell.

Credits: A Union Generale Cinematographique production; Produced by Leon Carre; Directed and written by Robert Bresson; Based on the novel of Georges Bernanos.

Obviously the work of a group of people interested in the motion picture as a serious art form, "Diary of a Country Priest," a highly introspective French import, has come to this country loaded with European honors. These prizes appear well merited for the painter Robert Bresson has written and directed a beautiful film, one revealing the innermost thoughts of a tortured man. The picture will undoubtedly win the respect of all students of the cinema, and it should have an appeal for the nation's intellectuals, but any widespread commercial appeal remains in doubt. For, in following the confused outlines of a sick man's thinking, the picture does not bother with a plot and action as American audiences have learned to expect from their movie fare.

Instead, an off-screen voice reads in English from the curate's diary. Then, the most significant passages are enacted on the screen. Close-ups, facial studies, scenic composition—these are the tools that Bresson has used with great success. The film opens as the young curate arrives at his first parish, a small country town. In place of youthful enthusiasm, there is illness, for the curate is sick both in body and soul. In almost constant pain, he eats nothing but bread soaked in wine, and he is consumed with mental anguish about his own faith. As he gets involved in the domestic problems of his parishioners, he is misunderstood and rejected. Their hostility and his pain finally force him to leave, defeated. Learning that he has an incurable cancer, he dies in the filthy apartment of a former priest, now turned drug dealer.

●

"La Ronde"

(R. & R. Hakim) FRENCH 83 Min.

Cast: Anton Walbrook, Simone Signoret, Gerard Philipe, Danielle Darrieux, Jean-Louis Barrault, Simone Simon.

Credits: A Robert and Raymond Hakim presentation; Directed by Max Ophuls.

Art house success can be assured for this French-language production for a number of reasons. "La Ronde" recently was the victor in a censorship battle that evoked a Supreme Court ruling removing a New York State ban against the film for allegations of immorality. The picture also boasts a galaxy of names which are very familiar to foreign film devotees. To conclude, "La Ronde" additionally possesses the virtues of true cinema: a gay story; change-of-pace in its unfolding; solid performances; expert direction of the saucy, tongue-in-cheek style.

Picture, set in turn-of-the-century Vienna, is composed of a series of sequences—all dealing with love—which are strung together by a narrator who runs a merry-go-round. ("La Ronde" means merry-go-round in French.) In the course of events, love affairs between men and women of various social positions are depicted. The first character has an affair with the second, the second with the third, the third with the fourth, and so on. All this is rendered in good taste, with humor and satire abounding to illustrate the film's moral: when it comes to love, the whole world is the same. English titles are adequate.

DISTRI-BITS

Variety Honors UA

Jane Russell and Robert Waterfield, principals of the newly formed Russfield Corp., will be among the leaders of the Hollywood contingent attending the United Artists 35th anniversary testimonial dinner being sponsored in Philadelphia by the Variety Club Tent 13 on May 5, it has been announced this week by Jay Emanuel, chairman of the dinner committee.

Guest of honor at the dinner will be Mary Pickford, founder and co-owner of UA. She will be feted in the grand ballroom of the Bellevue-Stratford Hotel. Miss Pickford has retained her co-ownership of the company and is currently a member of the board of trustees. She founded the corporation with Douglas Fairbanks, Charles Chaplin and D. W. Griffith in April, 1919.

Disney, RKO Negotiate

HOLLYWOOD.—Negotiations are currently being carried on to assure continued distribution of Walt Disney Productions pictures by RKO, according to a reliable trade source. It is expected that the new arrangement will cover one year, as does the one now expiring. Disney will probably want to exclude certain films from the pact, it is thought, with these to be handled by Buena Vista, a Disney wholly owned subsidiary.

Pathe Suit Scheduled

The multi-million dollar anti-trust suit, in which Pathe Industries charges that Eagle Lion Classics was shut out of the New York market, will be heard in New York Federal District Court by Judge Augustus Hand early next week. Defendants include Loew's and RKO Theatres. Pathe was the parent company of E.L.C. before latter was sold to United Artists.

AA Canadian Deal

Allied Artists product will be distributed in Canada by International Film Distributors, Ltd., under terms of a franchise distribution deal consummated between the two concerns, according to Steve Broidy, AA prexy. Pact, which becomes effective Sept. 1 for five years, will see AA pictures distributed in the Dominion under the Allied Artists Productions, Ltd., banner.

"Pinocchio" Grosses Up

The current re-release of Walt Disney's "Pinocchio" is outdrawing its original 1940 gross by 20 percent and is doubling the receipts of its initial re-release in 1945, Charles Boasberg, RKO Radio general sales manager, revealed this week. Present "Pinocchio" engagements are continuing to outdistance "Snow White" in almost every case, he added.

Honors Slated For Cole

DALLAS.—Col. H. A. Cole, co-chairman of COMPO's tax repeal committee, will be honored by Texas exhibitors at a testimonial dinner on May 11, at which time he will be presented with gold keys to a 1954 Coupe-de-Ville Cadillac for his efforts. A gold plate reading "presented to Col. H. A. Cole by loyal and devoted Texas theatre owners" will adorn the instrument panel. Cole will receive the services of a chauffer for one year. In addition an interior decorator will completely redecorate Cole's office.

Election of 10 Directors Scheduled At 20th-Fox Stockholders Meeting

Principal business of the upcoming 20th Century-Fox stockholders meeting scheduled for May 18 will be the election of 10 directors of the corporation. Nominees consist of L. Sherman Adams, retired trustee of Massachusetts Investors Trust; Colby M. Chester, honorary chairman and director of General Foods Corp.; Robert L. Clarkson, board chairman of American Express Co.

Also, Daniel O. Hastings, of Hastings, Lynch and Taylor; Robert Lehman, of Lehman Bros.; Kevin C. McCann, president of Defiance College; William C. Michel, executive vice-president of 20th-Fox; B. Earl Puckett, board chairman of Allied Stores Corp.; Spyros P. Skouras, president of 20th-Fox, and Gen. James A. Van Fleet.

The notice revealed additionally that all directors and officers of the corporation received a total remuneration of $1,459,140 during the last fiscal year ended Dec. 26, 1953. Top money went to Darryl F. Zanuck, production chief, who earned $260,000. Skouras received $247,660; Al Lichtman, director of distribution, $154,960; Murray Silverstone, president of 20th-Fox International, $128,960, and Michel, $100,360.

The proxy statement disclosed that Lichtman's contract with the company has been changed so that it now calls for his exclusive services until March 6, 1956.

Phonevision Test Okayed

WASHINGTON.—Permission to make a 90-day private test of Zenith's Phonevision method of subscription television has been granted by the FCC to WOR-TV, a New York station. Test will begin May 15 and will not include the use of telephone lines. Only sets equipped with air code translators will be able to pick up the images, which will include test patterns, films and live telecasts.

Equipment Export Rise Pushes 14%

WASHINGTON.—Total value of U.S. exports of motion picture films and equipment in 1953 amounted to $29,352,273, an increase of about 14 percent over 1952 exports valued at $25,692,819, according to the Business and Defense Services Administration. BDSA said that preliminary statistics reveal that exports in 1953 were at the highest level since the peak year of 1947, when they amounted to $31,547,567.

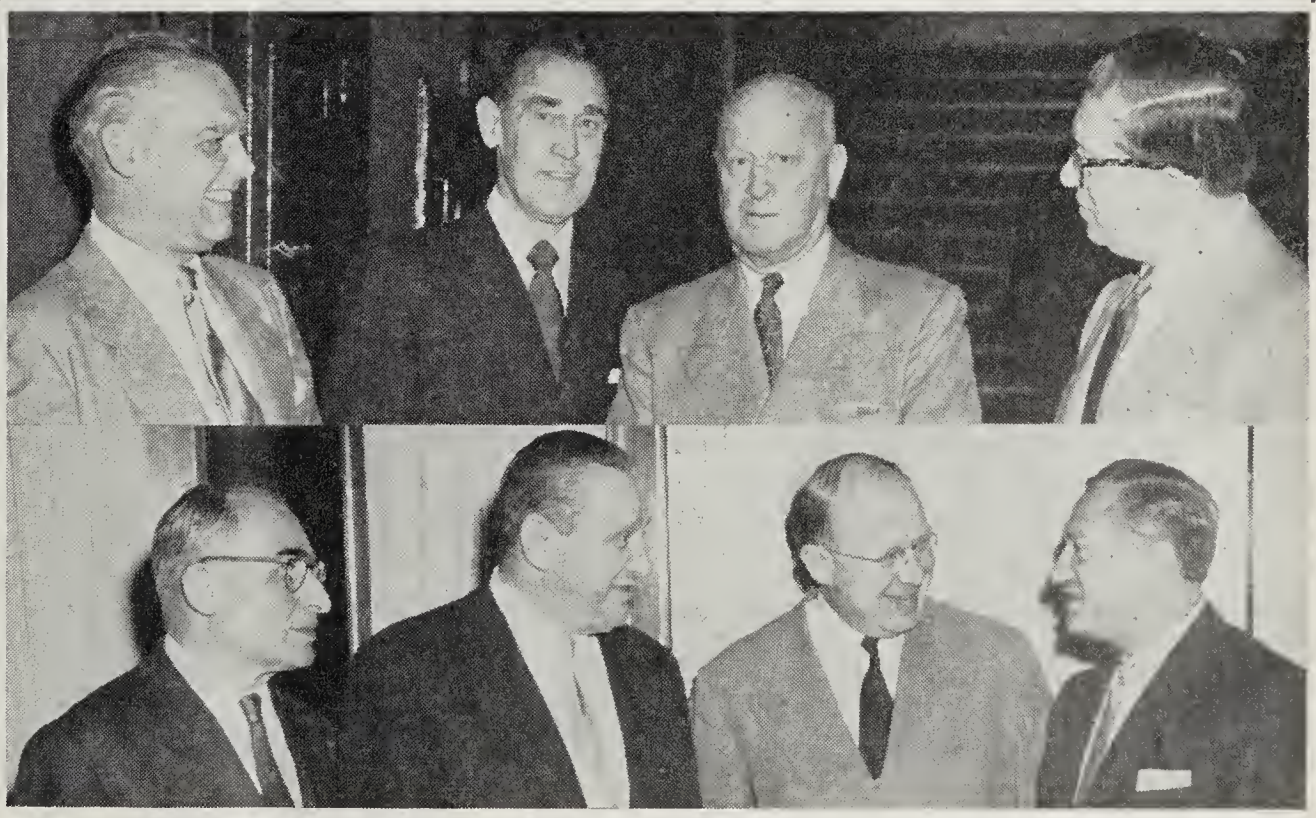
Exports of exposed feature films, both 35-mm and 16-mm, totalled 303,351,452 linear feet valued at $10,188,253 in 1953, or about the same level as 1952 exports of 305,866,735 linear feet valued at $9,681,480. The increase in dollar value of feature films is probably due to larger shipments of color films, BDSA explains.

Exports of 16-mm feature films again registered a substantial increase in 1953. Exports of unexposed motion picture film (rawstock) were more than 40,000,000 linear feet higher in 1953 with exports amounting to 310,064,649 linear feet valued at $7,364,-360, compared to 267,643,072 linear feet valued at $6,184,418 in 1952. The largest gains were registered in exports of 16-mm rawstock film.

Bill Restricts Publishers

WASHINGTON. — Ownership of radio or television stations by newspaper publishers would be prohibited under terms of a bill introduced this week by Sen. Edwin C. Johnson (D., Colo.).

Observing Warner Bros. Pix Parade



Gathered for the Warner Bros. advance product trailer screening at the RKO 86th St. Theatre, N. Y. C., are (top, l. to r.): H. E. Stuckey and Monte F. Gowthrope, Butterfield Theatres; and Roy Haines and Jules Lapidus, Warner division managers; (bottom, l. to r.): Jay Golden, RKO Theatres; Mike Edelstein, RKO manager; Harry Mandel, RKO Theatres, and Ben Kalmenson, Warner Bros. vice-president.

REGIONEWS

ALBANY

Paramount's decision to move from Film Row to the sixth floor of a downtown building at 545 Broadway and to transfer shipment of prints to Clark Distributors is believed to have been caused by inability to get together on renewal terms with the Farley organization, owners of the present quarters. . . . Lou Goldstein reopened his West Rome Drive-In but opening of his Schuyler is delayed because of nearby road construction. . . . Larry Cowen, mgr. of Proctor's Theatre in Troy and upstate publicity director for Fabian, retired from the Naval Reserve after 30 years of service. He will receive a pension. . . . Jules Perlmutter opened a delicatessen shop in his Lake Theatre building at Lake George. . . . Variety Club presented honorary memberships in Variety International to Ben M. Becker and Charles W. Ryan, who staged the recent AAU boxing tournament for benefit of Camp Thacher.

ATLANTA

Wm. Greene's Palmetto Theatre, Palmetto, Ga., was destroyed by fire. No one was in the house at the time. . . . Crescent Amuse. Co., which publishes its own 8-page Nashville Good News weekly, devoted to coming attractions and news of local and world interest, is advertising that one empty Stewart potato chip bag is good for admission of a child under 12 to any of its nabe theatres. . . . Free admissions for two nights marked the opening of Mary Drive-In at Cherokee, Ala. . . . James A. Holder, mgr. of the Ritz at Clinton, Tenn., reports a new wide screen installation. . . . TV's Ed Sullivan launched the annual Old Newsboy's Day campaign, sponsored by Atlanta Journal-Constitution and the local Variety Club.

Most theatres in Chattanooga, Tenn. dropped their prices 10 to 15%. Admission at the Tivoli was reduced from 60 to 50¢ and theatres offering CinemaScope reduced night prices from 80 to 65¢, daytime from 65 to 50¢. . . . Florida Theatre, Hollywood, Fla., managed by Fred Lee, is now CinemaScope equipped. . . . R. L. Bailey cut admission at his Eagle Theatre in Blountstown, Fla. to 40¢ for adults and 10¢ for children. His drive-in there makes no charge for children. . . . Wilby-Kincey closed the Dan Theatre in Danville, Va. . . . Al Fourmet appointed mgr. of Floyd's Starlite Drive-In, Wanchula, Fla.

Joe Phillips was appointed city mgr. of Stein's Turner and Joy theatres in Ashburn, Ga. . . . Candler Drive-In at Metter, Ga. celebrated its first anniversary by giving the kiddies gift bags and three door prizes of $25 baskets of groceries. Mgr. is Donald H. Haymann. . . . Edwin Clapp is new owner of the Booker T Theatre in Knoxville, Tenn. . . . Ernie Reid appointed mgr. of Starlite Drive-In at Bowling Green, Fla. . . . Sam T. Wilson sold an interest in the Dale-Mabry Drive-In at Tampa, Fla. to Esther F. Floyd and P. J. Sones for $50,000.

Reba and Fox Howell are new owners of the Do Drive-In at Geneva, Ala., which has all new equipment. . . . Fox Drive-In at Ft. Lauderdale, Fla., closed after opening on April 3. . . . Florida State Theas., Jacksonville, Fla., appointed Harvey Garland film buyer and head of the booking dept. . . . Floyd Theatre in Largo, Fla. will soon receive a CinemaScope installation. . . . Mack Jackson, theatre owner in Alexander City, Ala., acquired the Bama Theatre there. . . . Frank Lowry, former Columbia booker, now Tenn. sales representative.

The WOMPI's which now boast 105 members and doing a great job with needy film folks, are making plans for a Membership Booster party. . . . J. P. Hodges, Jr. was appointed mgr. of the Ranch Drive-In, Hartselle, Ala. . . . High Springs Drive-In at High Springs, Fla. reopened under management of William Lee. . . . Elks Theatre, Huntsville, Ala., is closed for remodeling. . . . The Edward S. Kuiken drive-in at St. Pete, Fla., the city's most publicized and thus far non-existent theatre, got a green light from the City Council. . . . A 13.4% tumble from Nov. was taken by Alabama theatre boxoffice receipts last Dec., according to the U. of Ala. bureau of business research. Dec. receipts were down 10.3% from those of Dec. 1952, the report showed.

BOSTON

Independent Exhibitors of New England, the local Allied unit, voted to hold an open meeting on May 24, at a place to be designated later, to which all area exhibitors, regardless of affiliation, will be invited to listen to an explanation of the Makelim Plan for a 12-picture deal. At that time, contracts will be available for the package deal. . . . For the fifth consecutive year, Hy Fine will chairman the theatre div. drive for Cerebral Palsy here. The 1954 trailer, narrated by Bob Hope, can be booked through Fine's offices at the Metropolitan Theatre for playdates from May 2 through May 29. . . . Benn Rosenwald, M-G-M chairman for the 1954 Jimmy Fund campaign, to run Sept. 2-16, is trying to enroll every theatre in the area.

House Bill #2007, a petition of Frank C. Lydon, which would nullify many current regulations of the Commissioner of Public Safety, was killed in the house, and a third reading on Senate Bill #267, petitioned by Anthony Parenzo and Raymond J. Lord, which asked for two licensed operators in a projection booth, was turned down by the Senate. . . . Wm. Cuddy, RKO office mgr., was elected pres. of the Cinema Club of Boston. . . . Al Glaubinger was brought in from Cincinnati to be city salesman at UA, replacing Irving Mendelson, upped to New Haven branch mgr. . . . Lloyd Clark was elected pres. of Middlesex Amuse. Co., Malden, and Winthrop Knox, Jr., v.p. . . . Max Selver, former dist. mgr. in Framingham for Smith Mgmt., opened a gift shop in Winchester Square.

Leonard Francoeur of Fall River, former projectionist and mgr. for Yamins circuit, has taken over lease on the Island Theatre, Portsmouth, R. I., formerly held by Corey Richmond. . . . The Erinakes brothers are rushing construction of their Hill-Top Drive-In at E. Greenwich, R. I., for a mid-June opening. George and Harry operate the Kent and Greenwich theatres located within a few miles of the ozoner. Booth is RCA equipped from Capitol Supply, supervised by Charlie Fish. . . . Bob Sternburg, New Eng. Theas. dist. mgr., announced the engagement of his daughter Sylvia Barbara to George Spoll of Mt. Vernon, N. Y. . . . Carol Shohet, daughter of Universal salesman Fred Shohet, was married to David Sweig of Winthrop.

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BUFFALO

Samuel P. Battaglia has a new policy at his 908-seat theatre at Niagara Falls, which was strictly a bingo house and played no films. Now bingo will be played Monday thru Friday and pictures will be shown Saturdays and Sundays. . . . Basil's Lafayette opened with "The French Line" despite announced disapproval of the local Legion of Decency. The Buffalo Federation of Labor also went on record as condemning the film. . . . Among local houses getting a spring facelifting are Paramount's Center, with a redecorated marquee, and Shea's Buffalo, with an interior and exterior refurbish.

Ruth Rappaport of the Warner exchange office staff, won the door prize awarded at a Sister Kenny polio benefit show. . . . "Pinocchio," the Easter week attraction at the Century, broke records established 15 years ago when it was first shown here. . . . Elizabeth Drzewiecka, 12-year-old school girl, won the grand prize trip to Europe in a coloring contest sponsored by the Buffalo Evening News in cooperation with UA's film "Heidi," currently at the Cinema Theatre. . . . A new TV station, using Channel 2, will go on the air June 1, according to George F. Goodyear, pres. of Niagara Frontier Amuse. Corp.

Wade and Son adopted a new policy for their Colonial Theatre, Moravia, and will play SM-FS-closed TWT. . . . The State at Caledonia reopened with Fred Herb as the new owner. House was formerly owned by Michael Carr. . . . Cooperative of Buffalo is handling booking and buying for W. A. Shaw's Homer Drive-In, and the Alleghany

BUFFALO (cont'd.)

Drive-In, owned by Empire State D-I theas. . . . The 400-car Limestone Drive-In, owned by Bradford Corp., is now open on a full time basis.

CHARLOTTE

C. E. Blevins has a new 350-seat theatre under construction in Barkersville, N. C. It will be operated under lease by C. D. Calhoun, who also owns the Mar Theatre there. . . . CinemaScope equipment has been installed in Frank Elmore's Elm Theatre, Bladenboro, N. C. . . . The Apex Theatre, only house in Apex, N. C., was destroyed by fire. . . . Wilby-Kincey's Imperial Theatre at Asheville, N. C. has been granted a city permit to make renovations costing some $20,000. Frank Labar, Jr. is mgr. of the house. . . . CinemaScope with full stereophonic sound made its first outdoor debut in N. C. at the 450-car Badin Road Drive-In, Albermarle.

CHICAGO

Nick Stassen was named captain of Alliance's 19th annual summer business drive, during which more than $15,000 will be distributed among most successful managers. . . . Twin Open Air Drive-In, managed by Henry Stevens, became the first ozoner in the middle-west to install CinemaScope and stereophonic sound. . . . Lans Theatre, Lansing, Ill., under Ralph Scherer, has been CinemaScope equipped and a similar installation is planned for the Holiday in Park Forest. . . . Gardner Thea. Supply completed a CinemaScope and stereophonic sound installation at the Jackson Park, managed by Richard Salkin.

Winston Theatre Corp., RKO subsidiary, gave up its lease on the loop Grand, leaving RKO without a Chicago theatre. Van Nomikos circuit, owners of the lease, took over with Jerry Sullivan continuing as mgr. Reports are that when lease runs out, building may be torn down to make way for a parking lot. . . . Aaron Cushman, former ad mgr. for Essaness, opened his own public relations office at 333 N. Mich. Ave. and is now handling publicity for Barger Twin Drive-In and H&E Balaban's Esquire and Surf theatres. . . . A federation of film societies is proposed for Chicago territory under auspices of Film Council of America. Art Assum of Roosevelt College film dept. is chairman of the organizing committee. . . . Reported that local TV film buyers are holding back on Bank of America films being offered by General Teleradio, Inc. owing to high prices.

Irv. Kupcinet of Sun Times will again headline the Palsy TV broadcast on WBKB, May 21-23, with Abe Platt handling studio arrangements and James Shields of B&K handling collection system. . . . Judge Julius Hoffman dismissed damage suit filed by South Bend Theatre Corp. against B&K for depriving theatre of first and second runs prior to 1949, after cash settlement. . . . Neighborhood merchants reopened the Bugg Theatre and management will be in hands of Alderman John J. Hoellen, Wm. R. Miller, Jr., Alfred H. Labich and Henry Bertocchini. . . . Jack Shumow, former Warner exchange mgr., took over the De-Luxe Theatre from Charles Golan. Van Nomikos will book.

Teitel Film Co. completed a deal with Mayer-Kingsley for exclusive distribution of "Annapurna" in the Chicago, Milwaukee and Indianapolis territories. . . . New salesmen are Bob Lewis at Republic and Carrol Manton at Allied. . . . Bob Maybraur joined the Dalite Screen sales force. . . . Thirty-Four Drive-In at Earlville, Ill., being readied for opening. . . . Frank Larkin named mgr. of Starlite Drive-In, Pekin, Ill. . . . The independent Manor Theatre is using Nylon hose for premiums. One admission ticket and 50¢ does the trick.

Marchesi circuit's Town Theatre at Prophetstown is getting a CinemaScope installation. . . . John H. McConnell, former mgr. of Coston's Hamilton Theatre, passed away. . . . B&K instituted a stage show policy at the Regal Theatre on the southside. The circuit's Chicago Theatre will have midwestern premiere of "Elephant Walk" starting May 21. . . . 20th-Fox exchange offices have a complete Celotex accoustical installation. . . . Ralph Mooney elected to fill the unexpired term of the late James Gorman as pres. of Operators Union. . . . Harold Pearlman is new asst. to U-I publicity director Ben Katz, succeeding Edward Borgan. . . . Ideal Picts. obtained exclusive distribution rights from government of India for Indian documentary films.

CinemaScope and stereophonic sound were installed at the Twin Drive-In, Oak Lawn, Ill. . . . A remodeling program to cost about $50,000, and designated to begin in conjunction with the Spring Film Festival, was announced by the Clark Theatre here.





More than 2,500 industry leaders, entertainment personalities and members of the press turned out at Loew's 72nd Street Theatre in N. Y. for the invitational preview of Universal-International's "Magnificent Obsession" in Technicolor, starring Jane Wyman and Rock Hudson. Shown here (l to r) Top: Milton R. Rackmil, Universal prexy; Barbara Rush, co-starred in the film; Alfred E. Daff, exec. v.p. of Universal, and Charles J. Feldman, v.p. and gen. sales mgr. Bottom: Universal district managers Lester Zucker, James Frew, Manie M. Gottlieb, Loew's Theatres exec. Eugene Picker, Joe Gins, Henry H. Martin, Barney Rose and F. F. Rosien.

CINCINNATI

RKO's Capitol Theatre, according to city mgr. Joseph Alexander, is about ready to close and Cincinnati may have a Cinerama theatre sometime this year. Wm. Rush, who manages the Capitol, will undoubtedly affiliate with another house. . . . Carl Braun, mgr. of the Bein circuit, reports that a wide screen installation will be made in their 20th Century Theatre, Oakley. . . . Rumored that the local Paramount office will realign sales zones. Branch mgr. Herb Gillis was in Pittsburgh last week visiting Warner officials. . . . John Stevens of N. Y., who will join UA's foreign dept., is currently in the Cincinnati branch learning the mechanics of operation prior to departure for his new post. . . . Abe Hyman of Hyman Circuit, Huntington, W. Va., who has been in poor health, is now on the convalescent list.

Don Duff was appointed head booker at the Realart and Lippert exchange. . . . Wm. F. Malony is returning here as mgr. of the Milford Mo-Tour-In on Routes 28 and 50 in Milford. . . . Wm. Hitchcock, operator of an indoor theatre in Winchester and about to open his new Panhandle Drive-in on Rts. 125 and 136 west of W. Union, O., is in Christ Hospital for treatment. . . . Black Mountain Theatre at Kenvir, Ky. has been permanently shuttered due to closing of the mines there. . . . Walter Wyrick, operator of the Lyric, Carlisle, Ky., has remarried. . . . Gene Burke of the Lyric Theatre, Beckley, W. Va., is recuperating.

The recent installation dinner of the Colosseum of M.P. salesman also served as a testimonial to Lloyd Krause of RKO and Frank Schreiber of U-I, who had been upped to managerships. Col. James How, Carrollton, Ky. exhibitor, won the door prize of a combination clock-radio. . . . Murray Baker, IFC sales representative, became a father. It's a girl. . . . Jos Gins, former U-I branch mgr. here who was transferred to Washington, D.C., was made dist. mgr. for U-I out of Boston, Mass. . . . Luther Conley, one of the owners of the Morehead Drive-In, Morehead, Ky., passed away. . . . The Warner office has a new paint job. . . . Crawford Adkins of the Jaxon Theatre, Jackson, Ky., acquired another Pan-Am gas and oil station in Frankford, Ky.

DALLAS

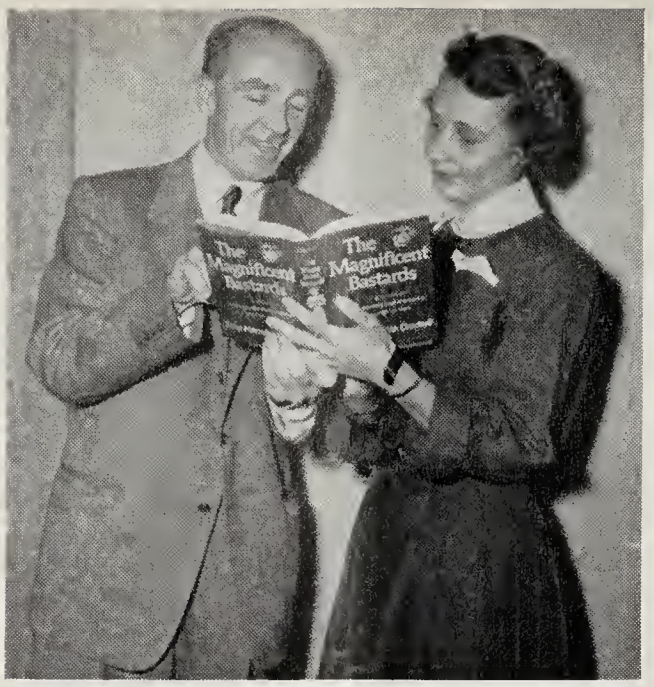
Maxime Adams was elected pres. of Women of the M.P. Industry; Mrs. Lorena Cullimore, 1st v.p., and Mrs .Billie Webb, 2nd v.p. The Dallas chapter is the WOMPI parent organization, with similar groups at Atlanta, Ga., New Orleans, La., and most recent addition at Memphis, Tenn. . . . Jimmy McNeill, Interstate city mgr. in Brownsville, announced price cuts for students over 12 years of age at the Grande and Majestic there, from 70 to 50¢. . . . Tom Sumners, owner of the Woodlawn, Laurel and Joseph theatres in Alamo City, has taken over the El Capitan Drive-In from Sylvan Berry, who still operates the Fiesta Drive-In at San Antonio.

As the drive-in installation pace of CinemaScope and full stereophonic sound mounts rapidly across the nation, two more outdoor theatres in Texas were added to the list. They are Claude Ezell's 650-car Trail Drive-In, San Antonio, and 628-car Winkler, D-I, Houston. . . . Charles Wolfe taking over as managing director, buyer and booker, also publicity mgr. for Southern Theas.' Prince Theatre, San Antonio. His asst. is Phil Poteet, new man on the local scene. Former mgr. James Bates switched to the Trail Drive-In, an Ezell situation. . . . Karl Hoblitzelle, Interstate prexy, was a recent visitor in San Antonio while enroute to his Lower Rio Grande valley farm homes in the San Juan and Mercedes area. . . . George D. Franklin, 52, was crushed to death when a high wind toppled a wall at his drive-in at U.S. 377, south of Denton. . . . R. J. O'Donnell, Interstate exec., and Mrs. O'Donnell returned from a three-month cruise in the Pacific, landing in California, where O'Donnell was toastmaster at a dinner honoring Spencer Tracy.

DENVER

Fox-Intermountain's new Center Theatre opened April 29 with the world premiere of "River of No Return" in CinemaScope, highlighted by a Hollywood contingent participating in citywide promotional activities. . . . Chilton (Kilt) Robinette, former 20th-Fox salesman here, was in the territory in his new capacity as special representative for J. Arthur Rank. . . . During the week of May 30, the Denver will put on an hour and forty-five minute stage show in connection with "Annie Get Your Gun," and starting at Billings, Mont., will play a number of F-I theatres in the Denver and Salt Lake territories. . . . The Lakewood installed a new 23x39 foot screen and is now equipped to show any of the new projection processes.

With the sale of his other trucking interests, R. J. Wadley, owner of Southwestern Film Delivery, has moved back to the Denver Shipping and Inspection Bureau. . . . Warner Bros. engaged the Esquire for a special screening of "Dial M For Murder," and as part of the program ran the Jack Warner product announcement trailer. . . . Tony Ceranich, recently with the statistical dept. of Fox West Coast, Los Angeles, transferred to Denver where he joined the film-buying dept. of F-I Theatres. . . . Sam Langwith, Western Service & Supply, and Mrs. Langwith are moving back to Denver from Idaho Springs. . . . Mrs. Ruth McNeill, inspectress at Allied Artists, passed away after a short illness. . . . Helen Millett, biller and Roy Carlson, shipper, both of the Metro exchange, are back at work after major operations.



Lucy Herndon Crockett, author of "The Magnificent Bastards," which will be filmed by Paramount under another title and will star Deborah Kerr, shows a copy of her best-selling novel to D. A. Doran, Paramount Studio executive.

DES MOINES

Kenneth Herwig purchased the Lido Theatre building in Hampton from Charles Peterson. Herwig plans to operate a bookkeeping service in the former theatre building. . . . Kermit Dubbels has taken over operation of the Princess Theatre in Guttenberg. . . . Students from 35 schools attending the state music contest at Alta, were offered special reduced admissions to showings at the Ritz in Correctionville during the two-day affair, with teachers admitted free. . . . The Lido in Manly reopened under management of former owner H. S. ('Doc) Twedt of Britt, where he also operates a theatre. A new wide screen was installed in the former.

The Sun at Woodward has been reopened by owner Fred Bullen and will have showings four nights a week. . . . Charles Nielsen, who with Dick DeVries bought out Earl Wilson, original owner of the Marland in Marens, has purchased DeVries' interest and plans to devote most of his time to its operation. . . . Merle Sorum has purchased the Thompson Memorial Theatre in Thompson from Robert Johnson and Wayne Bravick and is taking over active management. A new wide screen has been installed and policy will be three changes weekly. . . . Elsie Helmke, former employee of the Algona Theatre, died recently. She was associated with the house when the N. C. Rices owned it.

The Collegian Theatre in Ames now has stereophonic sound and a 39/17 foot screen. . . . Paul Strennen of Cedar Rapids has taken over management of the Drive-In on Pella Road, Oskaloosa. Helen Staak, former mgr., maintains her partnership in the theatre with Central States but will not be active in the business. . . . The Cozy in Morning Sun is now open six nights a week. . . . The Gem in Charles City closed for the summer and its patrons are being invited to attend the Highway 218 Drive-In close by. . . . Central States sold the Cresco Theatre in Cresco to M. Keith Milnar and Joseph Milnar, who plan to modernize the interior and add a new screen and stereophonic sound. Main floor will be lowered to the level of the sidewalk; new seats purchased and ventilating system modernized.

DETROIT

Sterling Theatres is being formed by Paul Broder and Arthur Weisberg, taking over the A&W Theas. formerly headed by Weisberg. With 14 houses now in the string, Broder reports negotiations under way for more houses, with a goal of 35 to 40 in view. Latest acquisition is the Cinema, which Sterling opened Easter Sunday as a first-run art house. . . . Donald Schilling, night mgr. at the Broadway-Capitol, managed to capture a teenager who tried to hold up the office, with cashier Margaret Randell rating an assist in the capture. . . . Ned Oglesby installed new seating in the Cinema Theatre. . . . Miller Mutual Fire Insurance Co. is reducing rates on booth equipment to normal furniture and fixture rates because of decreased hazard in use of safety film.

Albert Dezel has been named distributor for Pola-Lite. . . . A program to "get acquainted with your state and city representatives" was urged upon exhibitors by Alden Smith, head of Mutual Theas. . . . Bill Clark is taking over film buying for the Gem at Saginaw, Indian at Indian River, Pontiac Drive-In at Pontiac and Hudson, at Hudson. . . . Ramon Gariboy is closing the Cinema at Saginaw and renaming the Gem the Gem Cinema, which will have a Mexican and English film policy. . . . George H. Quick is taking over the Indian River house formerly operated by Gordon Roberts. . . . Alex Jagmin has completed redecoration of the Berkley Theatre in Berkley for John Igna. New carpeting and equipment are also being added to make it a thoroughly modern suburban house.

Thomas Funk is remodeling the Great Lakes lobby. . . . Jack Sullivan, former owner of the Studio, is now managing the Empress for Joe and George Ellis, succeeding Walter Tucker. . . . Irving Katcher, former owner of the Russell Theatre, has switched to the real estate business. . . . Vincent Pope returned to manage the Circle in Dearborn. House will be run by the estate of the late Joseph Stoia. Al Klein remains as asst. mgr. . . . A. C. Schmidt, who built the Hudson at Hudson, is taking over the house, recently operated by Howard Sharpley. . . . Elmer Forbear acquired the Wayland Theatre at Wayland from Naman E. Frank, who operated the house for 40 years. . . . The Oak and Gratiot drive-ins introduced Easter sunrise services in this area for the first time.

INDIANAPOLIS

New managerial appointments in Alliance circuit theatres include Dick Leonard at the Town, Alexandria; Myron Sands at the Knox, Knox; Borge Iverson at the Grand, Terre Haute; Charles Walters at the Riviera, Anderson; Richard Seward at Miami Drive-In, Peru. . . . Abbott Theatre Supply is making CinemaScope and stereophonic sound installation in the Arlington Theatre here.

KANSAS CITY

Nevin McCord, formerly with Filmack in Chicago and Paramount Industries in Salt Lake City, is new promotion head for Durwood Theatres in Wichita, Kans. and Roxy Theatre here, which is now a first-run house. . . . R. G. Montgomery retired after 28 years with Fox Midwest. . . . Independence, Mo.

KANSAS CITY (cont'd.)

citizens who urged voting for write-in candidates to replace school board members not opposed to L. A. Becker's planned ozoner within city limits, were defeated by incumbents. . . . Sunset Drive-In at Gainesville, Mo. had a 50¢ opening night. . . . Bumper strips, good for free admission, were given to the first 300 cars at opening of Pines ozoner, Excelsior Springs, Mo. . . . E&S Theatre Ents., Inc., Kansas City, Mo., headed by E. S. Sutter, C. B. Ellis and G. Eliopoulos, was incorporated to do a general theatre business.

Terrace Drive-In at Lee's Summit has been remodeled, complete with new speakers. . . . New Astrolite screens and rectifiers have been installed in C. C. McAllister's Nomar at Wichita, John Brandt's Lyric at Plattsburg, and RCA stereophonic sound added to the Avenue Theatre in K.C., Kans. and the Civic at Webb City, Mo. . . . Hole-in-One doughnut machines have been purchased by Chas. Thomas for his Parkside Drive-In at Marshall, Art Pugh for his ozoner in Columbus, Kans., and for the Edgewood Drive-In at Neosho, Mo., managed by Ed Harris.

Tickets for the joint convention of KMTA and MPTO of St. Louis, Eastern Mo. and Southern Ill. at Lake of the Ozarks, May 18-20, may be secured from Zella Faulkner, office secy. for KMTA. Committee heads include: Earl Jameson, Jr., arrangements: Elmer Bills, program; Glenn Hale, reception; and Elmer Rhoden, Jr., entertainment. Rhoden will show his locally-produced film, "Corn's-a-Poppin'." . . . Autoscope, Inc. is completing a 120-car autoscope ozoner with individual screens at Buffalo, Mo. This is the second ozoner to use the idea originated by Tom and Bob Smith, who are now in factory production. Bert Crowley and Elgy Jackson are proprietors of the Buffalo ozoner, scheduled for June 1 opening. . . . Senn Lawler, Fox-Midwest public relations head, and Arthur Cole of Paramount participated in a radio program sponsored by the U. of K.C., devoted to discussion of movie censorship.

MIAMI

Harvey Fleishman, Frank Meyers and Roy Schecter left for Augusta, Ga. to look over a CinemaScope installation in a drive-in. . . . Olympia Theatre offers the biggest value in all Miami—early bird matinee at 50¢, complete with stage show and feature film. . . . Bob Green, Wometco's personnel director, taking time out to attend 6th annual Business Conference at the University of Fla. "Way of Working With People" is this year's theme. . . . Beatrice Brower retiring as cashier at the Miami after 25 years. Her post is being filled by Evelyn Santiago. . . . Miami and Capitol theatres are being set for theatre television. . . . Sonny Shepherd is back from his week in Nassau, where he was house guest of Charles Bethel, MP.

MILWAUKEE

Bluemound Drive-In, managed by Dick Crede, is the first ozoner here to enlarge its screen. It will be bigger than the one at Radio City Music Hall. . . . The local division of the Cancer Society had a big sendoff for its campaign when a host of stars came here to attend the Cancer Fund show at the Fox-Wisconsin Theatre. Bob Hope was emcee, and also on hand were Pat O'Brien, Cy Howard and Marie McDonald. . . . All drive-ins here are open for the season.

The Pola-Lite demonstration here during the Wisconsin Allied convention attracted a large crowd to the Fox-Strand when the "Creature" was shown. After the picture, William Spooner explained the operation of the new single track system. . . . Otto Prieser, 67, who was associated with the Savoy Theatre and with the Saxe interests since 1933, passed away. . . . Mrs. L. F. Bergtold of the Westby Theatre, Westby, on hand for the state convention, reported that her son-in-law Robert Drew is appearing on NBC-TV in N.Y. and her daughter Joann in a children's play there.

NEW HAVEN

Stanley-Warner's Palace Theatre, Torrington, and Bristol at Bristol, have been acquired by the new Jason Theatrical Ents. headed by David Jacobson of Brooklyn, N.Y.; Irving Jacobson of W. Hempstead, L.I.; Helen Rosien of New Haven, and Anita Hartmann of Orange, Conn. . . . The $250,000, 1,000-car Plainville Drive-In on Route 72, Plainville, first outdoor unit for the Perakos chain, was opened April 23 with numerous trade figures in attendance. It has a 114′ wide screen, a 75′ glass front on the concession building and a completely paved area. John Perakos is serving as mgr. . . . Joseph Ruggerio resigned as mgr. of the Lyric Theatre, Hartford, after a 27 year affiliation. P. J. Buchieri, formerly at the Art, succeeds him.

E. M. Loew's Milford Drive-In, Milford, one of the country' earliest ozoners, is to be extensively remodeled, including installation of a 76′ screen, new concession building, men's and ladies' lounges, and new landscaping. . . . A certificate of incorporation has been filed by Davenport Amusement Corp., 210 Davenport Ave., New Haven, listing Frederick Dandia as pres.-treas.; Anthony Terrazano, v.p., and James E. Conner as secy. . . . Date of the testimonial dinner to Barney Pitkin, RKO exchange mgr., originally slated for April 27, has been set for May 4 at Waverly Inn, Cheshire. . . . Mrs. Hazel Florian resumed her duties as mgr. of L&G's Strand, Winsted, following surgery.

General Theas. opened its first drive-in, the $175,000, 800-car Mansfield, with a gala premiere. Principal officers are Morris Keppner and Lou Lipman. Harry Finger, formerly with the Hotel Bond, is serving as mgr. . . . Roy Wilcox was upped from asst. to mgr. of L&G's Webb Playhouse, Wethersfield, replacing Bill Daugherty, who was shifted to a similar post at the East Windsor Drive-In. . . . Wm. McGrath, former asst. mgr. of S-W theatres in Manchester, has been promoted to city mgr. there, succeeding Wh. Brown, resigned.

NEW ORLEANS

A. L. Royal, pres. of Miss. Theatre Owners Assn. announced that the 1954 convention of that organization will be held June 27-29 in the Edgewater Gulf Hotel, Edgewater Park, Miss. Visitors from 12 states have already indicated they would attend. . . . The Hal Makelim Plan was discussed at a recent meeting of ATO of the Gulf States, presided over by Abe Berenson, pres. The next meeting with Makelim and associates has been set for May 28 at the Roosevelt Hotel. . . . A fire which caused damages estimated at $20,000 swept three business houses in the Carrollton and Canal area, among which was the Carrollton Theatre.

Judge E. F. Hunter, Jr. denied motions by exhibitor defendant Billy Fox Johnson, operator of theatres in Alexandria, LeCompte, Gibsland, Pollock and Jonesboro, La., and Texas, to dismiss the four pending percentage actions brought by Loew's, 20th-Fox, RKO and Universal, granting distributor plaintiffs leave to amend their complaints to include a claim for breach of contract. . . . Bernard Woolner, N.O. exhibitor, and Ron Ormond will produce three films this year, it was announced by their newly formed Woolner-K-Ormond Co. . . . Charles Waterall, Sr. reports his new 450-car ozoner at Grove Hill, Ala., complete with CinemaScope and stereophonic sound, will be ready for opening around May 28.

Recently reopened theatres: Pal, Catham, La.; Utea, Utica, Miss.; Joy, Mamou, La., after remodeling and installation of CinemaScope; Lincoln, Laurel, Miss., on May 14. . . . Permanently closed: Victory Theatre, Mansfield, La.; Fox, Jonesboro; Princess, Tulles, La.; Redwood, Bogalusa. La. . . . Name of the Leslie Theatre, Denham Springs,

Watch These Dates!

May 3-7: Washington, D. C.—SMPTE 75th convention—Statler Hotel.

May 4-5: Little Rock—Independent Theatre Owners of Arkansas convention—Marion Hotel.

May 5: Philadelphia—United Artists 35th Anniversary Dinner, sponsored by Variety Tent 13—Bellevue-Stratford Hotel.

May 6: New York — Variety Club, Tent #35, testimonial dinner to William J. German—Waldorf-Astoria.

May 6-7: Kansas City — Kansas Missouri Allied spring convention.

May 9-11: Atlanta—Joint annual convention of Motion Picture Theatre Owners of Georgia and Alabama—Biltmore Hotel.

May 10-11: Minneapolis — North Central Allied ITO convention—Nicollet Hotel.

May 18-20: Lake of the Ozarks, Mo .— MPTO of St. Louis, E. Missouri & S. Illinois and Kansas-Missouri Theatre Assn.—Arrowhead Lodge.

June 8-10: Old Point Comfort — Virginia Motion Picture Theatre Assn. annual convention—Chamberlin Hotel.

June 15-16: Wawasee, Ind.—Allied Theatre Owners of Indiana spring meeting—South Shore Hotel.

June 27-29: Edgewater Park, Miss. — Mississippi Theatre Owners Assn. convention—Edgewater Gulf Hotel.

Aug. 9-14: Cincinnati — I.A.T.S.E. 42nd Convention—Music Hall.

Oct. 10-11: Milwaukee—Allied States Assn. fall board meeting—Schroeder Hotel.

Oct. 12-14: Milwaukee—Allied States Assn. annual convention — Municipal Auditorium.

Nov. 14-16: Charlotte—Theatre Owners of N. and S. Carolina—Hotel Charlotte.

Nov. 16-17: Indianapolis — Allied Theatre Owners of Indiana fall convention—Marott Hotel.

Dec. 5-7: Oklahoma City—Theatre Owners of Oklahoma convention.

NEW ORLEANS (cont'd.)

La., changed to Carol Theatre, reopened and booking with Broggi. . . . Tallulah Drive-In, Tallulah, La., having week-end showings only. . . . The new 250-car drive-in at Leesville, Miss., was opened April 28 by M. W. Hicks, with policy of three changes weekly and booking by Broggi. . . . Regal Theatre, Gulfport, Miss., now being booked by Theatre Service.

NEW YORK

Burton E. Robbins was installed as pres. of Cinema Lodge at a recent luncheon at which Louis A. Novins, Paramount exec., was principal speaker. Others inducted were Marvin Kirsch, Milton Livingston, Sol Rissnor, Norman Robbins, Cy Seymour, Robert K. Shapiro, Max Youngstein, Al Wilde, Jack Weissman and Lou Wolff as v.p.'s; Jack Hoffberg, treas.; David Kelton, secy.; Martin Levine, chaplain, and Max Blackman, Julius Collins, Harold Danson, Moe Kova, Joseph Maharam, Louis Novins and Arthur Schwartz as trustees.

Ed Lachman, who is in Europe on his Lorraine Carbon business, was delegated by Variety International Chief barker George Hoover to survey film centers there for possible establishment of Variety Tents. . . . The Walter Reade offices in N.Y. will start vacating in July for removal to Asbury Park, N.J., where the circuit will headquarter in the reconverted home of the late Walter Reade, Sr. No. N.Y. office will be maintained.

OMAHA

J. Robert Hoff's new 750-car Airport Drive-In made its debut here with CinemaScope and Ballantyne stereophonic sound equipment. Concensus of opinion was that the sound effects gave an even better illusion at the ozoner than in a conventional theatre. . . . Don Gillham and Bob Carter finally got their Plains Drive-In at Sidney, Neb. open after delays caused by the weather. . . . Bob Sharp was appointed mgr. of the Valentine, Neb. Drive-In. . . . Vandals broke a number of display frames at the Brandeis Theatre and made away with the photos therein.

PHILADELPHIA

Mary Pickford, one of the founders of United Artists Corp., will be guest of honor at the Variety Club dinner on May 5 at the Bellevue-Stratford, celebrating the 35th anniversary of the company. . . . An official documentary film highlighting Billy Graham's London crusade was presented at the Ogontz Theatre under auspices of Philadelphia's Reel Pulpit. The Rev. Harry G. Bristow, Jr. also prepared a two-hour program for children in the afternoon. . . . William R. Waronker, 62, mgr. of the Senate Theatre, passed away.

Al Zimbalist, former Warner press agent here, closed a deal to use Carl Dudley's Vistarama process on two new pictures he is producing. . . . Richard Skinner was named mgr. of the McCarter Theatre, Princeton, N.J. . . . Official Films acquired distribution rights to the Lippert complete catalog, numbering 123 feature films. . . . The former Upsal Theatre in Germantown is being converted into a retail establishment. Theatre was sold for $18,000.

Distributor Earl W. Sweigert and former Democratic city chairman James P. Clark were honored by Variety Tent 13 at a testimonial luncheon. Sweigert was the Club's first chief barker when it was founded in 1935 and was succeeded by Clark in 1936. . . . A committee of laymen, to fight for a "standard of decency" for motion pictures, is being formed in the Phila. Catholic Archdiocese. It is expected to have about 1,000 members with representatives from every parish in the diocese. . . . Sig Horowitz, veteran Columbia representative here, has resigned.

PITTSBURGH

A suit was filed in Common Pleas Court against the Motion Picture Operators, Beaver Falls Local 287, seeking to restrain picketing at the Brookside Drive-In at Rochester and Big Sewickley Creek Roads, Franklin Township. Suit claims the picketing started after the theatre owners, licensed projector operators themselves, notified the union they did not need outside help. . . . Sid Jacobs, Stanley-Warner asst. zone mgr., underwent surgery at the Harrisburg (Pa.) Hospital. . . . Jake Soltz, owner of the Rumba Theatre, went to Boston for a checkup after spending several weeks in Montefiore Hospital.

A midnite benefit show for the Roselia Founding Home, was held by the following 15 neighborhood theatres: J. P. Harris, Liberty, Roosevelt, Arcade, Kenyon, Arsenal, Schenley, Mt. Oliver, Leona, New Crafton, Grand, Temple, Orpheum, Paramount and Circle. . . . Earl Sweigert, former RKO salesman here, opened a booking office in Philadelphia with Charles Goldfine, a theatre owner there. . . . Charlie Mergen, formerly with Paramount, has been added to Abe Weiner's Allied Artists sales staff. He's taking over George Tice's territory. . . . Youngsters named after Scarlet or Rhett at the time "Gone With the Wind" was released here nearly 15 years ago, will be guests of Bill Elder, mgr. of Loew's Penn, where the wide screen version of the film will be shown this summer. . . . Film Row saddened by the death of Ike Browarsky, owner of the Hippodrome and Bellevue theatres.



Bob Mathias (seated), treasurer of Mathlon Productions, Inc., signs a contract under which Allied Artists will distribute "The Bob Mathias Story," for which financing has been underwritten by residents of Tulare, Calif. Other signers (l to r) are: Steve Broidy, AA prexy; William E. Selwyn, producer of the film, and James L. Fallon, head of the producing company. Mathias will star in the film.

PORTLAND-SEATTLE

The proposed $4,000,000 shopping center that will be built off Brighton Ave., just over the Westbrook line by Riverside Realty Corp. will include a 1,000-car drive-in theatre, expected to be ready for summer operation. . . . Fire gutted the Multnomah Theatre, Multnomah, Ore., destroying interior furnishings and booth equipment. Damage is estimated at $75,000. . . . Okanogan Amusement Co., Okanogan, Wash., has been incorporated by Fay (Peter) Barnes, Myrtle Baum and Mrs. A. J. Barnes, all of of San Angelo, Tex. The same group also incorporated the Orovile Amuse .Co. and will shortly announce plans for several new ozoners in eastern Wash.

In Roseburg, Ore., articles of incorporation have been filed for the Roseburg-Starlite Theatre by Paul W. Fentress and M. A. Kusler of Myrtle Creek, and W. E. Love, Wm. E. and John H. Markham, Jr. of Riddle, Ore. The new theatre will hold 1,500 cars and feature the largest screen in Ore. . . . Motor-In Drive-In, in the suburbs of Spokane, now offers Dusk-to-Dawn shows six leading features from 6:30 P.M. until 1:42 A.M. . . .Eventually all theatres in the Evergreen circuit will receive CinemaScope, according to Wm. Thedford, exec. v.p. Latest to add the medium is the Egyptian, Seattle. . . . B. F. Shearer Co. of Seattle is furnishing Motiograph equipment for the CinemaScope installation at the Motor-Vu Drive-In of Billings, Mont.

ST. LOUIS

Wehrenberg-Krueger interests are building a new ozoner with facilities for 1,000 cars and an indoor section over the concession stand to seat 700 and provide for year-round operation. It will be called the South Twin Drive-In and Indoor Theatre. . . . Reported that the 306-seat Mars Theatre

FILMS TELEVISED APR. 17 to APR. 30

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
The Chicago Kid	Otto Kruger	Rep. 2-13-45
Code of the Saddle	Johnny Mack Brown	Monog. 6-28-47
Distant Triumph	Derek Bond	
Gangs of the City	Philip Terry	
The Hoodlum	Lawrence Tierney	UA 7-27-41
House of Darkness	Lawrence Harvey	
Join The Marines	Paul Kelly	Rep. 1-4-37
Killer Shark	Roddy McDowell	Monog. 3-19-50
The Magnificient Rogue	Lynne Roberts	Rep. 2-14-47
Overland Trail	Johnny Mack Brown	Monog. 1-3-48
Passport to Heaven	Mary Brian	
Prairie Express	Johnny Mack Brown	Monog. 10-25-47
Sixty Glorious Years	Anna Neagle	RKO 11-17-38
Tahiti Honey	Simon Simone	Rep. 4-2-43
That's My Baby	Ellen Drew	Rep. 9-14-44
Twice Upon A Time	Hugh Williams	

ST. LOUIS (cont'd.)

at Martinsville, Ill., operated by Mr. and Mrs. Nat Fitzjarrald, may close and that some of the local businessmen have started a movement to keep it open. . . . CinemaScope and stereophonic sound equipment were recently installed in Frisina's Roxy at Springfield, Ill. . . . The new city curfew ordinance does not apply to youngsters under 17 if directly on their way home from a motion picture theatre, civic or school function or place of employment.

Wehrenberg Theas. have taken a 30-year lease on the land adjoining their 66 Park-In Theatre in St. L. County with plans to add more ramps and increase its capacity from 800 to 1200 cars. They have also placed order for immediate installation of an Ezell glass surface screen for this project. . . . Herman Tanner has ordered stereophonic sound equipment for his Roseland Theatre in Pana, Ill. . . . State Senator Ed Long of Bowling Green, Mo. has consented to appear on the program of the Missouri-Ill. Theatre Owners and Kansas Missouri Theatres Assn. joint convention at Arrowhead Lodge on the Lake of the Ozarks, May 18-20. A preview of "Corn's A Poppin'," produced by Elmer Rhoden, Jr., will be shown during the convention.

"Missouri Illinois Theatre Owners" is the new shortened name for the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, one of the oldest regional organization of theatres in the country. Two new members enrolled at the last meeting are Norwin Garner, owner of a new drive-in near Dexter, Mo., and Leon Jarodsky of Paris, Ill. . . . Jules Leventhal, local theatre owner, landed a 189-pound marlin while fishing off LaPaz, Old Mexico. . . . Among orders received by National Screen for the Tushinsky SuperScope lenses are those from F&M, Ronnie's Drive-In and the Airway Drive-In.

Robert C. Hunter of Kirkwood, Mo., the 100,000th patron at "This Is Cinerama" received a pair of free tickets from managing director Ray Conner and with his wife was guest of the management at a dinner in the Sheraton Hotel, later appearing on the Harry Fender broadcast. . . . Mgr. Bill Abelin announced a new policy of three complete changes a week at F&M's Hi-Pointe Theatre. . . . At Blytheville, Ark., Olen Walker McCutchen, 64, pioneer theatre owner, passed away.

A decision is expected shortly in the dispute between the M.P. Operators Union and the management of the LaCoosa Theatre in the county. . . . Gaylord Fox served as mgr. of the Orpheum in Marion, Ill. during mgr. Erman W. Alfred's stay in Marion Memorial Hospital. . . . Loew's Orpheum was recently robbed of $13 by a man who eluded pursuit by mgr. Zeva Yovan. . . . Mike Lee, UA dist. mgr., is back on the job following his recent illness.

SAN FRANCISCO

The Fair Oaks, Fair Oaks, has reverted to C. J. Remington ownership. . . . C. N. Spivey now has the Porterville Drive-In, Porterville; Studio D-1, San Mateo, and the Palo Alto D-1, Palo Alto. . . . Golden State's Roxie at Sacramento reopened April 28 as an art house, under new name of World Theatre. . . . The Mariposa, Mariposa, has gone from R. G. Allen to A. R. Michael. It was formerly called the Dix Theatre. . . . A masked man, simulating possession of a gun, held up the Mission Drive-In, Daly City, just after the cashier and mgr. had locked receipts in the safe. When they protested they did not have the combination, he took $30 in cash, 5 books of tickets and mgr. Robert Beers' wallet.

Clyde Barnett transferred from asst. mgr. at the Downtown Paramount, Los Angeles, to asst. mgr. of the Paramount, S.F., replacing John Trigonis, resigned. . . . R. A. Feliziani, Golden State's mgr. at the Strand, was named "manager of the year" by his fellow workers at a dinner in his honor. . . . Charles M. Pincus, Stockton dist. mgr. for Blumenfeld Theas., is the driving force for the United Crusade there in addition to being active on the Chamber of Commerce publicity staff and chief of the Stockton safety drive. . . . Edward Canti, resigned as Paramount office mgr. to work for United-Calif. Theas. . . . Edward Mix, M-G-M salesman for the past 25 years, has retired.

WASHINGTON

Martha Raye opened a nine-day run at the local Capitol Theatre following the recent successful appearance there by Betty Hutton. House is experimenting with occasional booking of big names. . . . Stanley-Warner's Metropolitan, which is taking the place of the Cinerama-converted Warner, celebrated its redecoration with a gala premiere, complete with Scottish Pipe band, floodlights, speeches by local dignitaries and a review of the 36-year history of the theatre. . . . Rosel H. Hyde was named acting chairman of the FCC pending action by President Eisenhower on a formal appointment.

Green Light To Public Relations Flashed By COMPO Triumvirate

(*Continued from page 7*)

The ad copy explained that it was "just the usual rash of headlines that always breaks out whenever somebody tosses a brick at some respected person or institution." The ad concluded with "so that's the story of the Production Code. Nothing mysterious about it. Just plain common sense." It then informed "incidentally, we have an Advertising Code, too."

This approach was in line with the original statement made in the first ad in the series. At that time, the industry publicly admitted that it had been told "that we may be good at ballyhoo, but as an industry, our press and public relations are pretty awful."

Success of the series may be gauged from a sampling of opinion gathered at the American Newspaper Publishers Association convention. General feeling of the group coincided with statement of Gideon Seymour, executive editor of the Minneapolis "Star and Tribune," who called it "excellent institutional advertising."

The ads were to be undertaken "not as press agents, but as representatives of an important American industry." COMPO declared for the entire business that "we're full of energy and ideas," adding that "we continue to be newsworthy and also able to pay our advertising bills."

Stated Tax Problem

The ad then announced the subject about which the industry was most concerned at the time—the 20 percent Federal tax. It announced that it wanted to acquaint the editors with the facts. Industry experts had been advocating this series since the unsuccessful tax campaign of one year ago, when it was felt that adverse editorials in several newspapers provided no help to the industry's cause.

It was felt that if the editors knew all the facts, if they did not then campaign actively for the industry, at least they would not oppose his efforts. Robert Coyne, COMPO special counsel, explained that "the aim of the ads is to persuade and inform rather than sell, and the appeal is to reason rather than emotion."

In unemotional terms, the first five ads presented the various facts of the tax story and provided facts and figures wherever possible. They invited questions from readers interested in further information. When the tax cut was finally voted, a COMPO ad explained why it would be impossible for all theatres to pass on the savings to the public. All these tax ads were marked by a timeliness that benefitted the industry's case.

The sixth ad discussed the code, and then the series took a turn in the direction of a local angle. The seventh ad tried to explain what a Hollywood film playing in a local Main Street theatre means to the other merchants in the community. With figures cited, it attempted to prove that "a healthy movie business is good for the economic health of any town."

The eighth ad continued the theme with the heading "the Magnet on Main Street." Thesis here was that a movie theatre is a "prop to local prosperity." The ad continued with clippings from newspapers which pointed out this phenomenon. Ad closed with a quotation from the National Association of Real Estate Boards, which stated that a closed theatre is "a community problem."

The ninth ad continued in the same vein by trying to prove that once the theatre gets patrons out of the house, local shops can benefit by selling their goods. Copy explains that unless people are persuaded to leave their homes, they will miss the most wonderful merchandise. Ad explains that newspaper advertising is obviously important but claims that motion pictures also have an importance, though less obvious.

Exhibitor Called "Friend"

The movie exhibitor is a friend of "the baker, the soda fountain, the service station, the specialty shop, the realtor, the dry goods store," according to the ad. It concludes that since he promotes business for newspaper advertisers, the exhibitor is also a friend "of the editor and publisher."

It is expected that the ads will continue telling the industry's story for the duration of the series. Should any major problem arise to break into newspaper headlines, the ads will discuss it, giving the facts wherever possible. They are written from week to week to tell the story as it happens, and by this flexible policy the industry hopes to gain the understanding of an important formulator of public opinion, the press.

THE COMPO press campaign is under the direction of a specially formed press relations committee. It is chairmaned by Harry Mandel RKO Theatres. Vice-chairmen are Harry Goldberg, Stanley Warner Theatres, and Art Arthur, Motion Picture Industry Council of Hollywood. Other members are Oscar A. Doob, M-G-M; Jerry Pickman, Paramount Pictures, and Kenneth Clark, MPAA.

Pix Inspire Great Travelling Urge: Hugo Fregonese

While the motion picture screen brings the thrill of travel vicariously to millions of theatre-goers and thus presumably makes them more content to stay where they are, nevertheless pictnres have a tremendous influence in inducing Americans to travel widely, Hugo Fregonese declared as the star speaker of the recent one-day meet of the Hotel and Resort Operators Association at Fresno.

"By continually depicting various locales, in America and around the world, as the backgrounds for pictures," the director said, "the screen serves as a travel guide and super salesman. Usually the city or the background used is presented in an interesting light and thousands of travelers can trace their original inspiration to some movie they saw." Fregonese just completed directing "The Raid" for Leonard Goldstein's Panoramic Productions.

"However, the influence costs no one anything," he added. "While the screen helps get New Yorkers interested in a trip to London, it also makes Londoners want to visit New York. The same two-way operation goes on between Los Angeles and San Francisco, or any other two points."

Fregonese said that travelogues have only a limited influence in sparking theatre-goers with the travel urge, but that features themselves, in which the background itself is simply a backdrop for the story, keep up a year-around campaign of travel interest.

"Living It Up" Preview

APPLE VALLEY, CALIF.—Paramount Pictures previewed their Dean Martin-Jerry Lewis starrer, "Living It Up," at the nearby George Air Base last week. The preview was a highlight of a junket composed of 80 newspaper people and photographers. Stars on the junket were Dean Martin and Jerry Lewis, Janet Leigh and Buddy Baer. Ann Blyth appeared in person at the preview.

Title Changes

Columbia: "**Rough Company**" is the new title for "The Bandits." (Stars Glenn Ford; Lewis Rachmil produced).

RKO: "**This Is My Love**" is the new title for "Night Music." (Stars Linda Darnell and Rick Jason; Allan Dowling produces).

United Artists: "**Khyber Patrol**" is the new title for "Khyber Pass." (Stars Richard Egan and Dawn Addams; World Films Presentation).

Univ.-Int'l.: "**Naked Alibi**" is the new title for "The Tight Squeeze." (Stars Sterling Hayden and Gloria Grahame; Jerry Hopper directed). "**So This Is Paris**" is the new title for "Three Gobs in Paris." (Stars Tony Curtis, Gloria DeHaven and Gene Nelson; Albert J. Cohen produces).

HOLLYWOOD-ON-THE-WIRE

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RICHARD BERNSTEIN, *Editor*

Robert Mitchum has won the acting plum thus far in the year with his signing for the stellar role of Lucas Marsh in "Not As A Stranger," which Stanley Kramer will produce as his first independent motion picture under his new deal with United Artists. Kramer, who recently completed production of "The Caine Mutiny," signed Mitchum for the role after a widespread search. "Not As A Stranger," which has been written for the screen by Edwin and Edna Anhalt, will go before the cameras Sept. 1 at Kling Studios in Hollywood, where Kramer makes his headquarters.

* * *

Columbia Pictures signed Janet Leigh to a contract calling for her services in one picture per year for five years. Miss Leigh will report to the studio in August for the musical version of "My Sister Eileen" as her first stellar assignment. She will team with Judy Holliday, who will play the elder sister, Ruth. Jack Lemmon has also been announced for a starring role in the musical, which Fred Kohlmar will produce. Jules Epstein is currently completing a polish job on the script. Miss Leigh is currently co-starring with Robert Taylor in "Rogue Cop."

* * *

In a deal recently concluded, Dudley Picture Corp. arranged with Eugene Sharin of Trans-Atlantic Productions, Ltd., for the use of the Dudley Vistarama lens. The first film to be shot by Trans-Atlantic Productions in Vistarama will be a feature-length picture tentatively titled "Around Europe With Jinx Falkenberg." The picture is being produced for distribution in U.S. and will be dubbed in several foreign languages. The feature will shoot in Spain, followed by photography in Switzerland, Germany, Sweden and Tangiers. Interior pickup shots will be made in New York after location work has been completed.

* * *

Howard Keel has been given a new long term contract at M-G-M. He co-stars next in "Jupiter's Darling" with Esther Williams, then goes into "Deep in My Heart." . . . Hal Wallis plans to roll "The Rose Tattoo" in November. Burt Lancaster and Anna Magnani have the leads in the film, which was a hit Tennessee Williams play on Broadway. . . . Jerry Hopper was signed by Universal-International to direct "Smoke Signal," a Technicolor western set in the New Mexico Territory in 1852. The film will be produced by Howard Christie. Geoffrey Homes wrote the screen play from an original story by George F. Slavin and George W. George.

* * *

"The Long Day," a romantic story of the early days in the west during the Indian Wars of 1870, has been purchased by M-G-M as a starring vehicle for Grace Kelly with Edwin H. Knopf to produce. "The Long Day" is the second property announced by Dore Schary, studio head, as a starring vehicle for Miss Kelly in recent weeks. Currently co-starring with Stewart Granger in "Green Fire," now being filmed in Colombia, South America, Miss Kelly will also co-star with Robert Taylor and Lana Turner in "The Cobweb." The film will be adapted to the screen from an original story by Gustave Field.

* * *

Janet Leigh was signed by Edward Muhl, U-I vice-president in charge of production, to a four-picture non-exclusive contract. Miss Leigh's first assignment under this new pact will be announced soon. At the same studio, Audie Murphy was set to star in "Destry," large scale Technicolor sequel to the studio's Jimmy Stewart-Marlene Dietrich starrer, "Destry Rides Again," made 15 years ago. George Marshall was signed to direct the film, which will be produced by Stanley Rubin as his first film under his recently signed producer pact. Marshall also directed the Stewart-Dietrich starrer. "Destry" is scheduled to go before the cameras late this month, preceding Murphy's "To Hell and Back," adapted from his own book. Edmund H. North is now completing the screen play.

* * *

Over at Allied Artists, "Wanted By The F.B.I.," a William F. Broidy production for Allied Artists rolled on location at Crestline in the San Bernardino, Calif., mountains with Harold Shuster directing. John Ireland, Dorothy Malone and Keith Larsen star. . . . AA executive producer Walter Mirisch assigned Vincent M. Fennelly to produce "John Brown's Raiders" and Hayes Goetz to produce "The Police Story" and "Battle Star." The films will be made during May and June.

* * *

Paramount announced that Deborah Kerr has been signed to play the femme lead in "The Magnificent Bastards," best selling novel recently purchased by the studio. It will roll in 1955. The book, which has created much talk in the literary world, concerns the adventures of a woman Red Cross worker and a dashing ruthless Marine colonel in the South Pacific during World War II. The novel was written by Lucy

(*Continued on next page*)



Producer Hal Wallis holding his Exhibitorating Award plaque, granted him by THE INDEPENDENT for being a top money producer of 1953.

Director Of "Riot" Says

Films Must Be Solid To Suit Market Demands Of Today

By Richard Bernstein

"The most important thing in motion pictures is the story," Director Don Siegel explained at a luncheon interview. The director, who megged Allied Artists' sensational grosser, "Riot in Cell Block 11," which was produced by Walter Wanger, is one of the young masters of realism in Hollywood.

Siegel believes that characters help make your story and he works toward making each character come to life on the screen. Siegel and Wanger shot a goodly part of their picture at Folsom Prison.

The director explained that he experienced no difficulty in the filming and cited the fact that when news informing the prisoners that they were going to take part in the filming reached the inmates, that the prisoners were on their side all the way. Siegel is quite happy with the reviews as well as the acceptance of the picture by the public.

"Neville Brand is a fine actor," Siegel stated. The director also predicted a big future for Brand, who previously had gained attention in 20th Century-Fox's "Man Crazy."

"You direct people from the stage differently than you do actors or actresses who have only done motion picture work," Siegel explained. Siegel believes in getting an actress or actor into a part, so that they can feel that they are that person.

That he succeeded with Neville Brand in "Riot" is a matter of celluloid evidence now screening throughout the nation. And a glance through Siegel's credits confirms that he has continually succeeded in this aim throughout his career.

Plans In Advance

Some of Siegel's credits are "Night Unto Night" at Warner Bros.; he directed "The Big Steal" for RKO.

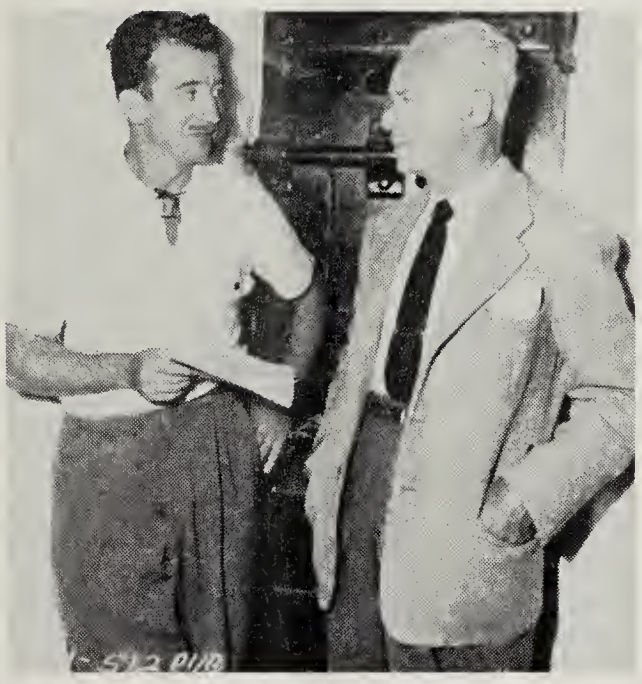
"A director must have confidence in his actors and actresses and they must have confidence in him," Siegel explained. Siegel is a planner and does a great deal of pre-production work. On "Riot" he worked closely with Walter Wanger and their picture is one of the most authentic prison films technically and dramatically to come along in quite a while.

Siegel's next assignment will be "Private Hell 36." The title describes a police car which conveys two officers on their duties. Siegel will direct this film for Filmakers, which is headed by Ida Lupino and Collier Young.

Once again, Siegel will go on location and go after the realism, which he likes to capture on the screen. He believes that actual sites add impact to a film. It gives the audience the feeling that they are watching something happen.

Siegel also has another prison yarn, "The Big Box," for which he has big plans. An adept director, Siegel also knows scripts and can write. "The Big Box" is planned as an independent venture.

"You've got to get the most out of your story," Siegel emphasized. In order to do this, a director must establish mood and move his characters as well as direct them in fitting with this mood. This is where directing talent comes in. A miscue in acting can ruin the whole mood established in a particular motion picture episode.



Director Don Siegel, left, and producer Walter Wanger in front of a prison cell door used in Allied Artists' "Riot in Cell Block 11."

"Today, you have a good market and you've got to make pictures that can attract people into the theatre," Siegel stated. He knows exploitation and as a director he explained that story is all important and that it must have exploitable ingredients.

In "Riot," Siegel was called to shoot in cells, in cell blocks; in "Private Hell 36," for Filmakers, he will probably be called upon to perform some equally exacting directorial chores. Siegel said that he is continually looking for screen material.

Top Warner Films Await Runs In Coming Months

(*Continued from page* 4)

duced and directed by Elia Kazan, with a cast including James Dean and Julie Harris.

Films set to follow include Edna Ferber's "Giant," to be produced and directed by George Stevens, in association with Henry Ginsberg; "Mr. Roberts," CinemaScope-WarnerColor, from the Broadway hit, to be produced by Leland Hayward, directed by John Ford, and starring Henry Fonda and James Cagney; and "The Sea Chase," CinemaScope-WarnerColor, to be directed by John Farrow, starring John Wayne.

Also, "Daniel Boone," a U.S. Pictures CinemaScope-WarnerColor production, to be produced by Milton Sperling, starring Gary Cooper; "The Spirit of St. Louis," CinemaScope-WarnerColor, to be produced by Hayward, directed by Billy Wilder; "Moby Dick," CinemaScope-WarnerColor, to be produced and directed by John Huston, starring Gregory Peck.

Others set include Agnes Sligh Turnbull's "Gown of Glory," CinemaScope-WarnerColor, starring Jane Wyman, and "Drum Beat," CinemaScope-WarnerColor, to be directed by Delmer Daves, topcasting Alan Ladd.

HOLLYWOOD

(*Continued from preceding page*)

Herndon Crockett, who served with the Red Cross in the New Caledonia-Guadalcanal area during the last conflict. Her seventh book, it is en route to becoming a best seller.

* * *

Ann Blyth, co-star of M-G-M's "The Student Prince," has been signed to a new long-term contract at M-G-M, Dore Schary announced. . . . Susan Hayward has reported for rehearsal at RKO, where she will co-star with John Wayne in "The Conqueror," which Dick Powell will produce. . . . Over at Columbia, Jack Carson has been signed to co-star with Judy Holliday and Jack Lemmon in "Phfft," George Axelrod's comedy which Fred Kohlmar will produce and Mark Robson will direct. . . . Camera work will start July 5 at Shepperton Studios, London, on Coronado Productions' picturization of Grahame Greene's best seller, "The End of the Affair," it was announced by Producer David Rose. The film, a Columbia release, will star Deborah Kerr, with Edward Dmytryk as director and David Lewis as associate producer. Lenore Coffee is completing the screen play.

* * *

Georgia Lee, formerly under contract at Warners, has been signed by Delta Productions to a seven-year term deal. She will star in three feature films annually under the terms of the contract and in a pair of telepix series. . . . At U-I, Jeff Chandler will star in "Five Bridges To Cross," adapted from the "Collier's" magazine story, "They Stole $2,500,000." It will be produced by Aaron Rosenberg.

* * *

Steve Rowland has been set by Enterprise Cinema Productions for a featured lead in the company's next independent production, "Dark Angel." Rowland plays the role of a fighter in the story which will be produced, directed and co-starred in by Earle Lyon and Richard Bartlett, the duo who filmed "Three Miles to Dawn." . . . Having just finished "The Bandit" for Producer Josef Shaftel, Arthur Kennedy heads for New York to discuss plans to do a play. He will return here to finish "The Americano," Robert Stillman independent production started last year on location in Brazil and acquired recently by RKO.

* * *

Carl Dudley announced that he has concluded a deal to produce two wide screen shorts in color for 20th Century-Fox. Both will be two-reelers. . . . William Bowers has been signed by Columbia to prepare the screen play for Leonard Kantor's Broadway play, "Dead Pigeon," which Robert Cohn will produce, executive producer Jerry Wald announced. The play had a three-person cast consisting of Lloyd Bridges, Joan Lorring and James Gregory. The entire action takes place in an Atlantic City hotel room.

* * *

Allied Artist has set May 7 as the starting date for Jungle Gents," next Bowery Boys starrer. Ben Schwalb will produce with Leo Gorcey and Huntz Hall starring. . . . Cary Grant has reported to Paramount for what will be his third picture for Alfred Hitchcock, "To Catch A Thief." The two others were "Notorious" and "Suspicion." . . . Cleo Moore has been signed to an exclusive long-term contract by Columbia.

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	6411	Oh Say Can You Sue	2	Sept. 10	16
"	6412	A Hunting They Did Go	2	Oct. 29	16½
"	6413	Down the Hatch	2	Nov. 26	17½
"	6414	Doggie In The Bedroom	2	Jan. 7	16½
"	6415	Tooting Tooters	2	May 13	17
Stooges	6401	Rip, Sew & Stitch	2	Sept. 3	17
"	6402	Bubble Trouble	2	Oct. 8	16½
"	6403	Goof on the Roof	2	Dec. 3	16½
"	6404	Income Tax Sappy	2	Feb. 4	16½
"	6405	Spooks (2-D)	2	Mar. 18	16
"	6406	Pardon My Backfire (2-D)	2	Apr. 15	16
"	6407	Musty Musketeers	2	May 13	16
Color Favorites (Tech.) (Re-Issues)	6601	Carnival Courage	1	Sept. 3	7
"	6602	Fiesta Time	1	Oct. 8	7½
"	6603	Room and Bored	1	Nov. 5	7
"	6604	A Boy, A Gun And Birds	1	Nov. 26	7½
"	6605	Skeleton Frolic	1	Dec. 17	7½
"	6606	Tree For Two	1	Jan. 7	7½
"	6607	Way Down Yonder In The Corn	1	Jan. 28	7
"	6608	Dog, Cat & Canary	1	Feb. 28	6
"	6609	The Egg Yegg	1	Mar. 31	7½
"	6610	The Way of All Pests	1	Apr. 15	7½
"	6611	Amoozin' But Confoozin'	1	Apr. 29	8
"	6612	A Cat, A Mouse and A Bell	1	May 13	7
"	6613	The Disillusioned Bluebird Calypso Joe	1	May 27	7
Assorted-2-Reel Favorites	6421	Wife Decoy	2	Sept. 17	17
"	6422	Silly Billy	2	Oct. 22	18
"	6423	Strife Of The Party	2	Dec. 17	16
"	6424	Oh Baby	2	Feb. 11	18½
"	6425	Two Nuts in a Rut	2	Mar. 11	18
"	6426	She Snoops To Conquer	2	Apr. 29	17½
World of Sports	6801	Assault & Mat-tery	1	Sept. 24	10
"	6802	Hockey Thrills and Spills	1	Oct. 15	9½
"	6803	Snow Speedsters	1	Nov. 12	10½
"	6804	Battling Big Fish	1	Dec. 17	11
"	6805	Gauchos Down Uruguay Way	1	Feb. 18	11
"	6806	Tee Magic	1	Mar. 25	9
"	6807	Racquet Wizards	1	Apr. 22	9
"	6808	Worls Soccer Champions	1	May 20	10
Screen Snapshots	6851	Hollywood Stuntmen	1	Sept. 17	10½
"	6852	Hollywood Laugh Parade	1	Oct. 22	10
"	6853	Men of the West	1	Nov. 19	10
"	6854	Hollywood's Great Entertainers	1	Dec. 24	10½
"	6855	Memories In Uniform	1	Jan. 2	10½
"	6856	Hollywood Stars To Remember	1	Feb. 25	10½
"	6857	Hollywood Goes to Mexico	1	Mar. 25	10½
"	6858	Hula From Hollywood	1	May 6	.....
Thrills of Music	6951	George Towne & Orch.	1	Sept. 24	10
"	6952	Boyd Raeburn & Orchestra	1	Nov. 26	11
"	6953	Claude Thornhill & Orch.	1	Dec. 24	11
"	6954	Machito Orch.	1	Feb. 4	10½
"	6955	Charlie Barnet & Orch.	1	Apr. 1	10½
Candid Microphone	6551	No. 1	1	Sept. 10	9½
"	6552	No. 2	1	Dec. 10	9½
"	6553	No. 3	1	Feb. 18	9½
"	6554	No. 4	1	Mar. 18	10
"	6555	No. 5	1	May 20	.....
Comedy Favorites	6431	Half Shot At Sunrise	2	Oct. 15	15
"	6432	Meet Mr. Mischief	2	Dec. 17	16
"	6433	Love At First Friaht	2	Jan. 14	16
"	6434	Get Along Little Hubby	2	Feb. 25	19
"	6435	Slappily Married	2	Mar. 4	16½
Mr. Magoo	6701	Magoo Slept Here	1	Nov. 19	7
"	6702	Magoo Goes Skiing	1	Dec. 31	7
U.P.A. Cartoon Specials	6509	A Unicorn in the Garden	1	Sept. 24	7
"	6510	The Tell-Tale Heart	1	Dec. 17	8
U.P.A. Assorted (Tech.)	6501	Bringing Up Mother	1	Jan. 14	7
"	6502	Ballet Oop	1	Feb. 11	7½
"	6503	The Man On The Flying Trapeze	1	Apr. 8	7

METRO-GOLDWYN-MAYER

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Cartoon (Tech.)	W-533	Two Little Indians	1	Oct. 17	7
" "	W-534	Life With Tom	1	Nov. 21	8
" "	W-535	Three Little Pups	1	Dec. 26	7
" "	W-536	Puppy Tale	1	Jan. 23	7
" "	W-537	Posse Cat	1	Jan. 30	7
" "	W-538	Drag Along Droopy	1	Feb. 20	8
" "	W-539	The Impossible Possum	1	Mar. 20	7
" "	W-540	Hic-Cup Pup	1	April 17	6
" "	W-541	Billy Boy	1	May 8	6
" "	W-542	Little School Mouse	1	May 29	7
" "	W-543	Sleep Time Squirrel	1	June 19	7
" "	W-544	Homesteader Droopy	1	July 10	8
" "	W-545	Bird-Brain Dog	1	July 31	7
" "	W-546	Baby Butch	1	Aug. 14	7
Pete Smith Spec. (Technicolor)	S-552	This Is Living?	1	Oct. 10	9
"	S-553	Landlording It	1	Nov. 7	9
"	S-554	Things We Can Do Without	1	Dec. 5	9
"	S-555	Film Antics	1	Jan. 2	8
"	S-556	Ain't It Aggravatin'	1	Feb. 6	8
"	S-557	Fish Tales	1	Mar. 13	8
"	S-558	Do Someone A Favor	1	Apr. 10	9
"	S-559	Out For Fun	1	May 8	10
"	S-560	Safe at Home	1	June 12	8
Gold Medal Reprint (Cartoons (Tech.)	W-561	Swingshift Cinderella	1	Oct. 3	8
"	W-562	Springtime For Thomas	1	Nov. 7	8
"	W-563	The Bear That Couldn't Sleep	1	Dec. 5	9
"	W-564	Northwest Hounded Police	1	Dec. 19	8
"	W-565	The Milky Waif	1	Jan. 9	7
"	W-566	Uncle Tom's Cabana	1	Feb. 6	8
"	W-567	Trap Happy	1	Mar. 6	8
"	W-568	Solid Serenade	1	Apr. 3	7
Fitzpatrick Travel Talks	T-511	Seeing Spain	1	Oct. 17	8
"	T-512	In The Valley of The Rhine	1	Nov. 28	9
"	T-513	Looking At Lisbon	1	Dec. 26	9
"	T-514	Glimpses of Western Germany	1	Feb. 13	9

PARAMOUNT

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Cartoon (Tech.)	S13-1	The Wee Men	1	Oct. 2	10
"	S13-2	The Enchanted Square	1	Oct. 2	10
"	S13-3	Cheese Burglar	1	Oct. 2	7
"	S13-4	The Stupidstitious Cat	1	Oct. 2	7
"	S13-5	Much Ado About Mutton	1	Oct. 2	8
'(	S13-6	Naughty But Mice	1	Oct. 2	7
Headliner	A13-1	Tuna	1	Oct. 2	9
"	A13-2	Timber Athletes	1	Oct. 2	9
"	A13-3	Try And Catch Me	1	Oct. 2	9
"	A13-4	Who's Who in Animal Land	1	Oct. 2	10
"	A13-5	Bundle From Brazil	1	Oct. 2	10
"	A13-6	Broncs and Brands	1	Oct. 2	9
Popeye (Tech.)	E13-1	Popeye, The Ace of Space (3-D)	1	Mar. 5	7
"	E13-2	Shaving Muggs	1	Oct. 30	7
"	E13-3	Floor Flusher	1	Jan. 1	6
"	E13-4	Popeye's 20th Anniversary	1	Apr. 2	8
"	E13-5	Taxi-Turvey	1	June 4	
Pacemaker	K13-1	The Spirit of Seventy	1	Oct. 2	9
"	K13-2	Society Man	1	Dec. 25	9
"	K13-3	The Room That Flies	1	Mar. 26	10
"	K13-4	What's Wrong Here	1	Apr. 30	10
"	K13-5	Million Dollar Playground	1	May 5	10
Sportlight	R13-1	Rocky Mountain River Thrills	1	Oct. 2	9
"	R13-2	Mother Was A Champ	1	Nov. 6	9
"	R13-3	Choosing Canines	1	Nov. 13	9
"	R13-4	Rough Ridin' Yougsters	1	Dec. 4	9
"	R13-5	Water Swimphony	1	Dec. 18	9
"	R13-6	Angling For Thrills	1	Jan. 22	9
"	R13-7	Kids on a Springboard	1	Feb. 26	10
"	R13-8	Riding The 'Glades	1	Mar. 12	9
"	R13-9	Rough and Tumble Stick Games	1	Apr. 30	—
"	R13-10	Untitled	1	June 18	—
Topper	M13-1	Rowdy Raccoons	1	Oct. 2	10
"	M13-2	Uncommon Sense	1	Jan. 29	10
"	M13-3	Wings in the North	1	Feb. 19	10
"	M13-4	Bear Jam	1	Mar. 19	10
"	M13-5	Three Wishes	1	Apr. 9	10
Caspar (Tech.)	B13-1	Do Or Diet	1	Oct. 16	10
"	B13-2	Boos and Saddles	1	Dec. 25	7
"	B13-3	Boo Moon (3-D)	1	Mar. 5	8
"	B13-4	Zero The Hour	1	Mar. 26	7
"	B13-5	Casper Genie	1	May 28	—
Noveltoon (Tech.)	P13-1	Huey's Ducky Daddy	1	Nov. 20	7
"	P13-2	The Seapheme Court	1	Jan. 29	7
"	P13-3	Crazy Town	1	Feb. 12	6
"	P13-4	Hair Today, Gone Tomorrow	1	Apr. 16	7
"	P13-5	Candy Cabaret	1	June 11	—
Herman & Katnip (Tech.)	H13-1	Northwest Mousie	1	Dec. 18	7
"	H13-2	Surf and Sound	1	Mar. 5	9
"	H13-3	Of Mice & Menance	1	June 25	—

RKO-RADIO

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
RKO-Pathe Specials	43101	Shark Killers	2	Oct. 2	15
"	43102	This Is Little League	2	Oct. 30	15
"	43103	The Magic Streetcar	2	Dec. 18	20
My Pal (Re-Release)	43201	My Pal	2	Aug. 7	22
"	43202	Pal's Adventure	2	Sept. 4	20
Ray Whitley (Re-Release)	43401	A Western Welcome	2	Aug. 21	18
"	43402	Rhythm Wranglers	2	Sept. 18	19
Edgar Kennedy (Re-Release)	43501	Unlucky Dog	2	Aug. 7	15
"	43502	Trouble or Nothing	2	Aug. 21	18
"	43503	Wall Street Blues	2	Sept. 4	17
"	43504	Motor Maniacs	2	Sept. 18	18
"	43505	Do or Diet	2	Oct. 2	18
"	43506	Heading For Trouble	2	Oct. 16	18
Leon Errol (Re-Release)	43072	He Forget to Remember	2	Aug. 14	17
"	43703	Birthday Blues	2	Aug. 28	17
"	43704	Let's Go Stepping	2	Sept. 11	17
"	43705	It Shouldn't Happen to a Dog	2	Sept. 25	18
"	43706	Maid Trouble	2	Oct. 9	18
Specials (Technicolor)	43301	Prowlers of the Everglades	3	Aug. 14	32
Specials (Eastman-Color)	43001	Holiday Island	2	Aug. 14	15
Walt Disney (Technicolor)	44101	Football (Now and Then)	1	Oct. 2	7
"	44102	Rugged Bear	1	Oct. 23	6
"	44103	Working for Peanuts	1	Nov. 13	7
"	44104	How to Sleep	1	Dec. 4	7
"	44105	Canvas Back Duck	1	Dec. 25	7
"	44106	Spare the Rod	1	Jan. 15	7
"	44107	Donald's Diary	1	Feb. 5	7
"	44108	The Lone Chipmunks	1	Feb. 26	7
"	44109	Dragon Around	1	Mar. 19	7
"	44110	Grin and Bear It	1	Apr. 9	7
"	44111	The Social Error	1	Apr. 30	7
"	44112	Chips Ahoy	1	May 21	7

SHORT SUBJECT RELEASES (CONTINUED)

REPUBLIC

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Serial	5381	Canadian Mounties vs. Atomic Invaders	12 Ep.		
"	5382	Return of Captain America (re-release of Capt. America)	15 Ep.	Sept. 30	.....
"	5383	Trader Tom of the China Seas	12 Ep.	Jan. 11	.....
"	———	Manhunt in African Jungle	15 Ep.	April 7	.....
Short Subjects	9223	Germany	1	Aug. 1	9
" "	9224	Japan	1	Oct. 1	8
" "	9225	Hong Kong	1	Jan. 15	9
" "	9226	Formosa	1	May 10	9
Commando Cody Adventures	5279	Captives of the Zero Hour	3	Aug. 7	30

TWENTIETH CENTURY-FOX

1953

Terrytoon (Tech.)	5317	Terry Bears in Open House	1	August	7
" "	5318	Heckle & Jeckle the Talking Magpies in Bargain Daze	1	August	7
" "	5319	Aesops Fables. Sparky, The Firefly	1	September	7
" "	5320	Little Roquefort In Mouse Menace	1	September	7
" "	5321	Terry Bears in the Reluctant Pup	1	October	7
" "	5322	Dimwit in How to Keep Cool	1	October	7
" "	5323	Dinky In the Timid Scarecrow	1	November	7
" "	5324	Heckle & Jeckle The Talking Magpies in Log Rollers	1	November	7
" "	5325	Mighty Mouse in Spare the Rod	1	December	7
" "	5326	Terry Bears in Growing Pain	1	December	7
Movietone (New Camera)	6303	Kamikaze	1	August	10
"	6304	Impact of Tragedy	1	October	10
"	6305	Calamity Strikes	1	November	10
"	6306	Focus On Fate	1	December	10
Sport	3303	Morning Light	1	July	9
"	3304	Unusual Sports	1	October	9
"	3305	Laurentian Sports Holiday	1	October	9
"	3306	The Golden Glover	1	December	9

1954

Terrytone (Tech.)	5401	Little Roquefort in Runaway Mouse	1	January	7
" "	5402	Dimwit In How To Relax	1	January	7
" "	5403	The Helicopter (Re-release)	1	January	7
" "	5404	Heckle & Jeckle the Talking Magpies in Blind Date	1	February	7
" "	5405	Nonsense Newsreel	1	February	7
" "	5406	Much Ado About Nothing (Re-release)	1	February	7
" "	5407	Mighty Mouse in the Helpless Hippo	1	March	7
" "	5408	Terry Bears In Pet Problems	1	March	7
" "	5409	The Frog and the Princess (Re-release)	1	March	7
" "	5410	Little Roquefort in Prescription For Percy	1	April	7
" "	5411	Heckle and Jeckle the Talking Magpies in Satisfied Customers	1	April	7
" "	5412	Mighty Mouse in the Wreck of the Hesperus (Re-release)	1	April	7
Sport	3401	Touchdown Trophies	1	April	8
"	3402	Untitled	1		
See It Happen (Movietone)	6401	Accent on Courage	1	April	9
"	6402	Untitled	1	April	.....
CinemaScope (Tech.)	7402	Dancers of the Deep	1	Jan.	6
"	7405	Polovetzian Dances	1	Feb.	8
"	7406	Tournament of Roses	1	Feb.	18
"	7407	The New Venezuela	1	Mar.	10
"	7408	Haydn's Farewell Symphony	1	Mar.	9
"	7409	A Day On a Jet Aircraft Carrier	1	Apr.	9
"	7415	Roger Wagner Chorale	1	Apr.	8
"	7416	New Horizons	1	April	10
"	7410	First Piano Concerto	1	May	.....
"	7411	Motion Picture Stunt Pilot	1	May	.....
"	7412	Stephen Foster Medley	1	June	.....
"	7413	Valley of the Nile	1	June	.....

UNIVERSAL

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
1952-53					
Musical Featuretts	8309	Camp Jamboree	2	Oct. 8	15
" "	8310	Fabulous Dorseys	2	Oct. 22	15
" "	8311	Nat King Cole—Russ Morgan's Orch.	2	Oct. 29	15
Variety View	8345	Bolivar Bonanza	1	Sept. 7	8
"	8346	Behind the Wall	1	Sept. 21	8
"	8347	Rip Van Winkle Returns	1	Oct. 5	8
"	8348	Fun For All	1	Oct. 19	8
The Earth and its Peoples	8371	The Lumber States	2	Aug. 10	21
"	8372	Mountain Farmers	2	Sept. 3	20
"	8373	Adobe Village	2	Oct. 5	19
Woody Woodpecker Cartune (Tech.)	8329	Maw and Paw	1	Aug. 10	6
"	8330	Belle Boys	1	Sept. 14	6
"	8332	Hoot Noon	1	Oct. 12	7
"	8333	The Hypnotic Hick	1	Aug. 26	6
"	8334	Chilly Willy	1	Oct. 26	6
Color Parade	8383	Calypso Carnival	1	Aug. 10	9½
"	8384	Three Years to Victory	1	Oct. 19	.....
1953-54					
Musical Featurette	9101	Carnival In April	2	Nov. 10	15
" "	9302	David Rose & His Orch.	2	Dec. 24	15
" "	9303	Hawaiian Nights	2	Jan. 22	15
" "	9304	Jimmy Wakely's Jamboree	2	Feb. 26	15
" "	9305	Rhythm and Rhyme	2	Apr. 23	15
" "	9306	The Four Aces Sing	2	May 28	15
Variety View	9341	Byways To Broadway	1	Nov. 16	8
"	9342	Bow River Valley	1	Jan. 4	8
"	9343	Brooklyn Goes To Chicago	1	Feb. 22	8
"	9344	Moving Thru Space	1	Apr. 12	8
Woody Woodpecker Cartune (Tech.)	9322	Socko In Morocco	1	Jan. 18	7
"	9323	A Horse's Tale	1	Feb. 15	7
"	9324	Alley to Bali	1	Mar. 15	7
"	9325	Under the Counter Spy	1	May 10	7
"	9326	Dig That Dog	1	Apr. 12	7
"	9327	Hay Rube	1	June 7	7
Color Parade	9381	Go South Amigos	1	Feb. 8	9
" "	9382	Royal Mid-Ocean Visit	1	Mar. 1	9
" "	9383	Rolling in Style	1	Apr. 12	9
" "	9384	Fair Today	1	May 10	9
" "	9385	Talent Scout	1	June 14	9

VITAPHONE

1953-54

Technicolor Specials	1001	Gone Fishin	2	Sept. 12	17
"	1002	Romance of Louisiana	2	Oct. 10	13
"	1003	North of the Sahara	2	Nov. 7	17
"	1004	Don't Forget To Write	2	Dec. 5	17
"	1005	Winter Parade	2	Jan. 9	20
"	1006	Hold Your Horses	2	Feb. 6	20
"	1007	Monroe Doctrine	2	Mar. 6	20
"	1008	Continental Holiday	2	Apr. 10	20
Featurettes	1101	Minstrel Days	2	Sept. 26	20
"	1103	Spills for Thrills	2	Nov. 21	20
"	1102	They Were Champs	2	Jan. 23	20
"	1104	This Wonderful World	2	Apr. 3	20
Blue Ribbon Cartoons (Tech.)	1301	Old Glory	1	Sept. 12	7
"	1302	Walky, Talky Hawky	1	Oct. 17	7
"	1303	Birth of a Nation	1	Nov. 7	7
"	1304	Eager Beaver	1	Nov. 28	7
"	1305	Scent—imental Over You	1	Dec. 26	7
"	1306	Of Fox and Hounds	1	Feb. 6	7
"	1307	Roughly Squeaking	1	Feb. 27	7
"	1308	Hobo Bobo	1	Mar. 27	8
Joe McDoakes Comedy	1401	So You Think You Can't Sleep	1	Oct. 31	10
"	1402	So You Want to be an Heir	1	Dec. 19	10
"	1403	So You're Having Neighbor Trouble	1	Jan. 30	10
"	1404	So You Want to be Your Own Boss	1	Mar. 13	10
Sports Parade (Tech.)	1501	Royal Mounties	1	Sept. 19	9
"	1502	Sea Sports of Tahiti	1	Oct. 24	9
"	1504	Arabians in the Rockies	1	Dec. 12	9
"	1503	Born to Ski	1	Jan. 16	10
"	1505	When Fish Fight	1	Feb. 20	10
"	1506	Heart of a Champion	1	Mar. 20	.....
"	1507	Carvinal in Rio	1	Apr. 24	—
Vitaphone Novelties	1601	Hit 'Im Again	1	Sept. 5	10
"	1602	Say It With Spills	1	Oct. 24	10
"	1603	Magic Movie Moments	1	Dec. 26	10
"	1604	I Remember When	1	Apr. 3	10
M. M. Cartoons (Tech.)		A Street Cat Named Sylvester	1	Sept. 5	7
"	1702	Zipping long	1	Sept. 19	7
"	1703	Easy Peckin's	1	Oct. 17	7
"	1704	Catty Cornered	1	Oct. 31	7
"	1705	Of Rice & Hen	1	Nov. 14	7
"	1706	Cats A-Weigh	1	Nov. 28	7
"	1707	Punch Trunk	1	Dec. 19	7
"	1708	Dog Pounded	1	Jan. 2	7
"	1709	I Gopher You	1	Jan. 30	7
"	1710	Feline Frame-Up	1	Feb. 13	7
"	1711	Wild Wife	1	Feb. 20	7
"	1712	No Barking	1	Feb. 27	7
"	1713	Design For Learning	1	Mar. 27	7
"	1714	The Cat's Bah	1	Mar. 20	7
"	1715	Bell-Happy	1	Apr. 17	7
Bugs Bunny Specials (Tech.)	1723	Duck! Rabbit, Duck!	1	Oct. 3	7
"	1724	Robot Rabbit	1	Dec. 12	7
"	1725	Captain Hareblower	1	Jan. 16	7
"	1726	Bugs and Thugs	1	Mar. 13	7
Melody Master	1801	Desi Arnaz & Band	1	Oct. 3	9
"	1802	Hal Kemp & Orch.	1	Nov. 14	9
"	1803	Rythm of the Rhumba	1	Jan. 2	9
"	1804	Songs of the Range	1	Feb. 27	9
"	1805	Jamming The Blues	1	Apr. 17	9

Hollywood Production

ALLIED ARTISTS

Shooting

SONS OF THE NAVY
Cast: Jan Sterling, Neville Brand, Robert Arthur, Alvy Moore, Paul Langton, John Doucette, Don Haggerty, Pamela Duncan, Lloyd Corrigan, Walter Reed, Ward Wood.
Producer .....Scott R. Dunlap
Director .....Lesley Selander

ADVENTURES OF HAJJI BABA
(Technicolor; CinemaScope, Shooting at Lone Pine)
(For 20th Century-Fox release)
Cast: Elaine Stewart, John Derek, Thomas Gomez, Amanda Blake Paul Picerni, Rosemarie Bowe, Melinda Markey, Laurette Luez, Peter Mamakos.
Producer .....Walter Wanger
Director .....Don Weis

WANTED BY THE F.B.I.
Cast: John Ireland, Dorothy Malone, Keith Larsen.
Producer .....William F. Broidy
Director .....Harold Shuster

Cutting

THE GHOST OF O'LEARY
(Technicolor)
Cast: Yvonne De Carlo, Barry Fitzgerald, David Niven.
Producer ..... Mario Zampi
Director ..... Mario Zampi

TWO GUNS AND A BADGE
Cast: Wayne Morris, Beverly Garland, Morris Ankrum.
Producer .....Vincent M. Fennelly
Director .....Lewis D. Collins

COLUMBIA

Shooting

THREE FOR THE SHOW
(CinemaScope) (Technicolor)
Cast: Betty Grable, Marge and Gower Champion, Jack Lemmon, Myron McCormick.
Producer .....Jonie Taps
Director .....H. C. Potter

THE LONG GRAY LINE
(CinemaScope) (Technicolor)
Cast: Tyrone Power, Maureen O'Hara, Betsy Palmer, Robert Francis, Phil Carey, Bill Leslie, Donald Crisp, Sean McClory, Harry Carey, Jr.
Producer .....Robert Arthur
Director .....John Ford

VIOLENT MEN
(Technicolor)
Cast: Randolph Scott, Jocelyn Brando, Alfonso Bedoya, Richard Boone, Leo Gordon.
Producer .....Harry Joe Brown
Director .....Bruce Humberstone

JOSEPH AND HIS BRETHEN
(CinemaScope) (Technicolor)
Cast: To be announced later.
Producer .....Jerry Wald
Director .....William Dieterle

PHFFFT
Cast: Judy Holliday, Jack Lemmon, Jack Carson, Luella Gear.
Producer .....Fred Kohlmar
Director .....Mark Robson

Cutting

MASSACRE AT MOCCASIN PASS
(Technicolor)
Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

THE WOOD-HAWK
(Technicolor)
Cast: Robert Francis, Donna Reed, Phil Carey, May Wynn, Roy Roberts, Jack Kelly, Peggy Converse, Maurice Jara, Frank de Kova, Eugene Iglesias, Stuart Randall, George Keymas.
Producer .....Lewis J. Rachmil
Director .....Phil Karlson

THE HUMAN BEAST
Cast: Glenn Ford, Gloria Grahame, Broderick Crawford, Kathleen Case, Edgar Buchanan.
Producer .....Lewis Rachmil
Director .....Fritz Lang

WATERFRONT
(Horizon Production)
Cast: Marlon Brando, Eva Marie Saint.
Producer .....Sam Spiegel
Director .....Elia Kazan

PUSHOVER
Cast: Fred MacMurray, Phil Carey.
Producer .....Jules Schermer
Director .....Richard Quine

THREE HOURS TO LIVE
(Technicolor)
Cast: Dana Andrews, Donna Reed, Dianne Foster.
Producer .....Harry Joe Brown
Director .....Al Werker

BAT MASTERMAN, BAD MAN
(Technicolor)
Cast: George Montgomery, Nancy Gates, James Griffith.
Producer .....Sam Katzman
Director .....William Castle

THE BANDITS
(CinemaScope) (Technicolor)
Cast: Glenn Ford, Barbara Stanwyck, Edward G. Robinson.
Producer .....Lewis J. Rachmil
Director .....Rudy Mate

INDEPENDENT

Shooting

THE BANDIT
(Shooting at KeyWest Studios)
(Eastman Color)
Cast: Arthur Kennedy, Betta St. John, Eugene Iglesias, Tony Martinez, Charlita.
Producer .....Joseph Shaftel
Director .....Edgar Ulmer

20,000 LEAGUES UNDER THE SEA
(CinemaScope) (Technicolor)
(Shooting in Nassau, Bahamas Islands)
Cast: Kirk Douglas, James Mason, Paul Lukas, Peter Lorre.
Producer .....Walt Disney
Director .....Richard Fleischer

LONG JOHN SILVER
(Technicolor) (Wide Screen)
Cast: Robert Newton, Connie Gilchrist, Lloyd Berrell, Grant Taylor, Kit Taylor.
Producer .....Joseph Kaufman
Director .....Byron Haskin

Cutting

CONGO KILLER
(Wide Screen)
(Trinity Productions, Shooting at Keywest Studios)
Cast: Myron Healey Karin Booth, Ross Elliot, Ralph Dumke.
Producer ..... Jerry Thomas
Director ..... Seymour Friedman

DUEL IN THE JUNGLE
(Moulin Productions, Technicolor, Wide-Screen, Shooting in Johannesburg, So. Africa.)
Cast: Dana Andrews, Jeanne Crain, David Farrar.
Producers .....Marcel Hellman and Tony Owen
Director .....George Marshall

THE WHITE ORCHID
(Eastman Color) (Shooting in Mexico)
Cast: William Lundigan, Peggie Castle, Armando Silvestre.
Producer-Director ....Reginald LeBorg

TURMOIL
(H-H Productions)
Cast: Hugo Haas, Cleo Moore, Lance Fuller, Lucille Barkley, Melinda Markey, Sharon Dexter, Steve Mitchell.
Producer-Director .....Hugo Haas
Assoc. producer .....Robert Erlik

Lippert Pictures, Inc.

Shooting

THE DEADLY GAME
(Shooting in England)
Cast: Lloyd Bridges.
Producer .....Robert Dunbar
Director .....Dan Birt

A RACE FOR LIFE
(Shooting in England)
Cast: Richard Conte, Mari Aldon, George Coulouris.
Producer .....Mickey Delamar
Director .....Terence Fisher

METRO-GOLDWYN-MAYER

Shooting

THE LAST TIME I SAW PARIS
(Technicolor) (Wide Screen)
(Shooting in Paris)
Cast: Elizabeth Taylor, Van Johnson, Donna Reed, Walter Pidgeon, Eva Gabor, Kurt Kaszner.
Producer .....Jack Cummings
Director .....Richard Brooks

ATHENA
(CinemaScope) (Technicolor)
Cast: Jane Powell, Debbie Reynolds, Vera Ellen, Louis Calhern, Vic Damone, Edmund Purdom.
Producer .....Joseph Pasternak
Director .....Richard Thorpe

ROGUE COP
(Wide Screen)
Cast: Robert Taylor, Janet Leigh, George Raft, Anne Francis, Steve Forrest, Robert Ellinstein, Olive Carey, Alan Hale, Jr.
Producer .....Nicholas Nayfack
Director .....Roy Rowland

GREEN FIRE
(CinemaScope) (Eastman Color)
Cast: Stewart Granger, Grace Kelly, Paul Douglas, John Ericson, Charlita, Mervyn Vye.
Producer .....Armand Deutsch
Director .....Andrew Marton

Cutting

MEN OF THE FIGHTING LADY
(Ansco Color)
Cast: Van Johnson, Dewey Martin, Walter Pidgeon, Frank Lovejoy, Keenan Wynn, Louis Calhern.
Producer ..... Henry Berman
Director ..... Andrew Marton

BEAU BRUMMEL
(Eastman Color)
(Shooting in England)
Cast: Elizabeth Taylor, Stewart Granger, Peter Ustinov.
Producer .....Sam Zimbalist
Director .....Curtis Bernhardt

VALLEY OF THE KINGS
(Technicolor) (Wide Screen)
Cast: Robert Taylor, Eleanor Parker, Carlos Thompson, Kurt Kaszner, Samia Gamal, Victor Jory.
Director .....Robert Pirosh

Paramount Pictures

Shooting

STRATEGIC AIR COMMAND
(VistaVision) (Technicolor)
(Shooting in Florida)
Cast: James Stewart, June Allyson, Frank Lovejoy, Barry Sullivan, Alex Nicol, Bruce Bennett.
Producer .....Samuel J. Briskin
Director .....Anthony Mann

Cutting

SABRINA FAIR
(Wide Screen)
Cast: Humphrey Bogart, Audrey Hepburn, William Holden, Walter Hampden, John Williams, Martha Hyer.
Producer-Director ..... Billy Wilder

LEGEND OF THE INCA
(Technicolor) (Wide Screen)
Cast: Charlton Heston, Nicole Maurey, Robert Young, Thomas Mitchell, Yma Sumac, Glenda Farrell, Geraldine Hall.
Producer ..... Mel Epstein
Director ..... Jerry Hopper

MAMBO
(Shooting in Italy)
Cast: Silvana Mangano, Michael Rennie, Vittorio Gassman, Shelley Winters, Katherine Dunham.
Producers .....Ponti—De Laurentis
Director .....Robert Rossen

THE BIG TOP
(Techniclor) (VistaVision)
Cast: Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor, Wallace Ford, Nick Cravat, Gene Sheldon.
Producer .....Hal Wallis
Director .....Joseph Pevney

THE COUNTRY GIRL
(Wide Screen)
Cast: Bing Crosby, Grace Kelly, William Holden, Anthony Ross, Gene Reynolds, Jack W. Reynolds, Eddie Ryder.
Prodcer .....William Perlberg
Director .....George Seaton

Hollywood Production

RKO RADIO PICTURES

Shooting

THIS IS MY LOVE
(Allan Dowling Pictures)
(Eastman Color) (Wide Screen)

Cast: Linda Darnell, Rick Jason, Dan Duryea, Faith Domergue, Hal Baylor, Mary Young, Jerry Mathers, Susie Mathers.

Executive Producer....Allan Dowling
Producer .....Hugh Brooke
Director .....Stuart Heisler

WHERE THE WIND DIES
(Benedict Bogeaus Productions)

Cast: Cornel Wilde, Yvonne De Carlo, John Dierkes.

Producer .....Benedict Bogeaus
Director .....Allan Dwan

Cutting

THE BIG RAINBOW
(Technicolor)

Cast: Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith.

Producer .....Harry Tatelman
Director .....John Sturges

SUSAN SLEPT HERE
(Technicolor)

Cast: Dick Powell, Debbie Reynolds, Anne Francis, Alvy Moore, Glenda Farrell, Les Tremayne, Rita Johnson, Herbert Vigran, Maidie Norman, Mara Lane, Horace McMahon, Benny Rubin, Lela Bliss.

Producer .....Harriet Parsons
Director .....Frank Tashlin

Republic

Cutting

THE OUTCAST

Cast: John Derek.

Associate producer .....William J. O'Sullivan
Director .....William Witney

20th CENTURY FOX

Shooting

THE EGYPTIAN
(CinemaScope) Technicolor)

Cast: Edmund Purdom, Jean Simmons, Victor Mature, Gene Tierney, Michael Wilding, Bella Darvi, Peter Ustinov, Judith Evelyn, Henry Daniell.

Producer .....Darryl F. Zanuck
Director .....Michael Curtiz

Cutting

GARDEN OF EVIL
(CinemaScope)
(Shooting in Mexico City)

Cast: Gary Cooper, Susan Hayward, Richard Widmark, Cameron Mitchell, Hugh Marlowe.

Producer .....Charles Brackett
Director .....Henry Hathaway

THE GAMBLER FROM NATCHEZ
(Technicolor)
(Panoramic Production for 20th Century-Fox release)

Cast: Dale Robertson, Debra Paget, Kevin McCarthy, Thomas Gomez, Lisa Daniels, Douglas Dick, John Wengraf.

Producer .....Leonard Goldstein
Director .....Henry Levin

BROKEN LANCE
(CinemaScope) Techniclor)

Cast: Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark, Katy Jurado, Hugh O'Brian, Eduard Franz, E. G. Marshall, Carl Benton Reid, Earl Holliman.

Producer .....Sol C. Siegel
Director .....Edward Dmytryk

UNITED ARTISTS

Shooting

AMERICANO
(Robert Stillman Productions)
(Shooting in Brazil)

Cast: Glenn Ford, Arthur Kennedy, Cesar Romero, Ursula Thiess.

Producer .....Robert Stillman
Director .....Budd Boetticher

THE PURPLE PLAIN
(Technicolor) (Shooting in Ceylon)

Cast: Gregory Peck, Maurice Denham, Win Min Than, Bernard Lee.

Producer .....John Bryan
Director .....Robert Parrish

THE BAREFOOT CONTESSA
(Technicolor) (Figaro Inc.)
(Shooting in Rome)

Cast: Humphrey Bogart, Ava Gardner, Edmond O'Brien, Valentina Cortese, Marius Goring, Rossano Brazzi, Elizabeth Sellers, Mari Aldon, Diana Decker, Warren Stevens, Tonio Selwart, Gertrude Flinn, Bessie Love, Sandro Stajola, Franco Interlengli.

Producer-Director.Joseph L. Mankiewicz

VERA CRUZ
(Hecht-Lancaster Productions)
(Technocolor) (Shooting in Mexico)

Cast: Gary Cooper, Burt Lancaster, Denise Darcel, Cesar Romero, Sarita Montiel, George Macready, Morris Ankrum.

Producer .....James Hill
Director .....Robert Aldrich

SUDDENLY
(Robert Bassler Productions)

Cast: Frank Sinatra, Sterling Hayden, Nancy Gates, James Gleason, Kim Charney, Paul Frees, Christopher Dark, Willis Bouchey, Charles Smith, James Lilburn.

Producer .....Robert Bassler
Director .....Lewis Allen

CASE FILE F.B.I.
(Shooting at Goldwyn Studios)

Cast: Broderick Crawford, Ruth Roman, Martha Hyer, Marissa Pavan, Casey Adams, Kenneth Tobey.

Producers .....Arthur Gardner and Jules Levey
Director .....Arnold Laven

Cutting

APACHE
(Hecht-Lancaster Prod.)
(Technicolor) (Wide Screen)

Cast: Burt Lancaster, Jean Peters, John McIntire, Monte Blue, Charles Buchinski, Walter Sande, Paul Guilfoyle, Phil Van Zandt, Morris Ankrum, David Hoffman, John Dehner, Johnny McGough.

Producer ..... Harold Hecht
Director ..... Robert Aldrich

SITTING BULL
(Color) (CinemaScope)

Cast: Dale Robertson, J. Carrol Naish, Mary Murphy, John Litel, Bill Hopper, Bill Cannon, Tom Brown Henry, Joel Fluellen, Douglas Kennedy.

Producer .....W. R. Frank
Director .....Sidney Salkow

Universal International

Shooting

"SO THIS IS PARIS"
(Technicolor) (Wide Screen)

Cast: Tony Curtis, Gloria De Haven, Gene Nelson, Paul Gilbert, Mara Corday, Christaine Martel.

Producer .....Albert J. Cohen
Director .....Richard Quine

SHADOW VALLEY
(Technicolor) (Wide Screen)

Cast: Rory Calhoun, Collen Miller, George Nader, Walter Brennan, John McIntire, Nestor Paiva.

Producer .....William Alland
Director .....Richard Carlson

Cutting

THE FAR COUNTRY
(Technicolor)
(Shooting in Canada)

Cast: James Stewart, Ruth Roman, Corinne Calvet, Walter Brennan.

Producer .....Aaron Rosenberg
Director .....Anthony Mann

FORT LARAMIE
(Technicolor)

Cast: John Payne, Mari Blanchard, Dan Duryea, Joyce MacKenzie, Barton MacLane.

Producer ..... Ted Richmond
Director .....Jesse Hibbs

THIS ISLAND EARTH
(Technicolor) (Wide Screen)

Cast: Bart Roberts, Faith Domergue, Jeff Morrow.

Producer .....William Alland
Director .....Joe Newman

BENGAL RIFLES
(Technicolor) (Wide Screen)

Cast: Rock Hudson, Arlene Dahl, Ursula Theiss, Dan O'Herlihy, Torin Thatcher, Michael Ansara.

Producer .....Ted Richmond
Director .....Lasl Benedek

NAKED ALIBI

Cast: Sterling Hayden, Gloria Grahame, Gene Barry.

Producer ....Ross Hunter
Director .....Jerry Hopper

THE MATCHMAKERS

Cast: Marjorie Main, Chill Wills, Pedro Gonzales, Alfonso Bedoya, Rudy Vallee, Ruth Hampton, Benay Venuta, Irene Ryan.

Producer .....Robert Arthur
Director .....Charles Lamont

THE BLACK SHIELD OF FALWORTH
(CinemaScope) (Technicolor)

Cast: Tony Curtis, Janet Leigh, David Farrar, Barbara Rush, Herbert Marshall, Ian Keith, Dan O'Herlihy, Craig Hill, Rhys Williams, Leo Britt, Patrick O'Neal.

Producer .....Robert Arthur
Director .....Rudolph Mate

FRANCIS JOINS THE WACS

Cast: Donald O'Connor, Julia Adams, Chill Wills, Mamie Van Doren.

Producer .....Ted Richmond
Director .....Arthur Lubin

NEVADA GOLD
(Technicolor) (Wide Screen)

Cast: Lex Barker, Mala Powers, Howard Duff, John McIntire, William Demarest, Leo Gordon, Dayton Lummis.

Producer .....Ross Hunter
Director .....Jesse Hibbs

WARNER BROS.

Shooting

BATTLE CRY
(WarnerColor) (CinemaScope)

Cast: Van Heflin, Aldo Ray, James Whitmore, Tab Hunter, Dorothy Malone, Allyn McLerie, William Campbell, Glenn Denning.

Director .....Raoul Walsh

Cutting

THEM
(3-D) (All Media) (WarnerColor)

Cast: Edmund Gwenn, James Whitmore, James Arness, Joan Weldon.

Producer ..... David Weisbart
Director ..... Gordon Douglas

A STAR IS BORN
(Technicolor) (CinemaScope)

Cast: Judy Garland, James Mason, Jack Carson, Charles Bickford.

Producer ..... Sid Luft
Director ..... George Cukor

THE TALISMAN
(Warner Color) (CinemaScope

Cast: Virginia Mayo, Rex Harrison, George Sanders, Laurence Harvey, Robert Douglas.

Producer .....Henry Blanke
Director .....Robert Aldrich



UA'S GREAT JULY 4th RELEASE

BURT LANCASTER AS THE APACHE in TECHNICOLOR

JEAN PETERS

with JOHN McINTIRE • Produced by HAROLD HECHT
Directed by ROBERT ALDRICH • Written for the screen by JAMES R. WEBB • Based on the novel "BRONCHO APACHE" by PAUL I. WELLMAN • A HECHT-LANCASTER PRESENTATION

QUALITY PICTURES UA IN QUANTITY

35TH ANNIVERSARY 1919 UA 19

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

EWS

20TH-FOX SETS NEW POLICY ON CINEMASCOPE

DISTRIBS GET UNFAIR TAX SAVINGS SHARE, MARCUS CHARGES

McGEE CRITICIZES PRICE CUTS TO PAY SMALLER RENTALS

NEW ALLIED FILMING DEALS OFF UNTIL MAKELIM DELIVERS

NO SMALL FILMS OR EXHIB TIE-UPS FOR AMALGAMATED

EVIEWS

pages 20, 21

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Clearance By Equipment?

WITH policy decisions by M-G-M and 20th-Fox to make their CinemaScope features available to all theatres capable of projecting them on wide screens with anamorphic lenses, the exhibitor is now free to decide for himself whether or not to employ stereophonic sound.

These companies are to be congratulated for relaxing their requirements, thereby making theatre owners the masters of their own fate.

These decisions came in response to the demands of important segments of motion picture exhibition, which expressed vigorous opposition to the compulsory use of stereophonic sound.

While this attitude prevailed, the problems of exhibition in this respect are by no means laid to

(See Page 3)

30 YEARS YOUNG!



1924-1954 MGM 30TH ANNIVERSARY JUBILEE

—And Time Out to Say "Thank You" to All Exhibitors From The Bottom of Our Hearts!

The party's not over by any means. There are lots of fine M-G-M Anniversary Attractions to come. But your friendly Lion, on behalf of all the lads and lasses in every M-G-M Exchange in the U. S. and Canada, pauses now to express heartfelt thanks for the wonderful cooperation of Showmen everywhere.

Thanks, gentlemen, for the way you said "Happy Birthday" with playdates.

Thanks for your assistance in spreading the message of M-G-M's Gala Jubilee among your patrons.

Thank you, Mr. Exhibitor, one and all, from the heart of Leo the Lion for helping to make our Anniversary the most successful of its kind in movie history.

Paving the way to your box-office were many gracious friends of M-G-M. We are deeply appreciative of the wonderful cooperation of the nationwide press; of Ed Sullivan's "Toast of the Town" hour-long salute on 142 coast-to-coast stations of CBS-TV; of special 16-page sections in M. P. Herald and Boxoffice; of special photo-section of The Exhibitor, special pages in Showmen's Trade Review, Film Bulletin, Greater Amusements; special editorials, news stories, photos in all trade publications; of N. B. C. network salute to "Rose Marie"; of top treatment on other TV and Radio shows; of the 15 fan magazine covers on M-G-M stars and their additional editorial generosity.

(*Signed*)

Leo ← my paw

M-G-M's ANNIVERSARY HIT PARADE CONTINUES!

"ROSE MARIE"

New box-office records at Radio City Music Hall—big everywhere!

(*CinemaScope—Color*)

Ann Blyth, Howard Keel, Fernando Lamas

★

"RHAPSODY"

Another Music Hall triumph and a musical love drama delighting millions!

(*Technicolor*)

Elizabeth Taylor, Vittorio Gassman, John Ericson, Louis Calhern

★

"EXECUTIVE SUITE"

Now a Radio City Music Hall sensation! The cast of the year in the picture of the year! "10 Best" nominee!

Starring Academy Award-Winning William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch

★

"PRISONER OF WAR"

Successful test engagements demonstrate solid exploitation potential!

Ronald Reagan, Steve Forrest, Dewey Martin, Oscar Homolka

★

"THE STUDENT PRINCE"

M-G-M's youthful, beautiful musical of riotous, royal romancing and music of Sigmund Romberg.

(*CinemaScope—Color*)

Ann Blyth, Edmund Purdom and the singing voice of Mario Lanza

★

"FLAME AND THE FLESH"

Star-studded drama filmed in the pleasure haunts of Europe. Lana and Carlos are dynamic lovers!

(*Technicolor*)

Lana Turner, Pier Angeli, Carlos Thompson

★

"MEN OF THE FIGHTING LADY"

Exploitation natural! Thrill adventures of the Navy's jet pilots! Big cast!

(*Color*)

Van Johnson Walter Pidgeon, Louis Calhern, Dewey Martin, Keenan Wynn, Frank Lovejoy

May 15, 1954
Vol. 33 No. 9

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

rest. This was clearly demonstrated at the exhibitor forum conducted by 20th-Fox to gauge the opinion of theatre owners on CinemaScope presentation.

Surprisingly, there was virtually no resentment expressed by exhibitors who complied with the company requirements. This, in and of itself, is most significant and worthy of consideration.

However, assurances were sought that these fully-equipped theatres would not be deserted while the others went home with the bacon. Certainly, there was no intent to abandon stereophonic sound. These exhibitors were promised all the protection the law allows.

This poses a question, as yet unanswered. Will theatres not having stereophonic sound be given the privilege of playing day-and-date with those which have such installations? For the foreign market, Loews International has already announced a policy of "proper clearance" protection for theatres equipped with Perspecta stereophonic sound. Clearance by equipment is more than a myth.

We hope that this does not come to pass in the domestic market. Certain observations, of necessity, qualify this statement.

In the first instance, it must be borne in mind that insistence on the installation of stereophonic sound was based on the conviction of these companies that it contributes affirmatively to the entertainment value. They still believe that theatres equipped with stereophonic sound have a box office advantage and create effects adding to the patrons' enjoyment. There is little disagreement on this point; there is difference only in the degree of patronage appreciation.

It is wise for theatre owners to remember that this is the "horse and buggy" era of stereophonic sound and that its effectiveness will increase with succeeding pictures. Ultimately, the public will not accept less than the best and multi-channel sound will inevitably become standard equipment.

We predict that the theatres with stereophonic sound will enjoy a competitive advantage that will make itself obvious with the passage of time and the improvement in presentation techniques. Water has a way of finding its own level.

A word of admonition to the lethargic—an exhibitor who does not try to present pictures under the best possible circumstances is not keeping faith with the public and the parade will pass him by.

Equipment sales have been given a tremendous impetus by these policy decisions of Fox and M-G-M and it behooves every exhibitor to invest some of the tax savings in modernization that will make patrons sit up and take notice that the theatre is in tune with the times.

Then too, with the different types of prints required for optical and magnetic single and multi-track, a tremendous print problem, with all its obvious disadvantages, appears to be in the making.

The industry is just about ready for standardization. It's a shame that there must yet be a waste of time and money before resolution.

Amalgamated

A veteran industry quartet with know-how covering all phases of production, distribution and exhibition has formed a new independent company to produce a minimum of three top bracket pictures a year.

Under the banner of Amalgamated Productions Inc., William F. Rodgers, Sam Dembow, Jack Skirball and Cliff Work have set the wheels in motion and already have an estimated story backlog valued at $1,000,000.

As group spokesman, Rodgers, former M-G-M sales chief, expressed the conviction that there is presently an urgent need and a ready market for pictures with important production values of story, cast and direction.

Also significant was Rodgers' assertion that the company will not have any tie with any exhibitor organization. "We will make no small pictures," he said, indicating that he prefers to be in a position to offer the company's pictures in a free market.

Amalgamated appears to be the most promising independent producing unit to come into the industry in a long time and we will undoubtedly hear a great deal more from this expert combination. It goes forward with the heartiest well-wishes of exhibition.

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Fox Sets CinemaScope Policy

Sound Choices Quiet Exhib Voices



Approximately 500 exhibitors listened to the discussion on CinemaScope policy at the special forum called by 20th Century - Fox. Theatremen who gathered at the 20th-Fox home office were given a chance to express their opinions on the type of CinemaScope prints they desired. The group, composed of theatre owners from all parts of the country, differed in opinions somewhat, but all decided that 20th-Fox should offer free choice.

With 20th Century-Fox having completely lifted its CinemaScope sound restrictions, starting July 1 the company will release its anamorphic pictures with three types of sound: single-track optical, single-track magnetic, and stereophonic four-track magnetic. The announcement, which came at a division and branch managers meeting, followed a general conclave called by 20th-Fox to try to determine exhibitor opinion on the subject.

This decision by 20th-Fox marks the final elimination of the CinemaScope sound requirement. Earlier, Charles M. Reagan, general sales manager of Metro-Goldwyn-Mayer, announced that M-G-M would release its CinemaScope pictures "to all theatres capable of presenting them on a wide screen and with anamorphic projection." M-G-M will service theatres with single-track optical, magnetic and Perspecta sound.

The new 20th-Fox policy was disclosed by Al Lichtman, director of distribution, at a specially convened meeting of domestic and Canadian managers. The sales executive explained that the production of three types of prints will bring CinemaScope to the widest possible audiences of conventional and drive-ins during the strong summer season."

Lichtman, in reviewing the results of the industry forum on the future of CinemaScope, stated that exhibitor appreciation of stereophonic sound has increased in recent months.

Exhibitor reaction to the new sound policy, and to the forum at which it was reached has been contained in telegrams, phone calls and personal visits expressing "unanimous praise" for the new policy, according to a 20th-Fox report.

Earlier Speculation

Speculation that a drastic change in CinemaScope sound policy was being considered arose upon the announcement by 20th-Fox that it was inviting all exhibitors to attend a special meeting on CinemaScope at the company's home office. The all-day session was arranged for the purpose of an exchange of views among exhibition, itself divided on the subject, and executives of the film company.

The exhibitors were welcomed by Spyros P. Skouras, 20th-Fox president, who outlined the history of the new medium, which he claimed is still in its "infancy." Skouras revealed that a total of 4,280 theatres already have installed or contracted for complete CinemaScope installations, with full stereophonic sound.

The official explained that 20th-Fox's "sole anxiety has been to improve our business in this industry and enable small exhibitors particulary to survive the crisis that struck them with the competition of free home television." He revealed that his company would arrive at a decision based upon the reactions of those present to the facts presented to them.

Skouras discnssed the "tremendous stimulation" the new medium has given the box office. He noted that "the movies are again a family topic" and "a new beacon of hope has replaced the gloom." The speaker stated that despite his own views on the matter, his company "would not be serving its own best interests if it did not try to serve the best interests of its customers."

The company president asked the exhibitors to make their decision "in the light of the facts and the impact of CinemaScope as a complete system composed of anamorphic lenses, improved reflective screen and stereophonic sound." He stated that the medium is constantly being improved and that in early June the company will demonstrate seven new photographic lenses created by Bausch & Lomb.

Tests Planned

These tests will be made in every exchange area and in all the important cities of the world, Skouras disclosed. At the same time, the company will hold tests to demonstrate a comparison of four-track magnetic sound and single channel optical sound.

The executive asserted that "in spite of unjust and unfair accusations," his company is not in the equipment business. The company was forced to make a $16,000,000 investment in the launching of the new medium, and it has not yet recouped half of its investment, he stated. Skouras asked that an exhibitor committee be formed to study company records so that this fact could be proven and made known to all exhibition.

Skouras appealed to his listeners not to underestimate film patrons, who appreciate quality. He noted that his own convictions on the stereophonic sound subject are "strong," but that exhibitors have a right to their own convictions, "along with the responsibility for them." He asked that they make their "future great by acting with vision and courage."

In his welcoming address, Lichtman revealed that the decision to call the special meeting was prompted by a visit he had received from Ben Marcus, National Allied president, who called on him to discuss the plight of many of the nation's exhibitors. Lichtman quoted Marcus on the "service" 20th-Fox has rendered to the industry by introducing CinemaScope and on the "disservice" done to thousands of theatres by the stereo requirement.

The sales executive declared that the new medium was created for "all exhibitors, large and small, drive-ins and conventional theatres." He outlined the four possible methods by which CinemaScope pictures could be shown: four-track magnetic, single-track magnetic, single-track optical and in regular 2-D.

The last possibility, Lichtman urged against, claiming that it would be "retrogressing and the biggest mistake in the world" to exhibit CinemaScope pictures in "flat" versions. He pleaded that theatres adopt the four-track magnetic system, but advised that if they couldn't afford this method, that the next best one is single-track magnetic sound.

Requires Single Horn

With a single-track magnetic system, only one horn behind the screen is required. A pair of button-on or penthouse heads is necessary, and the speaker estimated that these could be purchased for approximately $1,100 a pair. To play CinemaScope films in the anamorphic medium with any of these sound systems, the exhibitor still needs the anamorphic lenses and the wide screen.

One advantage of single-track magnetic sound over single-track optical cited by Lichtman is the fact that the CinemaScope picture is unaltered and comes in full width. With optical sound, the picture would have to be cropped at the sides to make room for the sound track, and exhibitors would get approximately a 2.4:1 ratio image. The height of the film would remain as photographed.

It was pointed out later, that conversion from single-track magnetic to four-track full stereophonic sound could be done easily and fairly inexpensively should the exhibitor decide to make the change later on. The additional speakers would have to be installed and the wiring adjusted at that time.

With both Skouras and Lichtman having presented 20th-Fox's position—that of ad-

(*Continued on page* 22)



At a subsequent sales meeting, Al Lichtman, 20th-Fox distribution head (second from right), announced that starting July 1 the company will release its CinemaScope films with three types of sound. With Lichtman are (l. to r.): Glenn Norris, eastern sales manager; Alex Harrison, western sales manager; W. C. Gehring, executive assistant general sales manager, and Charles Einfeld, vice-president. The executives discussed the results of the forum.

Allied Charges Distribs Get Unfair Share Of Tax Saving

MINNEAPOLIS.—With the idea of entering the equipment field to force a cut in prices, Ben Marcus, president of National Allied, has been appointed chairman of a committee to investigate the matter. The problem was discussed at the meeting of the Allied board here and then presented at the annual convention of North Central Allied.

The group is particularly concerned about the high cost of stereophonic sound equipment. Marcus told the board that most sound systems are merely an assembly of component parts, with the whole system costing much more than the sum of the parts. He announced that he thinks lenses could be produced for less money also.

Still on the subject of costs, but in another area, Marcus told the board that distributors are getting as much as 80 percent of the new tax saving. He explained that with sliding scale rentals, the Federal tax reduction has placed some theatres into higher percentage categories, with the companies getting from 50 to 80 percent of the saving.

The exhibitor leader claimed that all companies are equally guilty of being unfair to exhibition. The board plans additionally to protest to distributors about a print shortage. This problem is said to be especially bad in Minneapolis, Milwaukee, Denver, New Orleans, Baltimore, Kansas City, Pittsburgh and New Jersey.

Shortage Provides Excuse

The majors are using the print shortage as an excuse for non-service of films and for shifting first runs and delaying subsequent run engagements, according to the Allied charge. North Central Allied warned local film exchanges several weeks ago that it would bring the subject of availabilities to court if necessary. The national group has sent telegrams to home office sales personnel.

Marcus announced that a special Col. Cole Fund has been created to be used for the paying of legislative costs. Allied members will be asked to contribute an amount equal to the money they would have paid to the government at the 20 percent Federal admission tax rate for the days of April 1, 2 and 3 of this year. The trust fund will be administered by Allied's president, treasurer and board chairman.

At the North Central Allied convention, Marcus addressed more than 300 exhibitors on the problems of theatre owners today. He urged the exhibitors who own conventional theatres to take advantage of the latest technological developments, while agreeing that drive-ins have special problems.

Wilbur Snaper, a member of Allied's watchdog committee, told the group that Allied is establishing an information bureau for its members. Purpose of the new bureau is to obtain specific answers to questions of the members from film producers and equipment people. The exhibitor discussed additionally the present equipment situation.

In his address, Abram F. Myers, National Allied general counsel, stated that except for the "artificial barriers" erected by "advocates of fewer pictures and less theatres," he believes that after seven years the industry "has turned the corner into Prosperity Road and is headed not merely for recovery but toward new and greater achievements."

Benjamin N. Berger was elected head of North Central Allied for the 11th year at the convention. Elected with him are Ernest Peaslee, vice-president; Al Leet, secretary, and Sim Heller, treasurer. Reno Risch was named honorary vice-president.

Charge Fox Back-Tracks On 2-D Versions

Minneapolis.—The charge that 20th Century-Fox is "back-tracking" on its promise to provide CinemaScope films in four forms, including a standard 2-D one, has been raised by officials of National Allied, gathered here for the North Central Allied convention. Nathan Yamins, Allied director, stated it was his "definite understanding that the 2-D version was included."

Ben Marcus, Allied president, stated that he understood that 2-D versions of CinemaScope films would be released, especially to help drive-in theatres. This opinion was confirmed by Abram F. Myers, general counsel, who announced that members of the Allied watchdog committee had told him after the forum that "flat" versions of 20th-Fox anamorphic films would be released.

A spokesman for the film company said that 20th-Fox will abide by the resolution passed on the floor at the CinemaScope forum. That declaration called for CinemaScope pictures to be released with three types of sound: four-track magntic, single-track magnetic and single-track optical. It made no reference to 2-D prints of CinemaScope films.

Arbitration Meet Set For New York

A general meeting at which representatives of distribution and exhibition will assemble to discuss the question of arbitration has been set for May 24 at the Hotel Astor, N.Y.C. Eric A. Johnston, MPAA president, has sent notices of the meeting to all exhibitor organizations, including National Allied, which announced earlier that it does not plan to attend any arbitration conference that will not discuss film rentals.

This position was restated by the Allied board at its Minneapolis meeting, when it announced that the group would not attend the upcoming meeting.

Exhib's Ability To Pay Keys Fox Sales Policy

MINNEAPOLIS.—Twentieth Century-Fox is altering its sales policy so that film rentals will be based on the exhibitor's ability to pay, Al Lichtman, company's distribution head, announced in a telegram. The wire was sent to Ben Marcus and Abram F. Myers, president and general counsel respectively of National Allied, who disclosed the details.

The film company will live up to its promise of guaranteeing a profit with each CinemaScope picture to its old accounts, the wire revealed. All new deals will be made "on the basis of what our experience with each account justifies, with protection afforded both exhibitor and ourselves," according

(*Continued on page* 24)

McGee Criticizes Price Cuts To Pay Smaller Rentals

LITTLE ROCK. — Discussions of industry problems and advice from experts on the running of their theatres has been provided for members of Theatre Owners of Arkansas gathered at the Marion Hotel for their annual convention. Chief speakers were Pat McGee, co-chairman of the COMPO tax repeal committee, Walter Reade Jr., TOA president, and Alfred Starr, TOA board chairman.

McGee voiced the plea that theatre owners refrain from cutting ticket prices as a means of paying smaller film rentals. He argued that the only way to encourage production to make more films is to prove to the producers that they can make profits from their pictures.

The exhibitor leader argued that "if you want more pictures you've got to make it inviting to the man in the position to make those pictures." He declared that "one of the ways to increase production is by lessening the risk to the producer through increased film rentals."

The speaker declared that theatres need the extra money and should not turn over the entire tax saving to the public. He stated that theatres "must take a firm stand and state very honestly" that they are charging what their overhead requires. The Treasury Department wants theatre profits to increase so it can recoup part of the money lost to it, McGee explained additionally.

He called for financial support for COMPO so that is can concentrate on creating good public relations for the industry. The film business needs "an aggressive program of re-educating the public into the movie going habit," and McGee stated that he thinks that COMPO can do a better job of this than any other industrial agency.

Requests COMPO Support

Commenting upon some of the remarks resulting from his Detroit speech in which McGee advocated that producers be encouraged to operate a few theatres, the speaker explained that he does not advocate "a return to monopoly of any degree." He does feel that the plan is still a good one, he stated.

The group heard Starr comfort them by saying that the current adverse effect of television in the Arkansas area is only temporary. Starr stated that there is no "basic conflict between TV and movies." Television, which has just entered as a factor in this area during the past year, has a bad initial effect, but this passes, the exhibitor explained.

Reade addressed the group on the aims and purposes of TOA. He presented his listeners with several suggestions on how exhibitors could themselves be inventive in designing plans for bettering business.

The group re-elected K. K. King of Searcy its president for his second term. Jim Carbery of Little Rock was re-elected secretary-treasurer for his third term.

The members discussed a move taken by a Little Rock independent theatre, which is now devoting two nights a week to the showing of art films. On these evenings, the theatre serves coffee. On another subject, the group called for the establishment of a weekly video show to promote film product.

Net Profit Rises At RKO Houses

Consolidated net profit of RKO Theatres Corp. has risen to an estimated $485,358 after taxes for the first quarter of 1954, as compared with earnings of $325,362 in the comparable period of 1953, according to Sol A. Schwartz, president. Current figure includes a loss of $86,660 from the disposal of capital assets, while a profit of $13,754 was realized from this source in the quarter of one year ago.

Improvement is due to the number of "fine quality pictures" the circuit has played this year, Schwartz told assembled stockholders at their annual meeting. He noted that technical improvements are continuing, as is the emphasis on "big" pictures. Part of the tax saving has been passed on to the public and some paid out in increased film rentals, he revealed.

The executive warned that the second quarter, with the coming of spring and early summer, usually shows a decline from the first period. He added that some big pictures were promised in July and August. The company has disposed of one unprofitable house and leased another for the presentation of Cinerama features since the last annual report, Schwartz disclosed. All the directors were re-elected at the meeting.

Schwartz Re-Named

At the first meeting of the board of directors, after the annual stockholders meeting of RKO Theatres Corporation, Sol A. Schwartz was re-elected president and the other officers were re-elected. They consist of Albert A. List, chairman of the board; William W. Howard, vice president; Thos. F. O'Connor, vice-president and treasurer; William F. Whitman, general counsel and secretary; H. E. Newcomb, comptroller; Louis Joffe and Milton Maier, assistant secretaries and Arthur E. Bell, assistant treasurer.

National Net Drops

HOLLYWOOD.—Consolidated net income of National Theatres and voting-controlled subsidiaries for the 26 weeks ended March 27 amounted to $1,307,050, equal to 47 cents per share of outstanding stock, according to Charles P. Skouras, president. The figures show a decline from the $1,458,529, or 53 cents per share, reported for the comparable period of last year. Skouras attributed the drop to increased film prices, TV competition and shortage of high quality films.

GPE Profits Rise

Net profit after taxes at General Precision Equipment Corp. for the first quarter of 1954 amounted to $1,055,658, equal to $1.48 per share of common stock, according to a company report. The quarter shows an increase over the $664,909, or $1.01 per share, reported for the first quarter of last year. Net sales were also up. GPE reported that it has acquired 95 percent of the outstanding shares of Link Aviation Co.

Decca Earnings Jump

Consolidated net earnings of Decca Records, Inc., including Decca's share of the undistributed earnings of Universal Pictures, rose to $635,238, equal to 42 cents per share of outstanding capital stock, for the three month period ended March 31, 1954. Decca reported earnings of $234,685, or 23 cents per share, for the comparable period of the previous year, at which time Universal earnings were not included in the figure.

As of the March 1954 date, Decca owned approximately 67 percent of the film company's outstanding common stock. The Universal board has declared a quarterly dividend of $1.0625 per share on the 4¼ percent cumulative preferred stock of the company payable June 1 to holders of record May 14.

RCA Income Grows

First quarter profit at the RCA rose to $10,066,000, an eight percent increase over the same period of the previous year, David Sarnoff, chairman of the board, revealed at the annual stockholders meeting. A dividend of 66 cents per common share was declared against 61 cents for the same quarter in 1953. First quarter sales were the largest in the company's history, with $226,609,000 representing a nine percent increase over the comparable 1953 quarter, Sarnoff disclosed.

Variety Tent's UA Tribute



(Upper left): A view of the dais at the Philadelphia Variety Club dinner honoring United Artists' 35th Anniversary. (Upper right): Guest of honor Mary Pickford, one of UA's co-founders, prepares to speak, as Arthur B. Krim, company president, looks on. (Lower left): Industryites gathered for the festivities included (l. to r.): Robert Mochrie, vice-president of Goldwyn Productions; Eugene Picker of Loew's; B. G. Kranze, UA general sales manager, and Jay Emanuel, chairman of the dinner committee. (Lower right): Jack Beresin, past VCI chief barker, Jane Russell and Max Youngstein, UA vice-president, at cocktail party preceding the dinner.

Philadelphia's VCI Tent Holds All-Industry Fete Hailing UA On Anni Date

One thousand production, distribution and exhibition executives and a group of screen stars gathered for the dinner honoring United Artists 35th anniversary under the sponsorship of Philadelphia's Variety Club Tent 13 at the Bellevue-Stratford Hotel. Mary Pickford was guest of honor. A highlight of the dinner was the showing of scenes from 18 UA films, which provided a survey of the company's history.

Among the Hollywood personalities gathered for the occasion were Jane Russell, Rita Gam and Phil Silvers, who served as toastmaster. Miss Pickford, one of UA's co-founders and still co-owner, was introduced by Arthur B. Krim, president of the company. The former screen star paid tribute to the persons who helped the company get started in 1919 and to the present management, which helped it out of difficulty.

Another speaker was Robert S. Benjamin, UA's chairman of the board. He pledged that the company would continue to do its utmost to bring an increasing number of quality films to the theatres. Benjamin thanked exhibition for its support of UA product.

Among those who voiced their congratulations to UA on its anniversary were Jack Beresin, past VCI chief barker; Philadelphia city councilman V. Blank; David Griesdorf, Odeon Circuit general manager; Leonard Goldenson, AB-PT head; John J. Fitzgibbons, Famous Players Canadian president; George Hoover, VCI chief barker; Harry Kalmine, Marty J. Mullin, Herman Robbins, Norman Silverman and Joseph Vogel.

Exhibitors Re-elect Miller

KANSAS CITY.—Beverly Miller has been re-elected president of Kansas-Missouri Allied at the group's spring convention at the Hotel Phillips here. Other new officers are Gene Musgrave, vice-president; Ronald Means, secretary-treasurer, and Fred Harpst, has been reappointed general manager.

Board members are Ben Adams, V. A. Anderson, Bill Bradfield, Clem Bratton, Ray Cook, Glenn Cooper, Max Davis, T. J. Ghosen, Le Roy Hutchings Kemp Jarrett, Ed Harris, Charles Potter, Alex Sniderman and Jay Wooten, ex-officio director.

New Allied Production Deals Off Until Maklim Delivers

No other producer or producing unit is being definitely considered by National Allied for any production-exhibition deal until the Hal R. Makelim-Allied plan is delivering pictures, the producer stated he was informed by Allied leaders. Makelim revealed that he sought this assurance because he was concerned about the number of plans offered to National Allied after his own announcement.

Makelim's contention was substantiated at the Minneapolis meeting of the National Allied board. The producer declared that he has been assured that the current wave of stories concerning other similar deals with Allied "are pure publicity in attempting to latch on" to his arrangement. He is currently in the midst of a 30-day trip to explain his plan at exhibitor association meetings throughout the nation.

Exhibitors Sign Up

First run in Minneapolis went to Benjamin Berger's Gopher Theatre. Rental per picture at the 1,000-seat house was reported to be $900. Several of the exhibitors who signed the contracts expressed doubts about the quality of the Makelim pictures, stating that they felt bigger-budgeted films were needed, but they added that they had to try anything because of the product shortage.

He has already addressed groups in Denver, Omaha, Kansas City, Minneapolis and Detroit. At the Denver convention of Rocky Mountain Allied, John Wolfberg, former group president, stated that he expects Makelim to meet his national quota set at 2,500 theatres contracted for his pictures within a few weeks.

More than 100 exhibitors heard the producer explain the details of the plan, which calls for the charter signers to participate in the profits. Makelim revealed the titles of the first 11 films he plans, each to cost about $420,000, with one at twice that amount. He said he expects the domestic market to bring in about twice the production cost, and the foreign market that much more.

To Divide Profits

Allied charter signers and Makelim would divide the profits. While it could not be guaranteed, the producer stated that it could work out so that Allied signers could conceivably get the films for little or no money. Pictures will be sold on a flat rental basis, with no extra cost for the first 14 days and 50 percent of the cost if held another 14 days.

Makelim stated that he has a distribution system planned, but he would not give details on it. He did assert that he expects to be in operation by late summer and would start out with one film a month. Following the explanations, the exhibitors began signing up, with first run in Denver going to the Wolfberg Theatres.

In Omaha, the Iowa-Nebraska Independent Theatre Owners expressed support for the Makelim plan and in a resolution stated their appreciation to Makelim and Wolfberg for presenting the plan personally. The group thanked Allied for its efforts to secure additional product.

Makelim revealed that he has been approached by hundreds of independent non-Allied members who are interested in booking his films. They will be sold the pictures, he explained, but Allied members will get first chance. Clearances would be set up, but he added that the arrangement could be changed if it doesn't work out satisfactorily.

Many independent theatres had been contracted before he presented his plan to the National Allied board, the producer disclosed. He assured exhibitors that he is geared to supply sufficient product to meet their needs.

Cities still to be visited by him include Columbus, May 17; Pittsburgh, May 18; New York, May 20-21; Boston and New Haven, May 24; Baltimore, May 25; Indianapolis, May 27; New Orleans, May 28; Memphis, June 1; Chicago, June 2; Milwaukee, June 3; Oklahoma City, June 4; Dallas, June 5, and Old Point Comfort, Va., June 9.

Let Exhibs Run Theatres; Distribs Must Abandon Dictation Policy: Levy

ATLANTA.—The warning that distributors must abandon "their attempts to invade the province of exhibition by dictation to exhibition how exhibitors shall run their theatres" was voiced by Herman M. Levy, TOA general counsel, at the joint convention of Alabama Theatres Association and Motion Picture Theatre Owners and Operators of Georgia held here at the Biltmore Hotel.

Levy's comments sprang from his discussion of the stereophonic sound controversy, in which he praised 20th Century-Fox and Metro-Goldwyn-Mayer for their lifting of sound restrictions with CinemaScope films. The speaker stated that the "entire controversy has highlighted a major problem . . . which can be solved only by a change in philosophy and policy on the part of distribution."

Praises Branch Managers

He called it "unfortunately true that the top sales personnel of most of the distributing companies have little or no knowledge" of present theatre operation. Levy explained that "the men best equipped to handle distributor-exhibitor relations are at the local level, to wit, the branch managers."

The TOA counsel stated that "despite the urgent pleas of exhibitors for years, branch managers, again, for the most part, have no more authority now than they had before." He argued that for top sales personnel "to attempt to advise or to determine how exhibitors shall run their theatres is presumptuous and unsound."

Levy pointed to another tendency "which is to be deplored," by which "some presidents of distributioin companies have been usurping the powers of their sales heads." He stated that this causes the fate of exhibitors to rest in the hands of men with whom those exhibitors have little or no means of contact.

A lesson to be learned from the stereophonic sound controversy is that "exhibitors must realize that in unity there is strength," the speaker declared. He stated that "with militant, intelligent and affirmative action gross injustices can be prevented."

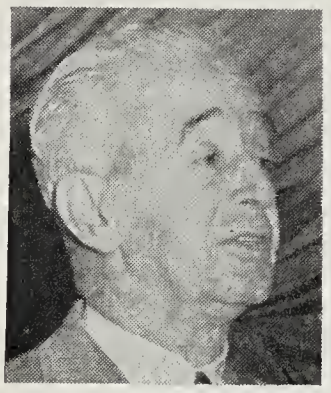
Invective against CinemaScope was meanwhile hurled anew by Alfred Starr, TOA board chairman. Starr called the anamorphic

(*Continued on page* 24)

No Small Films; No Exhib Tie-Ups For Amalgamated

"We will make no small pictures," affirmed William F. Rodgers as he officially unveiled plans for a new production company at a luncheon for the trade press last week.

The former Loew's, Inc., distribution head, who retired from that company last March after serving for approximately two years in a consultative capacity, said that his new corporation, Amalgamated Productions, Inc., intends to produce at least three pictures annually.



RODGERS

The new organization, he affirmed, will have no tie with any exhibitor group. Amalgamated will prefer rather to operate in a situation where it can offer its product in a free market "at prices they (theatremen) can afford to pay," he said.

Capitalization of the new concern has not as yet been set, the executive disclosed. Undoubtedly, he asserted, initial assets will be "in the millions."

Keep Low Overhead

Each film will represent an investment of "not less than $750,000," he revealed, and overhead will be kept at a minimum.

That Rodgers' revelations had an excellent prospect of being carried out was attested to by the makeup of his corporation.

Besides the former Loew's distribution chief, others in Amalgamated are Sam Dembow, Jr., erstwhile president of Producers Service Corp.; Jack Skirball, for long a producer and film industry executive, and Cliff Work, who at one time headed up the Universal studio and later served as a consultant to that company.

So far as Amalgamated in concerned, Rogers assured his audience at a Hotel Astor luncheon that all of his group's films would be designed to boost box office grosses. Big name stars and directors would be employed, he said.

Already Amalgamated is amassing a group of story properties representing an estimated $1,000,000, Rodgers disclosed. Top flight writers have contributed to this asset, he added, stressing firmly that Amalgamated "won't turn out pictures that can't be marketed."

No Salaries Paid

Rogers went on to note that none of the four in the new corporation would receive salaries but would take compensation from the profits of the pictures. Rodgers is president, while his three associates are serving as executives.

Studio space will be rented on the coast and talent will be kept on the payroll only when used, Rodgers added. First project, he disclosed, may be ready before the end of 1954.

Of Amalgamated's forthcoming projects, the aim will be to sell pictures "at terms that showmen can afford to pay," Rodgers stated. Pictures will be designed for worldwide distribution, he said.

EXHI-BITS

Chesapeake Suit Dissolved

A $15,000,000 anti-trust suit brought by Chesapeake Industries, owner of now defunct Eagle Lion Classics, against Loew's and RKO Theatres has been dismissed by Federal District Court Judge Augustus N. Hand. Judge Hand ruled that the agreement between Chesapeake and United Artists of December, 1953, applied to all defendants and co-conspirators. Chesapeake has announced that it will appeal the decision.

Church Defies Censor

MEMPHIS.—Despite threats of Lloyd Binford, chairman of the city's censor board, the First Unitarian Church went ahead with its showing of the old Charles Chaplin film, "Carmen." The showing was held without incident, and Binford did not send the police as he has threatened. It is thought that he was informed that police action would have brought the case to the courts, which might have ended censorship here completely.

Collections Modified

PHILADELPHIA.—An amendment to this city's tax ordinance eliminates collection of the 10 percent excise on minor fractions above 10 cents. This will permit many exhibitors to lower their scales slightly so that they can take advantage of the provision of the amendment, signed by Mayor Joseph S. Clark. The Philadelphia Theatre Association had been campaigning for the amendment.

Tax Take Climbs

CHICAGO. — Collections from this city's three percent amusement tax on theatre tickets rose to $374,728 for the first four months of 1954, as compared with $351,446 for the comparable period of 1953. Total tax receipts, including all forms of amusement, rose to $594,686, for the period, as compared with $586,169 for the same four months last year.

Fight Coverage Won

Radio rights to the Marciano-Charles heavyweight match have been granted to the American Broadcasting Co. and the Canadian Broadcasting System. The fight will be theatre telecast by Theatre Network Television. This will mark the first time that a match will be broadcast and theatre telecast at the same time. At least one dozen drive-ins have already signed up for the telecast.

Trust Action Dismissed

ALBANY. — U.S. District Court Judge James T. Foley has dismissed a $3,000,000 anti-trust suit brought by the estate of Charles Dickinson against Schine Chain Theatres and seven other companies. Dickinson was a former stockholder in Reliance Theatres, Inc. Judge Foley declared that "an injury to a corporate business is not an injury to the business property of the stockholders."

Bingo Fight Pending

Action may be taken against privately chartered busses that bring hundreds of New Jersey residents to New York nightly for the purpose of attending bingo games which allegedly offer larger cash prizes that can be found on the other side of the Hudson River, the ICC has warned.

Johnston Lauds Overseas Gains

A brighter economic future for the American film industry, with 1953 having been one of the best years for the American film companies, has been forecast by Eric Johnston, president of the MPAA and MPEA in the annual reports of those two organizations. Gains made in foreign markets, which now provide more than 40 percent of total revenues, was cited as the reason for the 1953 record.

While cautioning against over-confidence, Johnston pointed to three factors that indicate "a somewhat brighter picture." He named technological advances, an accent on higher quality pictures and an emphasis on economics, especially in production. These factors "help counteract the competitive effects of other media," he stated.

Johnston emphasized that last year's technological improvements "did not mark the close of the period of transition" for the industry. He noted that investments are continuing in research and "heartening progress" is being made.

Asks Code Support

On the subject of self-regulation, the group head hit ont against "the few who ignore self-restraint." They "invite governmental censorship and incite public condemnation," he stated. He declared he is "convinced" that the public will support producers who adhere to the Production Code. He stated that "self-regnlation is the democratic answer to governmental censorship."

The MPEA report sounded the warning that the American industry may face even tongher trading obstacles in the coming months. Contributing factors cited were a growing scarcity of dollars, cutbacks in the U.S. government's foreign aid program and an increase in nationalistic pressures.

Concerning competition in this country from foreign films imported here, the report called this "a healthy development," which serves as a "spur" to Hollywood.

SMPTE Launches Airer Screen Brightness Study

WASHINGTON. — Technological improvements have placed motion pictnres beyond the point at which they can suffer from television competition, W. Walter Watts, executive vice-president of RCA's electronic products told the assembled SMPTE members, gathered here for their semi-annual convention. Watts explained that "what may seem to be a threat is sometimes just a reminder that it's time to move ahead."

The assembled SMPTE members decided to conduct a limited survey on screen brightness conditions in drive-in theatres. The survey will be undertaken by the screen brightness committee, headed by Dr. Fred Kolb of Eastman Kodak. Dr. Kolb said that he has data on eight or nine ozoners, but he intends to get material on 25 or 30 of them.

The challenge of stabilizing theatre attendance by anticipating future demands for technological improvement was sounded by Gerald F. Rackett, of Columbia Pictures Corp. Rackett stated that the new techniques now "are largely the application of developments of many years ago" and that it is necessary that improvements be made constantly. The group honored 26 technical pioneers at a "Pioneers' Dinner."

DISTRI-BITS

Para Meet Set

Paramount Pictures will hold its annual stockholders meeting at the home office on June 1, according to a proxy statement which revealed that the company's directors and officers receiving more than $30,000 last year were paid a total of $819,088. Barney Balaban, president, received $124,800, including $20,800 expense allowance.

Other salaries were Y. Frank Freeman, $130,000; Austin C. Keough, $91,000; the late Fred Mohrhardt, $38,250; Paul Raibourn, $46,800, including $7,800 expense allowance; George Weltner, $54,600, including $2,600 expense allowance, and Adolph Zukor, $78,000. At the meeting, management will renominate the present board and the stockholders will be asked to eliminate shares of stock purchased by Paramount.

Stock Deadline Moved

Deadline for stockholders of RKO Pictures to sell their stock to Howard Hughes at $6 per share has been extended from May 17 to June 30, according to a letter mailed by the company. Holders desiring to have their stock redeemed were advised to surrender their certificates to the redemption agent of Irving Trust Co., N.Y.C. by the new date.

Science-Fiction Keyed

Opinion that science-fiction will eventually replace westerns as box office "old reliables" was expressed this week by George Pal, science-fiction producer. He anticipates the same budget distinctions in the science-fiction field that now mark the difference between top flight and budget westerns. Opinions of the producer, who releases through Paramount, were carried in the current issue of "Science Fiction Digest" magazine.

Fox Boosts Shorts Slate

Nine more CinemaScope featurettes have been completed or are before the cameras at 20th Century-Fox studios as part of the 20 CinemaScope shorts total for release this year. Shorts are: "The First Piano Quartet," "Piano Encores," "The Movie Stunt Pilot," "Fabulons Las Vegas," "Tuna Fishing," "American Railroads," "Calypso Cruise," "Land of Legend" and "Orient Express."

Schenck Honored



For leadership in labor relations and outstanding administrative contributions to industry prestige and progress, Nicholas M. Schenck, president of Loew's, Inc., (left) receives from MPAA President Eric Johnston a silver bowl, donated and signed by Johnston, company presidents and executives, and presented during a meeting of MPAA's board.



Universal-International is the company that makes ALL types of Pictures for ALL types of Theatres...for ALL types of Screens...ALL through the Year!

And for all those big months of June, July, August and September... here's the top quality line-up of...

"Pictures with that Universal Appeal"





JUNE

AUDIE MURPHY · LISA GAYE

LYLE BETTGER · WALTER BRENNAN

DRUMS ACROSS THE RIVER

Color by Technicolor

JULY

CLAUDETTE COLBERT · FRED MacMURRAY

The EGG and I

CO-STARRING

Marjorie MAIN as "Ma Kettle" · Percy KILBRIDE as "Pa Kettle"

with RICHARD LONG • LOUISE ALLBRITTON

AUG.

DONALD O'CONNOR · JULIA ADAMS

CHILL WILLS · MAMIE Van DOREN

with LYNN BARI · ZASU PITTS and "Francis" The Talking Mule

JULY

JOHNNY DARK

color by Technicolor

STARRING TONY CURTIS · PIPER LAURIE · DON TAYLOR

with PAUL KELLY · ILKA CHASE · SIDNEY BLACKMER

JULY

TANGANYIKA

COLOR BY Technicolor

STARRING VAN HEFLIN · RUTH ROMAN · HOWARD DUFF with JEFF MORROW

JUNE

JOEL McCREA

MARI BLANCHARD

BLACK HORSE CANYON

color by Technicolor

with MURVYN VYE and introducing RACE GENTRY

SEPT.

DAWN AT SOCORRO

STARRING RORY CALHOUN

PIPER LAURIE

DAVID BRIAN

KATHLEEN HUGHES

ALEX NICOL

color by Technicolor

with EDGAR BUCHANAN · MARA CORDAY · SKIP HOMEIER

Francis Joins the WACS

for AUGUST..



From the great Love Story by the author of "The Robe" comes one of the most unforgettable motion pictures of all time!

Universal-International presents

JANE WYMAN
ROCK HUDSON
BARBARA RUSH

LLOYD C. DOUGLAS'

Magnificent Obsession

COLOR BY TECHNICOLOR

with AGNES MOOREHEAD • OTTO KRUGER • GREGG PALMER

Directed by Douglas Sirk • Screenplay by Robert Blees • Produced by Ross Hunter

ALL THE VAST PAGEANTRY THE TOWERING EXCITEMENT
THE THUNDERING THRILLS OF KNIGHTHOOD'S EPIC AGE!

SWEEP THE GIANT SCREEN OF CINEMASCOPE

THE Black Shield OF FALWORTH

The story of Myles of Falworth, England's Outlaw Knight storms from the pages of Howard Pyle's great novel!

COLOR BY *Technicolor*



FOR SEPTEMBER RELEASE

STARRING TONY CURTIS JANET LEIGH

DAVID FARRAR • BARBARA RUSH • HERBERT MARSHAL

with Torin Thatcher • Daniel O'Herlihy • Rhys Williams • Craig Hill

Directed by RUDOLPH MATÉ • Screenplay by OSCAR BRODNEY • Produced by ROBERT ARTHUR and MELVILLE TUCKER • A UNIVERSAL-INTERNATIONAL PICTURE

Industry Honors "Our Bill"



Congratulating William J. German, winner of the New York Variety Club's first annual Heart Award are (upper photo, l. to r.): Spyros P. Skouras, 20th-Fox president; Harry Brandt, head of Brandt Theatres and arrangements chairman of special dinner held in German's honor; Barney Balaban, president of Paramount Pictures, and German. Other notables attending dinner included (lower photo, l. to r.): Edward Fabian, New York Variety Club's chief barker; Cornelia Otis Skinner; Adolph Zukor, Paramount board chairman, and Russell Downing, managing director of the Radio City Music Hall and dinner chairman.

Leading figures from every phase of the motion picture industry turned out for a Variety Club dinner at the Waldorf Astoria at which William J. German, veteran executive, received the New York group's first annual Heart Award. Fredric March headed the cast of speakers and the award was presented by Adolph Zukor, Paramount board chairman. Russell V. Downing, president of Radio City Music Hall, served as dinner chairman.

Tribute to German's years of service to the Army Pictorial Service during the last war was paid by General Lyman Munson, who headed that unit. Gen. Munson stated that "government officials of the motion picture division of the War Production Board still talk about his splendid, unsung co-operation and advice." He added that 'this is a story about Bill that is not generally known."

Appears In Sketch

Gen. Munson appeared in a sketch entitled "This Is Your Life, Bill German." With Fredcric March serving as narrator, others who appeared include Evelyn Brooks, Nina Foch, Jack Russell, Cornelia Otis Skinner and Martha Wright. The dramatic presentation outlined the notable events in the life of the honor guest.

The guests were welcomed by Edward Fabian, chief barker of New York's Tent 35. Others who worked with Downing and Fabian on the event were Harry Brandt, chairman of arrangements, and Max Youngstein, chairman of the ticket committee.

"French Line" Hits New Censor Tiffs In Upstate, Massachusetts Localities

RKO's "The French Line" has encountered several stormy seas as censors have continued to plague showings of the film. In Springfield, the local police seized the film during the state's premiere engagement, causing the Court Square Theatre to close down for the day. Showing was allowed to continue following a court appearance of Burton Bonoff, theatre manager, and Samuel Wasserman of Wasserman Theatrical Enterprises, Inc.

Judge Thomas O'Malley ruled that the theatre could resume playing the film on condition that the seized print remain in hands of the police as evidence. The film company rushed another print to the theatre. Film is charged with violating the state law dealing with immoral entertainment. A May 21 date has been set for the hearing.

In Buffalo, the film, now in its second week at Basil's Lafayette Theatre, has been the victim of a series of local attacks. George H. Mackenna, theatre's general manager, reports that the theatre has been flooded with calls in which the theatre employes were subjected to vulgar language. The daily papers have been printing letters on the film and a city councilman has announced that he intends to introduce a censorship resolution.

S-W Latex Buy Keyed To Novel Expansion Trend

Purchase of the International Latex Corp. by the Stanley Warner Corp. was seen this week as indicative of a new trend within the film industry, that of expanding interests to other types of business. Two of the majors already have diverse affiliations, with Paramount having interest in Du Mont Laboratories, Telemeter and Chromatic Television, and Universal a subsidiary of Decca Records.

While the Paramount and Universal connections are all related to the entertainment industry, the Stanley Warner acquisition marks a step taken completely outside of film industry affairs. International Latex is repnted to be the largest producer in the country of girdles, infants' wear, home haircutters and foam pillows.

S. H. Fabian, S-W president, explained that the move is part of a "constructive farreaching program of expansion in all departments." In addition to its theatre interests, the company controls television station WTRI-TV in Schenectady and contains additionally the Cinerama division.

Amendment Approved

In January, S-W stockholders approved an amendment to the company's charter permitting diversification of activities into other fields. At that time, this move was taken to be more a paper gesture than anything else, with few, if any, of the experts realizing that only four months later the company would take advantage of the amendment.

With the acquisition of International Latex, which will remain an autonomous enterprise with its present personnel kept intact, S-W becomes a $100,000,000 company, Fabian disclosed. The company owns approximately 300 film theatres across the country, along with its television and Cinerama interests.

S-W paid $15,000,000 in cash for 100 percent of the preferred and common stock of International Latex, according to a company report. The deal was financed by means of a six year term bank loan with the First National Bank of Boston, the New York Trust Co., Guaranty Trust Co. of New York, Bankers Trust, the First National Bank of the City of New York and the Fidelity-Philadelphia Trnst Co.

Terms Of Loan

The loan, according to the announcement, is for a $20,000,000 credit, of which only $15,000,000 has been borrowed thus far. Interest is payable at the rate of 3-¾ percent per year. Net worth of International Latex has increased from $2,000,000 in 1946 to the current $15,000,000 figure, S-W has disclosed.

International Latex is itself currently engaged in expanding its interests with a $4,000,000 expansion program under way as well as plans for entering the chemical field being set up. A. N. Spanel, IL board chairman, stated that the S-W association will afford his company "substantial opportunities for further growth."

Dividend Voted By Para

The board of directors of Paramount Pictures has voted a quarterly dividend of 50 cents per share on the common stock payable June 14 to holders of record June 1.

U-I Prepares Nine Features For Release Through Summer

Based on a program of "all types of pictures, for all types of theatres, for all types of screens all through the year," Universal-International has disclosed plans for the issuing of eight new films and one re-release from June through September, according to Charles J. Feldman, vice-president and general sales manager.

Sparking the list is the company's first CinemaScope picture, "The Black Shield of Falworth," which has been accorded a multi-star cast. The company also has high hopes for "Magnificent Obsession," to be released during this period, and the re-release of "The Egg and I," the forerunner of the "Ma and Pa Kettle" series.

All of the standard pictures to be released during the period can be shown in all aspect ratios from normal to as much as 2:1, Feldman noted. This arrangement has been provided to suit best the convenience of the exhibitor so that his pictures can fit his theatre.

While the list includes a CinemaScope feature, the company executive has explained that Universal recognizes the varied requirements of the nation's exhibitors. He stated that all the releases, no matter what the medium used, are designed to secure one kind of result—"top box office returns."

In accord with this policy, each of the nine pictures to be released during the four-month period is slated to receive "a specially adapted promotional campaign designed to take advantage of the season of the year and to provide the greatest possible impact on the local level," the company has disclosed.

Local Level Emphasis

Emphasis will be placed at the local level because that is "where the public makes its final entertainment selections," it was explained. Plans call for the stepping up of television and national magazine advertising in the national launching of Universal pictures.

"The Egg and I" will receive the same type of national promotional campaign which sparked the original release of the picture in 1947, it has been disclosed. The film, which is the biggest domestic grossing picture to date in the history of Universal Pictures, will be nationally issued in July following several territorial saturation openings in late May, according to the announcement.

In detailing the month-by-month releasing plans of the company, Feldman revealed that the June releases include "Drums Across the River," a Technicolor western starring Audie Murphy, Lisa Gaye, Lyle Bettger and Walter Brennan, and "Black Horse Canyon," an action film in Technicolor, starring Joel McCrea and Mari Blanchard.

Along with "Egg and I," the company will release two other films during the month of July. This includes "Johnny Dark," in Technicolor, starring Tony Curtis, Piper Laurie and Don Taylor. Picture has a sports car racing background and has been tailored "to provide both romance and thrills for the Curtis-Laurie fans," the company reveals.

Set In Africa

The third July issue is "Tanganyika," a Technicolor adventure drama starring Van Heflin, Ruth Roman and Howard Duff. This picture has a background setting of the African Veld.

Highlighting the August releases will be "Magnificent Obsession," the new film production based on the famous Lloyd C. Douglas novel. The picture, in Technicolor, stars Jane Wyman, Rock Hudson and Barbara Rush. The film is being given the same advance promotional build-up as the one given "The Glenn Miller Story," according to a company bulletin.

Also set for August is "Francis Joins the Wacs," starring Donald O'Connor, Julia Adams, Chill Wills and Mamie Van Doren. Universal claims that this film is being hailed as the best "Francis" pictnre since the original of this series.

Magnificent Obsession



Jane Wyman and Rock Hudson have the starring roles in "Magnificent Obsession," Technicolor production based on the Lloyd C. Douglas novel.

September releases will be headed by "The Black Shield of Falworth," in CinemaScope and color. This film stars Tony Curtis, Janet Leigh, David Farrar, Barbara Rush, Herbert Marshall, Torin Thatcher, Daniel O'Herlihy and Rhys Williams.

"Falworth" has been designed to provide exhibitors with a type of picture "which best lends itself to the CinemaScope medium yet encompasses general audience appeal," the company states. It is this later factor, which the company has labelled "Universal Appeal" that it is striving for in all of its pictures.

Second film set for September release is "Dawn at Socorro," in Technicolor, starring Rory Calhonn, Piper Laurie, David Brian and Kathleen Hughes.

Top Players Noted

Among the stars and top featured players recruited for the nine-feature summer lineup are Piper Laurie, Rory Calhoun, David Brian, Van Heflin, Ruth Roman and Howard Duff.

Other top actors include Donald O'Connor, Mamie Van Doren, Julia Adams, Jane Wyman, Rock Hudson, Claudette Colbert, Marjorie Main, Fred MacMurray, Tony Curtis, Janet Leigh and David Farrar.

Also, Barbara Rush, Herbert Marshall, Joel McCrea, Mari Blanchard, Don Taylor, Audie Murphy, Lyle Bettger, Lisa Gaye, Walter Brennan and Chill Wills.

Dawn At Socorro



Piper Laurie, Rory Calhoun and David Brian star in "Dawn At Socorro," in Technicolor, an adventure tale with a western setting.

Tanganyika



Van Heflin, Ruth Roman and Howard Duff are members of a safari in "Tanganyika," Technicolor drama set in Africa.

Francis Joins Wacs



Donald O'Connor repeats his characterization in "Francis Joins the Wacs," also starring Julia Adams, Chill Wills and Mamie Van Doren.

Exploiteers Plot Promotion Drive

First complete series of meetings to be held by Universal Pictures home office and field publicity and exploitation staffs in more than two years has been held this week under the guidance of Charles Simonelli, eastern advertising and publicity department manager. Conclaves were held to detail promotional plans on the company's upcoming releases.

David A. Lipton, Universal vice-president, declared that detailed long-range planning, backed up by intensive national pre-selling, are the answer to today's selling problems. As case in point, he cited the success of "The Glenn Miller Story," noting that today's box office potential is as high or higher than ever provided all the selling tools are properly and diligently applied.

The executive maintained that to reach this maximum audience, every selling and promotional step in a campaign must be blueprinted and co-ordinated in advance. Close integration between production, distribution and other aspects of the operation are demanded for this, he noted.

Lipton disclosed that the national magazine ad budget by the company will be double that of 1953; operations of the company's publicity and promotion staffs have also been broadened and intensified.

Speakers Outline Ideas

Speakers who outlined ideas and stunts to be used on behalf of Universal pictures included Charles J. Feldman, vice president and general sales manager; Philip Gerard, eastern publicity manager; Jeff Livingston, eastern advertising manager; Henry A. Linet, sales promotion manager, and Robert Gillham, vice-president of Cunningham & Walsh, an advertising agency.

Getting a top spot on the agenda was consideration of promotion plans for "Magnificent Obsession," new Technicolor production based on the novel by Lloyd C. Douglas. Also rating full-scale attention was "The Black Shield of Falworth," the company's first CinemaScope release.

Other films discussed at the meetings included "Johnny Dark," "Francis Joins the Waes," "Tanganyika," "Drums Across the River" and "Playgirl."

Johnny Dark



Tony Curtis, Piper Laurie and Don Taylor have the lead roles in "Johnny Dark," Technicolor drama with a sports car racing background.

Drums Across The River



Audie Murphy and Lyle Bettger await an Indian attack in "Drums Across the River," Technicolor western also starring Lisa Gaye.

Studio Places 12 Major Projects Before Cameras In Next Quarter

Universal-International will put 12 major pictures before the cameras in the next three months, spreading its production activities over one-quarter of the globe, according to a company announcement.

Filming of these pictures will be done in half a dozen different locales stretching all the way from Hollywood to Ireland. The 12 new starters, seven of which will be in Technicolor and one in 3-D, also will give the studio the longest period of peak activity it has seen in the last year, with from four to six pictures shooting continuously.

According to present plans, equally heavy production will be maintained throughout late sumer and fall, although the later starters have not yet been definitely scheduled.

First of the new pictures to get the starting gun was "Destry," large scale Technicolor western with Audie Murphy and Mari Blanchard starring and George Marshall directing for Producer Stanley Rubin.

Others also scheduled to go during the three-month period include: "Five Bridges To Cross," an adaptation of sensational "Collier's" magazine story paralleling the great Brink's robbery, which will star Jeff Chandler and Julia Adams and be produced by Aaron Rosenberg, with Joseph Pevney directing. Much of the picture will be filmed in its natural locale in Boston.

"Panama," story of the building of the first railroad across Panama in the 1850's. To be filmed in Technicolor, the picture will be produced by Howard Christie and directed by Joseph Lewis.

"Smoke Signal," starring Dana Andrews in a story of Indian uprisings in the old west, also will be filmed in Technicolor with much of it being shot along the Colorado River. It also will be produced by Christie with Jerry Hopper directing.

"The Stuntman," a hilarious comedy bringing Abbott and Costello face to face with the old Mack Sennett Keystone Cops. Charles Lamont will direct and Christie produce.

"To Hell and Back," Audie Murphy's own story of his war experiences in which he will star. Much of the picture, to be produced by Aaron Rosenberg and directed by Jesse Hibbs, will be filmed in one or more Army camps still to be selected.

"Captain Lightfoot," adapted from W. R. Burnett's novel of 15th Century Ireland, which will be shot in Technicolor in its

(*Continued on page* 26)

Egg And I



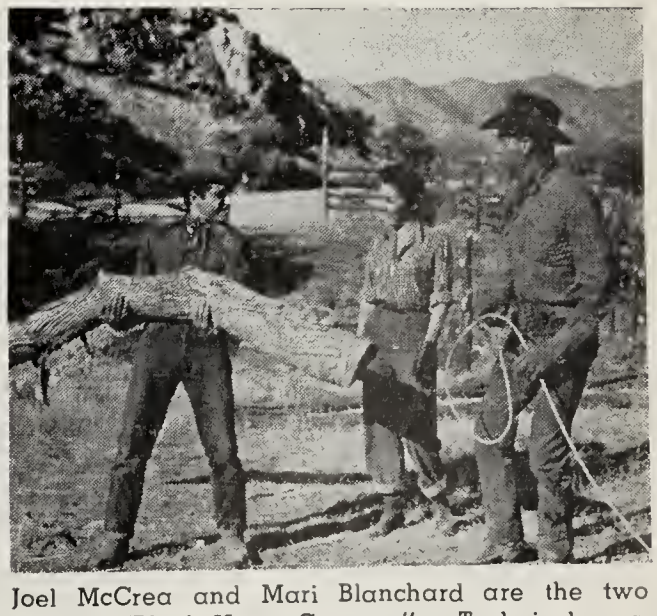
Claudette Colbert and Marjorie Main in a comedy scene from "The Egg and I," also starring Fred MacMurray in the feature to be re-released by the company.

Black Shield Of Falworth



Tony Curtis, Janet Leigh, David Farrar, Barbara Rush and Herbert Marshall star in "The Black Shield of Falworth," company's first CinemaScope feature, in color.

Black Horse Canyon



Joel McCrea and Mari Blanchard are the two stars of "Black Horse Canyon," a Technicolor action film with a western setting, another in the tradition of U-I westerns.

20th CENT
CINEMASCOPE P
are being ma
GENUINE 4-TRACK H
DIRECTIONAL-STE

for this the exhibitor requires proper screen
"button-on" soundheads, and three speakers

1-TRACK HIGH-FIDE

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WE express our most sincere appreciation to those exhibitors who attended our forum and whose advice and guidance have aided our decisions.

We thank exhibitors of the world who have installed CINEMASCOPE complete with stereophonic sound, and who have so whole-heartedly supported its presentation in the manner in which it was conceived for exhibition.

As the company which pioneered and developed CINEMASCOPE, we wish to make it clear that we will continue to advocate that all

URY-FOX
RODUCTIONS

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Staff Reviews

"Magnificent Obsession"

(Univ.-Int'l.) Technicolor 108 Min.

Cast: Jane Wyman, Rock Hudson, Barbara Rush, Agnes Moorehead, Otto Kruger, Gregg Palmer, Sara Shane, Paul Cavanagh, Judy Nugent, George Lynn, Richard H. Cutting.

Credits: Produced by Ross Hunter; Directed by Douglas Sirk; Screen play by Robert Blees; Based on the novel by Lloyd C. Douglas and the screen play by Sarah Y. Mason and Victor Heerman.

The combination of sentimental melodrama and positive spiritual philosophy, when as expertly welded as they are in this latest Technicolor version of the Lloyd C. Douglas novel, should prove a powerful one and turn "Magnificent Obsession" into a box office champion. The female sex, especially, will be touched by the misfortunes suffered by Jane Wyman, the film's star, and her eventual emergence and victory of faith. Co-starred with Miss Wyman, who plays the beautiful widow this time around, is Rock Hudson, while Barbara Rush figures importantly as Miss Wyman's step-daughter. The picture follows the familiar lines of the Douglas story, blending a poignant love affair with the threads of a mystical religion. The latter embodies the Douglas belief, expounded also in "The Robe," which exhorts men to follow a life of selfless devotion to mankind as a means of finding one's own happiness and peace of mind. The result is a heavily sugar-coated type of message, one which has already proven its popularity with large audiences.

The story has been given a lavish production, with Technicolor tinting adding immeasurably to both interiors and exteriors of fabulous beauty. The film opens with a series of accidents in which Miss Wyman loses first her husband and then her own eyesight because of Hudson, a handsome but spoiled playboy. He reforms when painter Otto Kruger teaches him the value of helping others, and Hudson does everything he can to help Miss Wyman. He finally wins her love, but she decides not to be a burden on him when she learns that she will never see again. With the aid of Agnes Moorehead, she runs away. Hudson becomes an honored doctor, devoted to helping mankind. Years later he learns that Miss Wyman is dying. He rushes to save her, restoring both her health and her vision. The value of faith is proven as they prepare for a life together.

●

"Three Coins In The Fountain"

(20th-Fox) Color by DeLuxe CinemaScope 102 Min.

Cast: Clifton Webb, Dorothy McGuire, Jean Peters, Louis Jourdan, Maggie McNamara, Rossano Brazzi, Howard St. John, Kathryn Givney, Cathleen Nesbitt.

Credits: Produced by Sol C. Siegel; Directed by Jean Negulesco; Screen play by John Patrick; From a novel by John H. Secondari; Song by Jule Style and Sammy Cahn.

The CinemaScope cameras turn loose on the scenic enchantments of Rome and Venice in "Three Coins in the Fountain" and the results are really something to see. Acceptance in a vast market should be the order of the day. Besides displaying a picturesque set of locales, the film shows off an intriguing trio of love stories, neatly strung together to feature the assorted talents of the many stars—all possessing box office weight. Dorothy McGuire, Jean Peters and Maggie McNamara are the women in these tales. Their respective men are Clifton Webb, a newcomer named Rossano Brazzi and Louis Jourdan. The stories woven around these personalities are tinged with humor, poignancy and irony. The situations afford the performers ample opportunities in which to display their acting capabilities. In short, "Three Coins in the Fountain" contains something for everyone in the audience.

The film, photographed largely on location in color stock processed by the eastern DeLuxe laboratories of Technicolor, gives the backgrounds a dramatic workout. It is at the famous Fountain di Trevi in Rome where the Misses McGuire, Peters and McNamara, a trio of Americans, cast their wishes for happiness. At that same fountain the women finally see their desires bear fruit of reality. Another dramatic use of background is made during a poignant interlude between Miss McGuire and Webb, in and around a pond of the historic Villa Borghese. These situations, when filmed with the CinemaScope cameras, take on an extra dimension of visual enhancement, making for an additional measure of audience enjoyment.

Treated story-wise, the romance between Miss McGuire and Webb comes through with touching sentiment. As his secretary for 15 years, she finally receives his proposal for marriage only to have him change his mind when he learns from his doctor that he has only another year to live. Miss McGuire's reaction convinces him to again reconsider his proposal. Earlier, Miss McNamara had almost snared the hand of Jourdan, an Italian prince, in marriage. She had made a list of his likes and dislikes and had thus played up to him. At the last moment, however, Miss McNamara couldn't go through with her act and confessed her duplicity. They broke up. Miss Peters had started off the film by plunging into an affair with an impoverished translator who worked at her office. When the translator, played by Brazzi, had been fired, Miss Peters went to live with him. Then they broke up.

The three stories are strung together via the device of having the women share the same apartment. Each tale ends happily, with the girls meeting their lovers in front of the above mentioned fountain. In keeping with the romantic theme of this production, the title song is played at appropriate moments. It serves also to open the film, when a vocal rendition is delivered against changing backgrounds of the Fountain di Trevi.

●

"Johnny Guitar"

(Republic) Trucolor 110 Min.

Cast: Joan Crawford, Sterling Hayden, Mercedes McCambridge, Scott Brady, Ward Bond, Ben Cooper, Ernest Borgnine, John Carradine, Royal Dano.

Credits: A Herbert J. Yates presentation; Directed by Nicholas Ray; Screen play by Philip Yordan; Based on the novel by Roy Chanslor; Song by Peggy Lee and Victor Young.

Republic has an unusual and exciting western in "Johnny Guitar," starring Joan Crawford and photographed in Trucolor. Box office returns should pour in solidly from all corners of the movie-going public. Picture has romance, excitement, suspense, characterization and action. It was directed knowingly by Nicholas Ray, who wrests a maximum of dramatic tension from a script that borders frequently on the routine and talkative. Miss Crawford handles her role of a gambling house proprietor with conviction as she plays opposite both Sterling Hayden, a reformed gunslinger, and Scott Brady, a rough hombre.

Hayden's love for Miss Crawford brings him into a seething situation wherein Mercedes McCambridge, a frustrated spinster, is trying to put Miss Crawford out of business. She is framed as an accomplice in a bank holdup and her gambling house is burned down. Hayden saves her from a lynching mob, then tangles with Brady and his underlings. A bang-up climax, in which Miss Crawford settles the score during a pistol duel with Miss McCambridge, sews up the proceedings.

Performances are generally vigorous with action scenes neatly balancing interludes of romance between Hayden and Miss Crawford. The result is a change-of-pace story that will satisfy women as well as men. Helping to sustain the excitement of the tale are fist fights, some expert marksmanship, hard riding, a lynching and the climactic pistol duel. Pleasing to the eye are the numerous gowns in which Miss Crawford appears.

●

"Men Of The Fighting Lady"

(M-G-M) Ansco-Technicolor 80 Min.

Cast: Van Johnson, Walter Pidgeon, Louis Calhern, Dewey Martin, Keenan Wynn, Frank Lovejoy, Robert Horton, Bert Freed.

Credits: Produced by Henry Berman; Directed by Andrew Marton; Screen play by Art Cohn; Based on events published in the "Saturday Evening Post" by James A. Michener and Comm. Harry A. Burns, USN.

"Men of the Fighting Lady" is a slick and exploitable account of some little-known action on the part of jet pilots based on a carrier afloat off the coast of Korea during the recently concluded warfare. Picture is loaded with star names and an all-male cast. Action fans will find it a delight. Photographed in Ansco-Color and printed in Technicolor, film contains an excellent set of U.S. Navy scenes showing jet aircraft in flight and in battle. Against this vivid background, a duet of stories, both based on "Saturday Evening Post" articles, is played out. Stories are strung together by flashback from the reminiscences of Walter Pidgeon, ship's physician, to Louis Calhern, who plays James A. Michener, author of one of the tales.

Second tale, about how a blind pilot is led safely back to his base, is a masterpiece of suspense. Van Johnson plays the rescuer and Dewey Martin, the blind flyer. First tale narrates a feud between two pilots, Frank Lovejoy and Keenan Wynn. Tragic ending is keyed to Wynn's death. Figuring prominently, if repetitiously, in these tales are missions from the carrier to a railroad siding used by the enemy, upon which bombs are dropped. Damages sustained by the planes from anti-aircraft fire result in the deaths of various pilots, among them Wynn. Attempts by pilots of stricken planes at returning to their base create a modicum of suspense.

●

"Drums Across The River"

(Univ.-Int'l.) Technicolor 78 Min.

Cast: Audie Murphy, Lisa Gaye, Lyle Bettger, Walter Brennan, Mara Corday, Hugh O'Brian, Jay Silverheels, Regis Toomey, Morris Ankrum, James Anderson, George Wallace.

Credits: Produced by Melville Tucker; Directed by Nathan Juran; Screen play by John K. Butler and Lawrence Roman; Story by Butler.

"Drums Across the River" is a well-crafted Technicolor western that contains a healthy portion of action and should prove a good bet in its market. Film stars Audie Murphy and newcomer Lisa Gaye, with the other two important roles handled by Lyle Bettger and Walter Brennan. "Drums" concerns the efforts of Murphy to stop an Indian war which is being instigated by Bettger on behalf of "important interests." The situation lends itself to Indian skirmishes, exciting chases and hand-to-hand battles. In addition, there is an interesting sequence in which an Indian chief is buried, with accompanying tribal ceremonies. The Indians are presented in a sympathetic light in this film, and the proposed Indian war never does come about.

The plot manages to maintain a suspense until the very end, at which time Murphy arrives just in time to stop the U.S. Army from attacking the Indians. Before that, he has had to battle, single-handed, Bettger and his whole

troupe of hired thugs. In addition, he has had to regain the confidence of the town, which Bettger has turned against him. It finally works out alright, but not before the hero has a high proportion of bad moments. Romance has been kept to a minimum in this one, with the accent always on action. The Technicolor tinting provides enhancement for some very beautiful outdoor settings.

●

"Gorilla At Large"

(20th-Fox) Technicolor 3-D 84 Min.

Cast: Cameron Mitchell, Anne Bancroft, Lee J. Cobb, Raymond Burr, Charlotte Austin, Peter Whitney, Lee Marvin, Warren Stevens, John G. Kellog.

Credits: Executive Producer, Leonard Goldstein; Produced by Robert L. Jacks; Directed by Harmon Jones; Written by Leonard Praskins and Barney Slater.

Loaded with exploitation possibilities, Panoramic Productions' "Gorilla at Large," 3-D Technicolor suspense tale, shapes up as diverting exploitation fare and should do nicely in its market. Cameron Mitchell and Anne Bancroft are starred, while Lee J. Cobb figures importantly as a detective. However, important as the players are to the script, this one will be best sold on the gadgets and gimmicks used in the clever production. Plot concerns a group of murders set in the colorful background of a carnival, where the chief attraction is an act Miss Bancroft does with a savage gorilla. The carny atmosphere has been recreated in detail, with all the rides, mirror mazes, midgets, etc., serving as important props to the story. The 3-D does add to the over-all effect in this case.

The scriptwriters have given the gorilla iu question a definite personality, so that he is presented as a leading character. In fact, he is chief murder suspect, until it is made obvious that someone impersonating him has been committing the crimes. Plot builds in suspense, with Cobb first suspecting Mitchell, a young barker, and then Raymond Burr, Miss Bancroft's husband and owner of the carnival. True murderer is finally revealed to be Miss Bancroft, but not before an excitiug chase for the gorilla, who has been let out of his cage. He goes wild in an eerie sequence in which he unwittingly starts up all the mechanical paraphernalia of the carnival. With the gorilla shot, Miss Bancroft is led away and Mitchell is free to return to school and his true love.

●

"Silver Lode"

(RKO) Technicolor 80 Min.

Cast: John Payne, Lizabeth Scott, Dan Duryea, Dolores Moran, Emile Meyer, Robert Warwick, John Hudson, Harry Carey, Jr., Alan Hale, Jr.

Credits: Produced by Benedict Bogeaus; Directed by Allan Dwan; Original story and screen play by Karen De Wolfe.

"Silver Lode," which shows how a man unjustly accused of murder rights himself in the face of an angry town, shapes up as routine western fare suitable for action houses. Boasting the names of John Payne and Lizabeth Scott, plus a print by Technicolor, film contains the required amounts of action and gunplay to satisfy oater fans. Story gets off to a swift start as Dan Duryea, an outlaw posing as a U.S. Marshall, enters a town in search of Payne, whom he accuses of murder. Events become talkative as the townsfolk rally in defense of Payne, then pick up towards the climax, as Payne finds himself the object of a manhunt.

Performances fit the requirements of the story with Miss Scott on hand as Payne's girl and Mari Blanchard filling the role of the local saloon queen. A measure of suspense is elicited from the climactic manhunt; audiences will be kept guessing as to how Payne will clear himself of Duryea's charges. An uusual twister has Duryea meeting death from the ricochet effect of his own bullet. Payne, meanwhile cleared of the murder charge, expresses his contempt for the townsfolk who sided against him and goes off with Miss Scott.

●

"The Yellow Tomahawk"

(United Artists) Color Corp. of America 82 Min.

Cast: Rory Calhoun, Peggie Castle, Noah Beery, Warner Anderson, Peter Graves, Lee Van Cleef, Rita Moreno.

Credits: An Aubrey Schenck-Howard W. Koch presentation; Produced by Koch; Directed by Lesley Selander; Screen play by Richard Alan Simmons; Based on a story by Harold Jack Bloom.

"The Yellow Tomahawk" makes the grade as an average program western about how a band of Indians wreaks vengeance on a detachment of U.S. Cavalry that slaughtered their tribe. The story contains few surprises due to a set of time-worn situations and uneven handling. Some marquee value may be gleaned from the names of Rory Calhoun and Peggie Castle, seen together in a couple of romantic interludes. Most bustling part of the picture is an Indian massacre of the Army detachment.

Photographed in Color Corp. of America tinting, the picture shows how Calhoun, a frontier scout, tries to warn Major Warner Anderson of an impending Indian attack. His warning unheeded, Anderson's men perish in a massacre. Calhoun, Peggie Castle, fiancee of a slaughtered soldier, and several others make their way back to civilization under Indian attack. Calhoun kills their chief and brings charges against Anderson for his crimes against the Indians. Peggie waits for Calhoun.

●

"Blackout"

(Lippert) 87 Min.

Cast: Dane Clark, Belinda Lee, Betty Ann Davies, Eleanor Summerfield, Andrew Osborn.

Credits: A Hammer Production; Produced by Michael Carreras; Directed by Terence Fisher; Screen play by Richard Landau; Based on the novel by Helen Nielsen.

This is a draggy British whodunit which never fully utilizes the plentiful acting talents of Dane Clark and which will probably get program playdates due to the current lack of features. The film has good production values and introduces a beautiful leading lady in Belinda Lee. Footage length enlarges the lack of interesting as well as clear story, making it a slow-moviug affair with the audience not too sure at the end as to what was what anyway.

Clark, dead drunk, is picked up by beautiful blonde, Belinda Lee, in a London bar. She hires him to help her with a chore and he awakens in Eleanor Summerfield's apartment. Eleanor, an artist, cannot explain to him about the blood on the sleeve of his coat and he tells her that he can't remember anything after he blacked out the night before. He learns that Belinda's husband has been found dead and the police are hunting for him. After a series of setbacks, he tracks down the real murderess, who is Betty Ann Davies, Belinda's mother. Camera work on the film is its strongest point.

Foreign Films

"The Moment Of Truth"

(Arlan Pictures) FRENCH 90 Min.

Cast: Jean Gabin, Michelle Morgan, Walter Chiari.

Credits: Directed and story by Jean Delannoy.

The triangle theme of husband-wife-wife's lover is delicately handled in "The Moment of Truth," French language import which could do all right in many of the nation's art houses. Film has two good box office lures in the star names of Jean Gabin and Michelle Morgan, who play the husband and wife. In some areas additional customers may be attracted by the picture's theme of adultery, which lends itself to exploitation. The film attempts to explain how it is possible for Miss Morgan to carry on an affair with her lover, Walter Chiari, and still be iu love with her husband. To a large extent, it succeeds in its purpose, although the situation has been greatly simplified. The idea, however, is not in accord with conventional morality and the two lovers are made to suffer.

Most of the story is told in a series of flashbacks, some of which are rather clumsily presented. Miss Morgan is a famous actress married to Gabin, a doctor. He has been called to help Chiari, a struggling painter who has attempted suicide. While trying to save him, Gabin learns that Chiari is his wife's lover. Through most of the film the audience knows that Chiari is dead, but Miss Morgan knows nothing of the suicide. She finally proves to Gabin that she is still in love with her husband and promises never to see Chiari again. Gabin tells her of Chiari's death and then accepts her once more as his wife. English titles are adequate.

FILMS TELEVISED MAY 1 to MAY 14

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
The Amazing Mr. X	Turhan Bey	Eagle Lion 8-7-48
Beyond The Blue	Eddie Dean	
Border Renegade		
Charlie Chan's Murder Cruise	Sidney Toler	Fox 5-7-40
Crossed Trails	Johnny Mack Brown	Monog. 4-11-48
The Fighting Ranger	Johnny Mack Brown	Monog. 8-15-48
Green Grow The Rushes	Roger Livesay	
Henry The Rainmaker	Raymond Walburn	Monog. 2-8-49
I Saw It Happen	Bonita Granville	
Late Extra	James Mason	
Leather Coat	Raymond Burr	
Love Story	Margaret Lockwood	
Medicine Show	Johnny Mack Brown	
Millionaire For Christy	Eleanor Parker	Fox 8-16-51
Mr. Universe	Jack Carson	Eagle Lion 1-16-51
Night Train to Danger	Alan Hale	
Rookies On Parade	Bob Crosby	Rep. 4-28-41
Shanghai Shadows	James Dunn	
The Southerner	Zachary Scott	Monog. 5-8-45
The Steel Helmet	Robert Hutton	Lippert 1-15-51
That's My Gal	Donald Barry	Rep. 6-2-47
Triggerman	Johnny Mack Brown	Monog. 6-10-48
Wanted For Murder	Eric Portman	Fox 11-1-46
Winning The West	Richard Arlen	

Fox Offers Choice Of Sound To Exhibs With CinemaScope

(*Continued from page* 4)

vocating full four-track magnetic sound but willing to release CinemaScope prints with other sound tracks—the meeting was turned over to the exhibitors for a general airing of opinion. Approximately 500 theatremen had gathered from many sections of the U.S. and Canada for the occasion.

While a diversity of opinion was to be found among the group, general trends of thinking could be determined from the mass of suggestions forthcoming. An immediate reaction to Lichtman's statement of the four possibilities was elicited from several exhibitors who have already installed CinemaScope equipment, with full stereophonic sound, in their theatres.

Representing this opinion, Louis Rosenbaum, an Alabama theatre owner, asked what protection would be given to those theatres that have already finished the complete installation and have co-operated with 20th-Fox from the beginning on its stereophonic CinemaScope policy. Rosenbaum requested that these exhibitors be given special consideration as a token of appreciation for their co-operation and for their expenditures.

Lichtman answered that they would be given "all the protection that the law allows," but he explained that there are definite laws which can not be violated. He promised that the film company would use its "usual good business judgment" in protecting its accounts.

Subject Ruled Out

Rosenbaum's request for special consideration for theatres already equipped was echoed later in the meeting by I. J. Hoffman, who operates theatres in Massachusetts and Connecticut. The subject was finally ruled out of order by Lichtman, and W. C. Gehring, executive assistant general sales manager, who acted as chairman of the meeting.

The 20th-Fox officials explained that the entire matter of "consideration" was actually a question of booking priority. Since that was not one of the topics to be discussed at the meeting, it would not be considered at that time. Lichtman stated that, in any case, the company would deal with all exhibitors individually when making booking deals.



Marty Levine of Brandt Theatres and Max A. Cohen, president of Cinema Circuit, listen to the discussions at the forum.

In opposition to the Rosenbaum-Hoffman statements, Ben Marcus, stated that exhibitors must think of the over-all good for the industry. He announced that he has already equipped several of his houses with full CinemaScope installations but that he still thinks that the elimination of the stereo requirement would be "laudable."

Marcus declared that there are 15,000 unequipped theatres that need product desperately. He called it "selfish" of other theatres to deny these houses of films just because of installations already completed. The exhibitor leader urged theatremen not to worry about competition but to run their own theatres as best they can.

The public will make the final decision, Marcus argued. He stated that if the patrons show their choice to be full stereophonic sound, eventually all theatres will equip for it. In the meantime, all houses should be given the opportunity to play CinemaScope films, he declared. Marcus expressed the hope that theatres would at least equip with CinemaScope screens and lenses.

Idea Attacked

Another attack against the idea of "special consideration" came from Nathan Yamins, former National Allied president. Yamins, who announced that he has already finished complete CinemaScope installations, argued that "we've lost our audience," and must regain it by a tremendous impact upon the public. CinemaScope can make this impact, but not if it is isolated to about 4,000 theatres, Yamins declared.

He explained that if all the theatres in the nation played CinemaScope films, the impact would be magnified till it really won back the audience. He reasoned that if theatres can make some money by playing anamorphic films with their present sound now, they will be able to equip for full stereophonic sound later. Yamins argued that drive-ins have special problems and should be granted 2-D versions of CinemaScope pictures.

Advocates Progress

Leonard Goldenson, president of American Broadcasting-Paramount Theatres, stated that it would be "democratic" to give the small exhibitor a free choice in the type of sound he uses. Goldenson, warned, however, that it would be an "empty victory" if exhibitors revert to older methods rather than advancing with the times.

The circuit head stated that AB-PT has invested more money in CinemaScope equipment for its houses than any other company. He added that his company would continue to spend money on such equipment. Goldenson compared the large equipped theatres to those lagging behind as the "supermarket and the old country store." Unless the latter keeps up with progress, it will eventually be pushed out, he argued.

Goldenson agreed that drive-ins have special problems, and he stated the belief that their needs should be discussed separately from that of closed theatres. He stated additionally that producers haven't yet learned all the details of using the stereophonic sound technique, but that eventually this will be perfected.



Three New England industryites at the meeting are (l. to r.): Harry Zeitz, of Zeitz Theatres; Jerry Govan, of New England Theatres, and J. M. Connolly, 20th-Fox Boston branch manager.

This argument was reinforced by Sol Schwartz, president of RKO Theatres. Although Schwartz was unable to attend the discussion session, he announced later that the industry should take care not to retrogress to "pre-stereophonic" sound days. The circuit head agreed that the industry hasn't yet learned how to take full advantage of stereo sound.

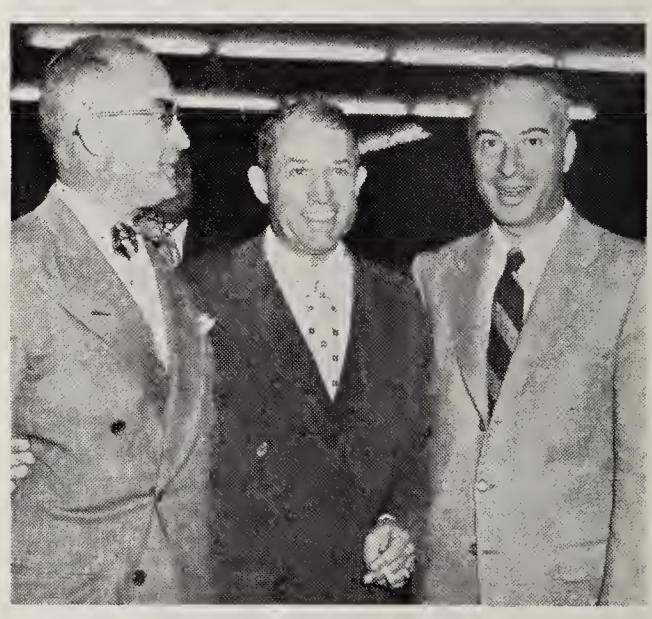
Schwartz stated that the problem is not so much of whether a theatre should or should not use stereophonic sound but more of how to bring down the cost of the new sound equipment. This idea was expressed at the meeting by Joseph Barr, an Indianapolis exhibitor, who asked that 20th-Fox try to have equipment costs cut. Skouras explained that the film company does not control these costs.

Plight Explained

The plight of the small independent exhibitor was voiced time and again at the meeting by theatre owners from all parts of the country. George Barber, an Illinois exhibitor, complained that his theatres are too small for the installation of wide screen. Lichtman answered that a CinemaScope screen can be installed in any size house.

Other theatre owners complained that they can not afford stereophonic sound installations at this time. Skouras agreed that the small theatres are in trouble and need help. The company head explained that the five to 15 percent of the distributor's business that is provided by these small houses is the margin that keeps the distributor in business. Without the small theatres, distribution

(*Continued on page* 26)



Another trio of exhibitors exchanging views on CinemaScope are (l. to r.): Morton Gerber, Harry Bachman and Harley Davidson, all of Independent Theatre Service, Washington, D. C.



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Let Exhibition Run Houses, Distribs Abandon Dictation Policies—Levy

(*Continued from page 7*)

process "one of the damndest contraptions invented by man."

Addressing the TOA of Arkansas, meeting in Little Rock, Starr said that "CinemaScope is designed to drive everybody out of the theatre and it is an invention of the devil."

He said that although film theatres are faring twice as well in receipts than in the middle 1930's, exhibitors still are losing money due to the "generally depressed state" of the industry.

The joint Alabama-Georgia convention was dedicated to a study of "technological" developments, and it attracted about 700 exhibitors from all parts of the South. First session was devoted to equipment, with discussions centering on SuperScope, VistaVision, single-strip 3-D and CinemaScope for drive-ins.

Next meeting was given over to the problems of operating conventional theatres. Second day was sparked by a drive-in clinic, in which every phase of ozoner operation was discussed. This was followed by a product clinic, at which Levy and Walter Reade, Jr., TOA president, spoke.

All officers and directors of both the Georgia and Alabama groups were re-elected at the meeting. MPOG renamed J. H. Thompson, president; E. D. Martin, treasurer, and John Thompson, secretary. ATA re-elected R. L. Kennedy, president; A. C. Cobb and Rufus Davis, vice-presidents, and T. E. Watson, secretary-treasurer.

Decca In Stock Switch For More Univ. Common

WASHINGTON.—Decca Records has filed a registration statement looking toward exchange of its capital stock for Universal Pictures Common, according to a Securities and Exchange Commission disclosure this week. Exchange ratio of the $.50 par Decca capital for Universal common will be supplied to the SEC at a later date.

According to Decca's prospectus, it now owns 672,996 shares of Universal common, or 66.2 percent, while 1,783 other stockholders own 344,338 shares. In addition, there were warrants outstanding for the purchase of 79,873 shares of Universal common at $10 per share, held by others than Decca.

Reade Chain Sets Second Summer Kiddies' Series

Walter Reade Theatres will present for the second successive summer a special vacation film show series for children under official school and Parent-Teacher Association sponsorship in every New York and New Jersey community in which circuit houses are located.

Acording to Walter Reade, Jr., circuit president, the program will consist of 12 special shows, one a week, from late June and until early September, at a cost of $1 per child per series.

Theatres adopting the series are located in Red Bank, Freehold, Perth Amboy, Plainfield, Morristown, Asbury Park and Long Branch, all N.J., and Kingston and Saratoga Springs, both N.Y. Children can puchase tickets in the schools.

Hayworth Honeymoon Film Prompts $4,000,000 Suit

Los Angeles.—Last-minute cancellation of the world premiere of the feature documentary record of Rita Hayworth's honeymoon with Aly Khan formed the basis of a $4,000,000 damage suit filed in Superior Court this week by attorney Charles J. Katz. Picture is "Champagne Safari," produced by Jackson Leighter, formerly Miss Hayworth's personal manager.

Defense Film Corp., which owns world rights to the film, and Jackson Leighter Associates, Inc., asked $4,000,000 damages and a restraining order against Columbia Pictures Corp. and its president, Harry Cohn. Plaintiffs charge that Columbia and Cohn used coercion and threats to induce Fox West Coast Theatres to cancel an agreement whereby the film's world premier was to have been held last Apr. 16 in the chain's Cinema Theatre, San Francisco.

Exhib's Ability To Pay Keys Fox Sales Policy

(*Continued from page 5*)

to the telegram.

As for keeping its promise of a profit to its old accounts, the telegram stated that the film company would "readjust such contracts where present terms did not result that way."

Lichtman stated that he would "prefer to do away with reviewing every engagement and renegotiating every contract after the engagement." Reason given for this desire is that the reviewing "entails tremendous amount of accounting and physical work."

The sales head declared that "in this business we have to give and take and help one another." He explained that sometimes distribution is "in trouble" and then it asks for favors of exhibition.

New Rocky Mount Board

DENVER.—Directors elected at the Rocky Mountain Allied convention include Fred Anderson, Lloyd Greve, C. L. McLaughlin, Don Monson, James Peterson, J. K. Powell, John Roberts, W. A. Simon, J. R. Smith and Tom Smiley, all representing Colorodo. From Nebraska, Marie Goodhand, Robert Kehr, F. E. Rider and Dorrance Schmidt, were elected. Burl Lingle and John Wood were elected from New Mexico, and Richard Bennett and Lloyd Kerby from Wyoming. No resolutions were passed.

'Andersen' Release Slated

Plans have been completed for the general release of Samuel Goldwyn's "Hans Christian Andersen" on July 1, it was announced this week by James Mulvey, president of Samuel Goldwyn Productions. A special summer exploitation campaign for the musical has been prepared, according to Charles Boasberg, general sales manager for RKO Radio Pictures, which is handling the distribution.

FCC Okays TV Relay For South

WASHINGTON.—The Federal Communications Commission at the weekend granted construction permits which would result in relaying television programs from Memphis, Tenn., to community television systems at Kennett and Poplar Bluffs, Mo.

This was the first such case considered by the Commission since in the Theatre Television Case it announced it would consider on a case-by-case basis applications by qualified persons for authority to operate specialized common carrier microwave relay facilities for such purposes.

The memorandum opinion noted that the FCC is not making any expressed or implied decision as to whether it actually has jurisdiction with respect to the installation and operation of community TV distribution systems. It may be noted that some subscription or pay-as-you-see television interests have contended that the FCC has no jurisdiction if a pay-as-you-see system is operated over wires and not across state lines.

IATSE Election Contest Entered By Russell Moss On Slate Against Walsh

Latest development in the pre-election activities of IATSE is the announcement of Russell M. Moss, executive vice-president of Motion Picture Home Office Employes, H-63, that he will be a candidate for the office of ninth vice-president, who represents the special department locals. Moss stated at a trade press conference that he will run as an independent, in opposition to the present slate, headed by Richard Walsh.

Roy M. Brewer, former Hollywood IATSE representative, has revealed that he is considering opposing Walsh as candidate for president. Brewer is now in the midst of a tour of the country to speak with IATSE members to decide whether or not to run. Brewer, on leave from Allied Artists, charged Walsh with attempting to deprive the locals of autonomy and "fanning" group dissension.

Fund For Old Booth Men Set Up By Exhibs, Union

MILWAUKEE.—A Motion Picture Projectionists' Union Severance Trust has been created under combined auspices of the projectionists and the exhibitors here for purposes of retiring booth operators who reach the age of 65 or older.

Additionally, the trust will serve to lend assistance to union members who have been temporarily or permanently disabled as a result of sickness or accident. Union involved is the Milwaukee Motion Picture Projectionists, Local 164.

Finances for the trust are set by the exhibitors, who pay a percentage of the operators' wages into a fund. Payments began last January and already the fund has a surplus close to $50,000.

Administering the trust is a six-man board of directors; three representing employers, three the union. The fund is guaranteed by collective bargaining agreements which run until 1956, after which time a new pact must be negotiated.

Foreignotes

CS Hits Malaya

Grosses almost tripled in the Malaya theatres of Loke Wan Tho, president of Associated Theatres, Ltd., Singapore, on runs of CinemasScope features over bookings of high grade conventional films upon installation of anamorphic equipment in his houses, the Far Eastern theatreman revealed this week.

During a trade press interview called by 20th Century-Fox, Tho revealed that his grosses for a high grade conventional film stood at an average of $50,000, those for CinemaScope films, $130,000. Tho installed anamorphic equipment in five of 30 theatres he controls in an area having a total of 200 houses.

Tunisian Theatre Survey

TUNISIA.—During the fiscal year ended March 31, there were 72 theatres or auditoriums showing films in Tunisia, with a total of 7,955,832 paid admissions during the period. During the calendar year 1953 there were 475 features imported here, of which 187, or about 40 percent, were U.S. pictures. Approximately 25 percent came from France. Italy sent 60 pictures; Egypt, 61, and 17 from the United Kingdom.

Soviet Denmark Agency

COPENHAGEN.—This city's newspapers have printed notice of the establishment of an agency for the Soviet film industry in this country. The agency is known as Soveksportfilm, and the Copenhagen office is under the direction of I. V. Panov. Eight Russian films are reported to be ready for distribution in Denmark.

Argentina Requires Vaudeville

BUENOS AIRES.—Live vaudeville acts are now obligatory in motion picture theatres since May 7 according to a ruling by the Ministry of Labor. The law now applies only to this city, but the Ministry, in conjunction with artists' associations, has revealed that it will take steps to extend the law gradually to all parts of the country.

Exhibs Must Either Solve Product Shortage Or Go Broke, Says Pat McGee

OKLAHOMA CITY.—Exhibitors must either solve the product shortage, with the help of Congress if necessary, or "go out of business," according to Pat McGee, general manager of Cooper Foundation and co-chairman of COMPO's tax campaign. He spoke here upon being presented a silver service set by Theatre Owners of Oklahoma president Morris Lowenstein for his efforts in the recent tax drive.

The exhibitor leader, who was also praised by Senator R. S. Kerr, (D., Okla.), listed three possibilities for solving the problem. One is to encourage producers to operate a few theatres. Another is to promote deals such as the National Allied-Hal Makelim arrangement. The third is to set up a credit pool to be financed by exhibitors. He explained that if 5,000 exhibitors put up $1,000 each, the money could be used to produce 50 additional pictures per year.

Para Not Asked To Join VV With CS—Balaban

WASHINGTON.—Paramount has not been approached by 20th Century-Fox for talks on combining CinemaScope and VistaVision to achieve standardization within the industry, Barney Balaban, Paramount president, stated at a press conference following a VistaVision demonstration here. He declared, however, that a standardized system for large-screen production and exhibition will be developed in the near future.

The demonstration, held at Loew's Capitol, showed off the new system to approximately 400 exhibitors. Loren L. Ryder, Paramount research head, estimated that 30 VistaVision cameras would be ready by August instead of the 10 or 12 promised earlier. He said there are eight available now. The new system has likewise been shown in Atlanta, and is slated for demonstrations in Toronto and Dallas.

NEW POSTS

JULIAN BERMAN, formerly in charge of Metro-Goldwyn-Mayer's Cuba office, was appointed European sales manager for the company, serving under David Lewis, M-G-M's Continental European managing director. Berman is being succeeded in Cuba by ROBERT SCHOHAM, formerly manager in Belgium. That post has now gone to ROBERT DESBERG, who had been serving in charge of M-G-M theatre operations in Belgium.

JOHN JARVIS, formerly with Selznick Releasing and Columbia Pictures, was named southeast district manager for IFE. DAVID WILLIAMS, previously associated with Eagle Lion and M-G-M, will work with Jarvis as southeast sales manager. The team, replacing Albert E. Rook, resigned, will work from Atlanta and be responsible for New Orleans, Memphis, Atlanta, Jacksonville and Charlotte exchanges.

MALCOLM KINGSBERG, former president of RKO Theatres, was appointed treasurer and director of Magna Theatre Corp., the distribution company for Todd-AO. Kingsberg has been serving as a consultant to RKO Theatres since 1950. FREDERICK WARBURG, a partner in Kuhn, Loeb & Co., was appointed to the Magna board.

SAMUEL E. FELDMAN was advanced to assistant sales manager for the American Society of Composers, Authors and Publishers (ASCAP). Feldman, who has been the group's eastern division manager for the past five years, will work primarily in the television and radio field.

Aussie Theatreman Lauds Job Done By Distribution

The opinion that "producers generally do a better job of making films than exhibitors do in selling them" was voiced by Norman B. Rydge, managing director of the Greater Union Theatres of Australia, a chain of 35 houses. Rydge spoke at a luncheon held in his honor at the Harvard Club, N. Y. C., by members of the American film industry.

Every broken attendance record is "something to be attacked and shattered the following day," the circuit official stated. He noted that the progress being made by the American film indstury "can only mean a more glorious future for the motion picture everywhere in the world." He stated that "it will benefit all the people everywhere."

Eric Johnston, MPAA president, served as host at the luncheon, at which tribute was paid to Rydge's "statesmanship and vision." The Australian theatreman stated that he is visiting the U. S. primarily to study the new techniques, which he declared add up to a "very good confusion."

Japanese Exhibitors Hail Perspecta As Fine Sound

Reaction in Tokyo to the trade and press demonstration of Perspecta Stereophonic sound held at the Tokyo Gekijo Theatre was that it was the finest sound ever heard in Japan, according to Seymour Mayer, regional director of the Far and Middle East for Loew's International Corp. An audience of 1,500 gathered for the showing, he reported.

Cinerama Film Rolls Abroad



Producer Louis de Rochemont with his cast and crew at a country inn near Klosters, Switzerland, shoot some of the spring skiing scenes in "Cinerama Holiday," second film to be released in the new medium. At right, de Rochemont (l.) chats with Florian Niederer, assistant general manager of the Swiss National Tourist office. De Rochemont predicted that the film will break all records as a travel promoter.

Stereo Barriers Raised From CS

(*Continued from page 22*)

would be forced out of business, he stated.

With the discussion centering on equipment costs and needs, a unique viewpoint was expressed by J. Robert Hoff, general sales manager of the Ballantyne Co. and owner of a drive-in theatre. Hoff, speaking as a theatre owner, stated that he thinks theatres should install wide screens and anamorphic lenses and compromise on sound.

The equipment official advocated single-track magnetic sound for theatres that cannot afford four-track sound. For drive-ins Hoff stated that the two-speaker stereophonic systems do not add enough to justify the expense. All theatres should use magnetic rather than optical sound to get better quality sound reproduction, he stated.

With the discussion continuing all morning and most of the afternoon, the motion was finally proposed by Charles Goldfine, Philadelphia exhibitor, that 20th-Fox be requested to release its CinemaScope product with three different types of sound tracks and the choice left to the exhibitor to use the one he wants.

Despite the objection by Marcus that such a vote is unnecessary, the group was asked to express its opinion, and it voted unanimously in favor of the Goldfine proposal. The meeting was adjourned with the assurance that 20th-Fox would act in accord with the opinions stated during the day.

According to the new ruling, equipment needs of exhibitors who wish to play 20th-Fox CinemaScope films are currently as follows: All theatres must be equipped with a proper screen and anamorphic projection attachments. Exhibitors choosing four-track magnetic sound must have additionally the penthouse heads, three speakers behind the screen, and "surround" speakers if desired.

Single-track magnetic sound also requires the use of the penthouse heads, while single-track optical sound can be played with regular equipment. In an advertisement placed in the trade papers, 20th-Fox announced that it continues to advocate that all CinemaScope productions be presented with four-track magnetic sound, but that it will supply the other prints.

The announcement brought forth the statement from Abram F. Myers, National Allied general counsel, that "the walls of Jericho have come tumbling down." Speaking at the annual convention of Independent Theatre Owners of Kansas-Missouri, Myers statement was met with cheers by the group.

The plea that as many exhibitors as possible equip their houses with stereophonic sound came from Charles Reagan at the time of the M-G-M announcement. He stated, also in a trade paper ad, that the elimination of stereophonic sound from CinemaScope pictures, "would eliminate an effect essential to their full enjoyment."

He stated that "to ignore the advantages of new sound techniques is a disservice to the public and an obstruction to the great future of the development of motion pictures." Reagan stated that theatres equipped with stereophonic sound devices "will have a great box office advantage over those theatres not so equipped."

Concerning the immediate future of CinemaScope production, Lichtman estimated that at presented there are approximately 75 films being released, in production, or definitely set for the new medium. Twentieth-Fox has $50,000,000 invested in 16 forthcoming CinemaScope films for next year, Skouras stated. M-G-M has announced six films in the new medium to follow "Rose Marie."



Universal Places 12 Major Pix On Calendar Of Next Quarter

Hartman Pledges Para 22-Film Minimum

Disclosure that Paramount will produce a minimum of 22 pictures during 1954 was made by Don Hartman, studio executive in charge of production, upon his return from abroad last week. Production, he said, will be based on quality rather than quantity requirement. It is easy to make 40 "bad pictures" yearly, he noted.

Explaining that for the past two years Paramount has had no set filming schedule, Hartman said that the studio would make more than 22 films if suitable projects could be had.

(*Continued from page 17*)

natural settings in Ireland. Rock Hudson and Barbara Rush will star in the film, to be produced by Ross Hunter and directed by Douglas Sirk, thus bringing together again the producer, director and one of the stars of "Magnificent Obsession."

"Pillars In the Sky," a story of the cementing of peace between the whites and Indians in the wild Northwest Territory, which will be filmed in Technicolor with Robert Arthur producing.

"Spring Song," a Technicolor musical which will have Bert Lahr as one of the stars and Ross Hunter as the producer.

"Lady Godiva Of Coventry," a semi-historical story of England during the reign of King Edward I which will be shot in Technicolor and star Maureen O'Hara as the famous Lady Godiva. Robert Arthur will produce.

"The Shrike," an adaptation of Joseph Kramm's Pulitzer Prize-winning play which will be filmed in Technicolor with Jose Ferrer starring and directing and Aaron Rosenberg producing.

An untitled sequel to the 3-D underwater horror film, "Creature From the Black Lagoon." Also to be filmed in 3-D, this picture will be produced by William Alland and directed by Jack Arnold, the same producer-director team that made "Creature From the Black Lagoon."

COMPO Choosing Group To Plan Best Film Poll

First meeting of the task force, now being formed, of five theatre advertising leaders to make plans for a national poll to choose the best picture of the month, season or year, will take place early in June, according to Robert W. Coyne, COMPO special counsel. Plans for the poll, decided upon at a meeting of COMPO leaders, were disclosed at a press relations committee dinner.

Appointment to the new group "is in line with COMPO's policy of seeking grass roots leadership in its projects," Coyne stated. He revealed that the new committee "will start from scratch on this problem and will be completely unfettered in its thinking." Its members will be urged to draw up a plan "that will enlist the support of the entire industry," he revealed.

Continuing with another one of its projects, the press relations committee promises a new look for the new show season in the 11th advertisement inserted in "Editor and Publisher." Captioned "The New Look in Movies," the ad copy declares that "the horizons of motion picture entertainment have been immeasurely widened." The ad announces that "many fine films" in the "new miracle media" are being made ready.

Quarterly Admissions Up

WASHINGTON.—The Internal Revenue Service collected $70,723,363 in general admission taxes for the quarter ended March 31, the department has revealed. The figure is higher than the $63,643,167 collected for the first quarter of 1953, but it was explained that the two figures are not exactly comparable because the service changed its reporting methods last June.

REGIONEWS

ALBANY

The Schine interests scored a victory in Federal District Court when Judge James T. Foley granted their motion for dismissal of the amended complaint and summary judgment in a $3,000,000 anti-trust action instituted by the estate of Charles E. Dickinson, holder of a one-third interest in Reliance Theatres, operating the Palace at Lockport. . . . Variety Club is holding its 12th annual golf tournament and dinner at Shaker Ridge Country Club on June 28. Co-chairmen of arrangements are Harry Alexander and Aaron Winig; ticket chairman, Sylvan Leff . . . Dr. Philip Liebig, veterinarian of Granville, is operating the Northside Drive-In near Watertown this season, with his brother acting as mgr.

Lou Hart, dist. mgr. for Schine, offered the Strand Theatre at Carthage mornings to the W. Carthage School, a portion of which was destroyed by fire, and informed the School Board it was also available for graduation exercises. The circuit's Glove in Gloversville will be used by the local High School for commencement exercises. . . . Loge 24, Colosseum of M.P. Salesmen, scheduled a picnic at Thatcher Park the afternoon of May 15, with Paramount's W. Gordon Bugie and Columbia's Herbert Schwartz serving as co-chairmen.

Harry Lamont revealed that several distributing companies have indicated they would not accept bids of Lou Goldstein, his partner in the Vail Mills Drive-In near Gloversville, for first-run pictures. Buying and booking for Lamont's other ozoners is handled by Liggett & Florin of N. Y. but Goldstein, who also owns the West Rome and Schuyler ozoners, has taken over responsibility for the Vail Mills.

ATLANTA

An audience of 1,500 invited exhibitors and newspapermen from Atlanta, New Orleans, Jacksonville, Charoltte and other southeastern communities heard addresses by A. W. Schwalberg, pres. of Paramount Film Distributing Corp., and Dr. Charles R. Daily, Paramount Studio technical expert, explaining VitaVision and its advantages. . . . Lease on the State, Savannah, Ga., has been sold to Alma Corp. . . . H. A. Tedder transferred from the Victoria, New Smyrna Beach, Fla. to mgr. of the Howell in Palatka, Fla. Donald Hein succeeds him at the Victoria and Allen Armstrong goes to the San Marco at Jacksonville. . . . The 231 Drive-In at Huntsville, Ala. reopened after complete remodeling including new restrooms, speakers and a new concession stand. . . . Seven percentage actions were filed in Tampa, Fla. by distributors naming as defendant J. J. Donnelly, owner of the Gulf Winds Drive-In, St. Petersburg. . . . Walter Heggie acquired the Gulf Theatre, Venice, Fla. from Victor Retty. . . . Bob Savini, pres. of Astor Picts., back from a southern vacation, reports a definite need for additional theatres in the Florida Keys.

L. J. Duncan, pres. of Al-Dun Amuse. Co., West Point, Ga., commended for the special trailer in all his theatres and substantial contribution to the annual drive for crippled children and adults. T. W. Petrey of Valley Drive-In there, gave all receipts from a special show to the Easter seal drive. . . . Among other improvements, capacity of the Ritz, Athens, Ala., will be increased by 176 seats to total 750, according to mgr. Robt. N. Cannon. . . . B. B. Smith, new owner of the Roberta Theatre, Roberta, Ga., on the row booking. . . . Reversing a previous decision, the Knoxville, Tenn. Board of Review banned "French Line" at the Riveria there, managed by Hugh Rainey, after advertising had been placed. . . . Eight distributors filed percentage suits against Warren R. Shafer and others. The D&H Theatres, Ridgewood; Florida Theatre, Daytona Beach, and Shafer Theatre are defendants.

The remodeled Panama Theatre, Panama City, Fla., reopened with an enlarged screen and new concession stand in the modernized lobby. . . . Ben Jordan, Allied Artists, won a car given away by the Variety Club in Memphis. . . . Ryt A. Suez, mgr. of the Largo Theatre, Largo, Fla., became the surprised owner of a Ford car from Pat Patter, mgr. of Moshell Motors, at close of a contest in which he was an unaware participant. . . . Robert Layne appointed asst. mgr. of the Florida Theatre, Jacksonville, replacing Jim Sauls, who joined the Palace following resignation of Jimmy Langston. . . . Hugh Thomas is back at his Lyric Theatre, Huntsville, Ala., following a heart attack.

Some 160,000 patrons who attended the Largo at Largo, Fla., a Carl Floyd theatre, during 1953 bought 50,000 bags of popcorn, 24,000 candy bars and 19,000 cold drinks. The circuit has acquired the Tower Drive-In, Tampa, Fla. . . . Leonard Allen returned to Atlanta as southeastern publicity chief for Paramount. . . . Screen actor George Murphy will emcee Atlanta's premiere of "Gone With the Wind" at Loew's Grand on May 20. . . . Bob Harris of Florida State's confection sales dept., has launched a drive to increase sales in all circuit theatres, with $1,000 in cash prizes. . . . The new Cherokee Theatre in Sweetwater, Tenn. opened with Mrs. Enid Brewer as mgr. The old Gay Theatre there was closed.

Benton Bros. Atlanta and Jacksonville distribs for Pola-Lite products, demonstrated the new single projector process at the Murray Hill Theatre in Jacksonville. . . . W. P. Cash applied for a permit to build an ozoner at Homestead, Fla., on Hyway #1. . . . Johnny Jones, mgr. of the Pasco Theatre, and Curry Anderson of the Joy-Lan Drive-In at Dade City, Fla., were hosts to Kiwanians of the area at a showing of the hydrogen bomb film. . . . Hazard Reeves, one of the systems inventors of Cinerama, said that Atlanta would have a Cinerama theatre before 1955. . . . Added to the already large list of WOMPT members are Juanita Cardin, Betty Rary, Betty Scott, Joanne Blake, all of UA; Ernestine Carter, Paramount, and Emma Proctor, Republic.

Mr. & Mrs. C. W. Manley took over the Ritz, Bowling Green, Fla., from Mrs. P. R. Day. . . . Charles Trace scheduled opening of his Harlem Theatre, Bowling Green, Fla., about May 13. . . . First Magnascope installation in the city was made at the Bankhead Drive-In, Atlanta. . . . Horace Denning, pres. of Florida MPE, announced a new drive designed to muster strenth "in trying to get our occupational licenses more in line with merchants on Main St. during the 1955 session of the Florida legislature."

BOSTON

Irving A. Isaacs, pres. of Independent Exhibitors, scheduled a board meeting for May 18, when Nathan Yamins will make a full report on the Makelim plan. . . . "La Ronde" playing at the Beacon Hill, has not been approved for Sunday showings by the Mass. Dept. of Public Safety. Film opened to good business after two dialogue cuts requested by city censor. "Streetcar" was substituted on the first Sunday. . . . Joseph Caplan was elected pres. of IATSE Local



Universal field and home office ad-pub and promotional representatives open their "Summer Showmanship Sessions" in New York, with Charles Simonelli presiding and David A. Lipton, v.p., participating. L. to R. (seated): Julian Bowes, Robert Gillham, Philip Gerard, Clark Ramsay, Lipton, Simonelli, Jeff Livingston, Herman Kass, Robert Underfeld, Ben Katz, and (standing): Lowell Benedict, Cliff Cane, Evelyn Turner, Burt Hirschfeld, Paul Kamey, Morris Alin, Sig Maitles, Milton Livingston, David Polland, Duke Hickey, Wm. Gandall, Harold Gutman, Alfred Mendelsohn, Sheldon Gunsberg, Benn Hill, John Antonuk, Guy Biondi, Estelle Nathan, Tony Chevins, Charles Simonelli, Jr., Gene Giambalvo, David Weiss and Herbert Bogart.

BOSTON (cont'd.)

#182: Ralph Frazier, business representative. . . . Capital Theatre Supply, headed by fomder Kenneth R. Donglass, is celebrating 25 years of service to New England theatres.

Michael Redstone was named treas. of the 1954 Jimmy Fund campaign by gen. chairman Theodore Fleisher. Joan Crawford and Ted Williams are featured in the Jimmy Fund trailer which will be shown when campaign starts Sept 2. Walter A. Brown, pres. of the Boston Garden and chief barker of the local Variety Club, will receive this year's "Great Heart Award" at a Hotel Statler dinner on May 27, sponsored by the Variety Club. Proceeds will go to the Jimmy Fund. . . . E. M. Loew sailed for a six-week tour of Enrope. . . . Allen Theatre, Lowell, which had been closed for three years, was converted into a store and leased to Middlesex Supply Co. . . . Two small theatres in N.H. have reopened — Julius Cassinelli's Playhouse, Bartlett, and Harry Welch's Lakeside, Lakeport.

Theatre Candy Co. designed the cafeteria style concession building at the new Ski-Hi Drive-In, Boscowen, N.H., for owner Walter Starikonk. It will be ready for mid-May opening. . . . Charles Heath, who is retiring after 29 years as projectionist at the RKO screening room, was honored at a dinner by American Legion Post #27, of which he is a past commander. RKO office staff gave him a party and handsome gift. . . . In a test engagement, "Dial M For Murder" will play the State, New Bedford, in 2-D before opening at the Zeitz circuit's State on June 5. It will later play in 3-D at the circuit's Civic, Portland, Me. Harry Zeitz attended the Fox CinemaScope meeting for exhibitors in N.Y. . . . Herbert C. Shaw, son of dist. mgr. Clifford Shaw for Me. & N.H. Theatres, was married to Irene T. McCormack of Newton.

BUFFALO

Michael and Edward Whelan are new owners of the 245-seat Walden Theatre in Buffalo, which reopened this month. Joseph Dolansky was former owner. . . . Raymond White closed his 892-seat Dixie in Rochester. . . . Ben Freedman's 400-car Skyway in Wallington has been changed from Section "A" to Section "B." . . . The 910-seat World Theatre in Rochester, owned by M. F. Carr, is being dismantled. . . . Lockport Drive-In at Gasport, formerly owned by Messrs. Tatar and Falk, is now a partnership of George Tatar and Anthony Ragusa. . . . Jamestown Amuse. Co. closed the Park Theatre in Jamestown for balance of the season.

Ben Freedman's Skyway in Wallington will play S-S only until May 27 and then open full time. . . . Nicholas Natale sold his interest in the 307-seat Strand, Phoenix, to James Constantine. . . . New policy at W. E. Anderson's Empire Theatre in Addison is Wednesday closings. . . . A float depicting a scene from "Pinocchio," the Easter week attraction at the downtown Century, won first prize in the University of Buffalo's Moving Up Day parade. . . . Harry K. Martin, owner of the Silver Lake Drive-In, Perry, has again lighted up for the season.

CHARLOTTE

CinemaScope and stereophonic sound made its drive-in debut at the 450-car Badin Road near Albermarle, N.C., on enlarged screen measuring 85x34. . . . Frank E. Callaway is the new owner of the Lugoff Drive-In at Camden, S.C. and is changing its name to Bel Aire Drive-In. . . . The Lyric Theatre, Gastonia, N.C., under mgr. Ed Pierce, is being remodeled to include new seats and a new screen. . . . Raymond Woodle, mgr. of the Carolina Theatre, Bennettsville, S.C., was found not guilty of a charge of illegally operating the theatre on three successive Sundays.

CHICAGO

Plans are underway for a farewell dinner to James Donohue, retiring Paramount div. mgr. Herb Cohen is in charge of arrangements. . . . Nate Barger, Twin Outdoor Theatre owner, was in N.Y.C. for conferences with Skouras on CinemaScope installations. The Twin, only ozoner with CinemaScope screen in this territory, has set admission at 98¢. . . . A Chicago syndiate bought the 11-story building which houses the Ziegfield Theatre and Chicago Medical College. . . . Fred Mindlin is back on the job at the Ziegfield after medical checkup at Wesley Memorial Hospital. . . . Jack Robinson named gen. mgr. of Golde Mfg. Co., theatre accessories, 4888 N. Clark St. . . . April theatre amusement tax showed gain of 6% over same period last year.

B&K booked "Caine Mutiny" into State Lake for Chicago premiere in June. The circuit's Chicago Theatre is using a 20-minute short on states of Washington and Oregon, from United World Films, to round out program featuring "Executive Suite." . . . The next Fox release in this city will be "Three Coins in the Fountain. . . . Milton Rheingold was named mgr. of the Devon Theatre, Chicago. . . . Max Roth has the Chicago distribution of reissue of "All Quiet on the Western Front. . . . Conrad Hilton Hotel has a $10 daily package deal for next three months which includes Cinerama admittance, baseball, races and other daily amusements, but no theatre deals. . . . Fred Matthews, Motiograph Co., reports many CinemaScope orders for drive-ins. A brochnre on the subject is available from the company. . . . Alliance employees gave Jean Sarros, short subjects booker, a shower prior to her marriage.

Oriental Theatre will install latest type Heywood Wakefield chairs as part of its improvement program. . . . Schoenstadt converted its Hyde Park into an art film theatre. The circuit installed CinemaScope in its ace Picadilly, Atlantic and Peoples theatres. . . . Park Theatre, N. Chicago, is trying out an art film policy. . . . Richard Orlikoff, atty. for Rockne Theatre, has asked for access to all 20th-Fox CinemaScope film contracts in this territory in the B&K suit asking for deductions on the second film on twin bill policy running at the Rockne Theatre. . . . Vivian Street of the Warner Exchange returned from two-month stay at Will Rogers Sanitarium with high praise for the project.

K Theatre, Princeton, and the Princess, Hoopeston, Ill., were reopened. . . . Sam Lamansky, business agent, and Bessie Gailbreth, pres., will represent film row unions B-45 and 46 at the IATSE convention in Cincinnati this summer. . . . James Gregory, Alliance exec., sponsored a private preview of Al Boudoures' Greek film, "The Barefoot Batallion," which is to be distributed by Max Roth in this area. . . . Kay Simmons named mgr. Gold Coast Theatre, Chicago. . . . Grand Theatre bldg., sold for $350,000, is reported leased to Theatre Operating Co. to 1992 at $12,500 annual rental. . . . John Balaban and associates acquired 35 acres adjacent to Balaban's LaQuinta, Calif. resort hotel. . . . Passed away: Oscar Bloom, 60, Columbia sales mgr.; Albert H. Chapman, mgr. of Maryland Theatre building; Otto Vonesh, member Operators Union.

Homewood Theatre, Homewood, Ill., managed by Ray Herrington, which was seized by government agents for failure to pay $13,000 due the Internal Revenne Dept., was allowed to open after substantial payment was made on account. . . . A remodeling program, to cost about $50,000, was started in conjunction with the Spring Film Festival in progress at the Clark Theatre, of which Bruce Trinz is gen. mgr.

Will and Edward DeVry gave $2,000 to Jean Hersholt for his charities in Hollywood when he appeared on "This Is Your Life." in addition to scholarships for DeVry Technical Institute. . . . Charles Lapke, mgr. of the Eighth St. Theatre, passed away. . . . Atty Aaron L. Stein has moved to larger quarters in the Continental Bank Bldg. . . . Jon M. Doerr, son of Alliance's booking chief, joined the Air Corps and is stationed at Geneva, N. Y. . . .Wm. Saltiel, Master in Chancery in the UA-Towne Theatre case, moved his law offices to 10 S. LaSalle St.



Danny Kaye, currently starring in Paramount's "Knock On Wood" is shown here after a brief ceremony, during which he was appointed Ambassador-at-Large for the United Nations Childrens' Fund, with (l. to r.) standing: Sol Schwartz, RKO Theatres prexy; Barney Balaban, Paramount prexy; Kaye; Dag Hammarskjold, Scy.-Gen. of the UN; Adolph Zukor, Paramount board chairman; Abe Lastfogel, head of Wm. Morris Agency; seated: Dr. August Lindt of Switzerland, executive board chairman of UNICEF; Mrs. Helena Pantaleoni, UNICEF's U.S. committee chairman, and Maurice Pate, UNICEF's executive director.



Miami Beach's Mayor Harold Shapiro presents key to the city to Beverly Garland, Barry Sullivan, producer Sam Katzman and Luther Adler as part of the world premiere activity for Columbia's "The Miami Story" at the Carib Theatre.

CINCINNATI

Fred Helwig, circuit operator of Charleston, W. Va., disposed of his theatre at Smithers, W. Va. . . . Arthur Schruhl, who operated the indoor theatre at Sissonville, W. Va., now closed, hopes to open his new Frontier Drive-In near Charleston about the middle of June. . . . Abe Hyman, or "Mr. Abe" as he was affectionately called, of Huntington, W. Va., active in many civic projects, passed away. . . . Dr. Leon Wells, inventor of the Pola-Lite single projection system, was in town while an installation was being made at the Twin Drive-In, Cincinnati, operated by S&S Amuse. Co. . . . National Theatre Supply installed CinemaScope equipment in the Colonial Theatre, Bluefield, W. Va., owned by Max Matz, also a wide screen in Lloyd Rogers' Pocahontas Theatre, Welch, W. Va.

Robert McNabb, Fox branch mgr., attended the company's N.Y. meeting for exhibitors to discuss CinemaScope, also Louis Wiethe, local circuit owner, who returned in time to complete arrangements for opening of his Mt. Healthy Drive-In at Mt. Healthy, O. . . . Exhibitor William Onie became a father for the first time. It's a girl. . . . W. B. and Elizabeth Eckroad took over the Cozy Theatre in Cedarville, O. from A. D. Curfman. . . . Jack Kanfman, Fox sales mgr., was in Clarksburg, W. Va. calling on Gray Barker, who books and buys for a number of ozoners and has just added to his accounts the Elk at Gassaway, W. Va., the Johnson in Sardis, O.; and the new Ballard, White Sulphur Springs, W. Va. . . . Many drive-in exhibitors attended the CinemaScope demonstration at Max Millbauer's Belmont Auto Theatre, Dayton, which now has a 96 ft. screen. Stereophonic sound will also be installed.

Constantin Babalis and Zeffre Pappas have a new Manley machine in the lobby of their C&Z Theatre, Dayton. . . . Morris Dudelson, former midwest div. mgr. for Lippert, joined the Buena Vista organization, a subsidiary of Walt Disney, in a sales capacity, with Chicago headquarters. Dudelson's daughter Sally, who is Mrs. Robert Brisker, presented him with a third grandchild, a boy. . . . Joe Goldberg, Realart salesman from Louisville, Ky., was in for a meeting conducted by Jay Goldberg. Also present were Don Duff, who recently joined Realart as head booker, and Harold Hoffert, W. Va. and southern Ohio salesman. . . . In late June, "Sins of Rome," an Italian production, will have an area premiere at theatre to be announced later. Picture is dubbed in English and will be released by RKO under agreement with the producing company, Consorzio Spartacus.

DALLAS

A Beaumont business man, Harry C. Doles, requested a district court injunction to prevent Howard L. Arthur, operator of the Tex Drive-In, Port Arthur, from allegedly blocking the flow of water channel of Crane Bayou in the construction of his ozoner. . . . The WCTU in Beaumont filed misdemeanor charges against S. L. Oakley, v.p. and gen. mgr. of Jefferson Amuse. Co. for unlawfully showing "French Line" at theatres in Beaumont and Port Arthur. Julius Gordon, pres. of the company, said he plans to charge WCTU officials with false arrest and countered by extending the runs for three days.

Watch These Dates!

May 18-20: Lake of the Ozarks, Mo .— MPTO of St. Louis, E. Missouri & S. Illinois and Kansas-Missouri Theatre Assn.—Arrowhead Lodge.

May 24: New York—Industry Arbitration meeting—Hotel Astor.

May 27: Boston — Variety Club "Heart Award" dinner—Hotel Statler.

June 8: Seattle—Theatre Owners of Washington, Northern Idaho and Alaska convention.

June 8-10: Old Point Comfort — Virginia Motion Picture Theatre Assn. annual convention—Chamberlin Hotel.

June 10: New York — Cinema Lodge of B'nai B'rith golf tournament and dinner Vernon Hills Country Club, Tuckahoe.

June 15-16: Wawasee, Ind.—Allied Theatre Owners of Indiana spring meeting—South Shore Hotel.

June 17-19: Los Angeles—TOA board meeting.

June 27-29: Edgewater Park, Miss. — Mississippi Theatre Owners Assn. convention—Edgewater Gulf Hotel.

Jnue 28: Albany—Variety Club 12th annual golf tournament and dinner — Shaker Ridge Country Club.

Aug. 9-14: Cincinnati — I.A.T.S.E. 42nd Convention—Music Hall.

Oct. 10-11: Milwaukee—Allied States Assn. fall board meeting—Schroeder Hotel.

Oct. 12-14: Milwaukee—Allied States Assn. annual convention — Municipal Auditorium.

Oct. 31-Nov. 4: Chicago — TESMA Trade Show—Conrad Hilton Hotel.

Nov. 14-16: Charlotte—Theatre Owners of N. and S. Carolina—Hotel Charlotte.

Nov. 16-17: Indianapolis — Allied Theatre Owners of Indiana fall convention—Marott Hotel.

Dec. 5-7: Oklahoma City—Theatre Owners of Oklahoma convention.

At Port Neches, seven Catholic organizations urged all Catholics in the area to protest showing of "French Line." Mgr. Melvin Wilson reports no protests reached him personally. Incidentally, the film racked up three weeks at the 1,000-car King Center Drive-In, Houston, also a Jefferson circuit ozoner.

Fred Minton of Jefferson Amuse. Co., Beaumont, announced an intra-circuit contest among the company's 20 first-run theatre managers for the best demonstration of exploitation, promotion and selling ability on Allied Artists "Arrow in the Dust." . . . "This is Cinerama" will premiere in Dallas at the Melba Theatre in July. The new policy of public premieres, as opposed to invitational opening night performances, will be observed. . . . New mgr. at the Plaza and Queen Theatres, Wharton, is Bob Otwell. . . . Mrs. Kathryn Verser is new mgr. of the State, Mercedes. . . . Starlite Drive-In, Tyler, is under direction of George Glover. . . . The Odem Theatre at Odem is under Mrs. Ouida Seale's management. . . . Alvie G. Smith is new mgr. of the Leon at Graham.

The Houston Variety Club was praised before a Senate inquiry on juvenile delinquency, which dropped from 40% to almost none in the area of Variety-sponsored Boys Club. Bruce Layer, chief barker of the Houston Tent, became exec. v.p. for the Boys Club. Two additional branches are planned, one in the predominantly Latin-American area and the other in the Negro area. . . . Trial Drive-In, Houston, plugging the "Profit-Plan" cards with award of $100 to the winner. . . . Mgr. of the Hampton Road Drive-In, Dallas, is Harold Goodman. . . . At Waco, Bentley F. Davis is a new ozoner mgr. at the Circle. . . . Elmer Gordon is prexy of the Twin Drive-In, Ft. Worth.

Curry Supply Co., Waco, was appointed distributor in that territory for Ampro prodnets. . . . Claude Ezell, founder of International Drive-In TOA and head of a Texas chain, reports 100 orders received for the screen created, produced and distributed by the Association. . . . Jim Preddy, city mgr. at Lufkin for Jefferson Amuse., was honored by The Houston Chronicle in a special story for his 31 years in show business. . . . A service to Dallas film fans is the Times-Herald twin directories alphabetizing current films and an alphabetical list of theatres and their attractions.

DENVER

Fox-Intermountain's new 1,246-seat Center Theatre opened with as good a Hollywood type premiere as could be carried out in one of the worst snowstorms of the year. The house was packed with 600 guests and additional patrons who paid $3.30 to see world premiere of "River of No Return," which seems headed for a four to six week run. The theatre is equipped for all types of projection and prices are pegged at from 60¢ to $1. . . . The new Wadsworth drive-in, walk-in, with a capacity of 1,000 cars and 600 seats for year-round operation, opened last week. . . . Wm. Low, mgr. of the Ogden, was overpowered and gagged by a gunman who took $1,545 in cash that had been readied for the armored car pickup.

Marie Goodhand opened her new 400-seat Goodhand Theatre in Kimball, Neb., where it replaces the America, which will be remodeled for other business. . . . J. J. (Jap) Morgan, former branch mgr. for National Theatre Supply, and Mrs. Morgan

DENVER (cont'd.)

celebrated their 50th wedding anniversary with a family dinner and open house to their many friends. . . . Tom Bailey, Lippert franchise owner, has added Realart to his list in Denver. The Realart franchise, as well as the Lippert in Salt Lake City, have been taken over by Tommy McMahon and Jack Swanson, leaving Bailey only with distribution of "Martin Luther" in that territory. Laura Haughey continues as Realart booker, and salesmen Paul Allmeyer and Joe Clark will continue with Bailey at 2071 Broadway.

DES MOINES

John Newcomer has taken over management of Commonwealth's Page Theatre in Shehandoah, replacing Don Nutter who resigned to enter college under the G.I. bill. . . . A wide screen has been installed at the Gem in Moville. . . . The Royle Theatre in Lohrville was closed several weeks for improvements, which included redecoration and installation of a wide screen. . . . Upon completion of remodeling program at the Universal exchange, a formal open house was held for inspection of the premises, hosted by branch mgr. Lou Levy. Exhibitors from around the state, circuit execs., and Universal execes. from N.Y. and Kansas City were on hand.

Charles Jones purchased the Northwood Theatre in Northwood from Nathan Sandler Thea. Ents. Jones owned the equipment and leased the building in Elma which was completely destroyed in a fire in March. L. E. Whitcome, who managed the Northwood, has retired and Jones will manage the house himself. . . . Mrs. Charles Peterson, who with her husband owned the Windsor Theatre in Hampton for some 35 years, died of a stroke. . . . The nabe Varsity in Des Monies, was purchased from Iowa United Theas. by Bev. Mahon and Robert L. Fridley. Mahon also owns a theatre in Pella, and Fridley has houses at Ida Grove and Rockwell City. . . . Film star Don Ameche will give the commencement address at Loras College in Dubuque on May 30, where he completed pre-law studies before coming an actor.

Businessmen of Marcus will sponsor a series of free movies at the Marland Theatre, operated by Charles Nielsen, during the summer months. . . . Everett Olhausen, who purchased the Sutherland Theatre in Sutherland from Don Henry, plans to install a wide screen in the near future. . . . Howard Ross resigned as mgr. of Allied Artists to take a position with Edward L. Alperson, independent motion picture producer. Ross will handle European distribution for the company and plans to sail for Europe June 1. . . . Also leaving Iowa is Bill Toney, longtime employee of Tri-States, who has joined the staff of Wilkins Theatre Supply in Atlanta, Ga.

DETROIT

Jack Krass closed the westside Graystone Theatre, which he has operated for some time. Incidentally, Krass became a grandfather for the fourth time—all four are boys. Alex Schreiber, head of Associated Theas., is in Europe on an extended trip. Son Max is managing his western theatre interests in the interim. . . . Thomas Jefferson Ramsdell, of the family which operated the historic Ramsdell Theatre at Manistee, became the fourth member of his family to serve as Mayor of the town. . . . Frank Howard, veteran booker with Co-operative Theas., retired and moved to Arizona. He is succeeded by Pierre LaMarre, formerly with the Warner exchange. . . . Theodore Rose, mgr. of the Rogers Theatre, reported a theft of $450 from the safe over the week-end.



Dean Martin and Jerry Lewis, currently co-starring in Paramount's "Living It Up," proudly show off their "Exhibitorating" awards presented by the Independent Film Journal for placing in the top 10 money makers of 1953.

Clark Theatre Service will handle buying and booking for the Van Houdt circuit's Time Theatre, Detroit. . . . Paul Broder, new owner of the reopened Cinema Theatre, was host at a special screening of "Pit of Loneliness." . . . Harold Brown, pres. of United Detroit Theas., will speak at the annual luncheon of the Greater Detroit Motion Picture Council at the YWCA. . . . The itinerary of Ed Long, head of Long Sign Co., who with Mrs. Long planed out to Glasgow, Scotland, included visiting the British Industries Fair in London, Trade Fair in Munich and Industrial Fair, Paris.

KANSAS CITY

A stipulation entered in U.S. district court here will guarantee the Electric Theatre in Kansas City, Kans. a chance to show first-runs concurrent with K.C., Mo. showings. The decision, agreed to by 20th-Fox, Fox Midwest and Universal, resulted from suit filed by W. D. Fulton, Electric owner, who is to be paid $130,000 by the defendants. Action still pending is against National Theas. Loew's, Paramount, RKO, Warner, UA and Columbia.

Fox Mixwest has closed the Rockhill in acordance with an anti-trust consent decree. . . . Mrs. George (Louise) Rahner of K.C., Kans., has been appointed to the State Board of Review by the Governor. . . . Cook Paint & Varnish Co. bought KMBC-TV, KMBC and KFRM from Midland Broadcasting Co. of C.K. and sold WHB to the Midcontinent Co. of Omaha. WHB-TV, which shared channel 9 with KMBC, will be discontinued. . . . Ken Winkelmeyer's Casino Drive-In at Boonville, Mo. has been remodeled and given new equipment.

An Indian Village, featuring dances by Chief Big Buffalo and members of his tribe, was offered at Commonwealth ozoners at Monett and Springfield, Mo. and Fayette, Ark. . . . K. R. Gent plans opening a new ozoner at Arkansas City, Kans. about May 15. . . . E. E. Maxfield is the new mgr. at Fox Midwest's Gladstone. . . . A kids' show at 10 A.M. and a midnight horror show gave the Plaza at Ottawa, Kans., managed by Eugene Sappington, a 15-hour filming on a recent Saturday.

MIAMI

Wometco's Old Guards had their annual banquet at the Algiers. Sid Meyer, co-owner of the circuit, made presentation of watches to Stanley Stern, Paul Allen and Frank Miller for 20 years of service. . . . Sonny Shepherd has everything set for the exclusive showing in Florida of the Marciano-Charles fight on June 17 at the Carib, Miami and Capitol, with tickets selling at $3 and $4. . . . James Barnett, mgr. of the Olympia, featured an Ice Revue on stage and invited patrons to bring their skates to the theatre. He opened the house two hours earlier for a skating session and program included stage show and feature film for 50¢. . . . Jim Cooley, Wometco office boy, promoted to TV property control. . . . Bill Watts resigned as mgr. of the Coral Theatre to join Canadian Censorship Board.

MILWAUKEE

The Fern Room of the Phister Hotel on June 3 will be the scene of a Variety Club dinner for the Milwaukee Braves and owner Lou Perini in attendance. On June 7, when the Braves meet the N.Y. Giants at the Milwaukee County Stadium, Tent 14 will have their Braves Night at the game. Tickets may be obtained from John Mednikow. Sam M. Kaufman, chairman of Variety's Heart Committee, announced plans of the club to enlarge its heart work. . . . Colonial Amuse. Co.'s $4,500,000 anti-trust suit against eight motion picture firms ended in Federal Court here after a record 42 days and Judge Robert E. Tehan ordered attorneys to file briefs. Case will then be taken under advisement.

Sig Goldberg, Wisconsin Allied prexy, and Harold Pearson, exec. secy., attended the North Central Allied convention in Minneapolis, May 10-11. . . . C. L. Baldwin is managing the Strand in Oshkosh for Standard. His Gem Theatre in Gillett is open part time. . . . Bluemound Drive-In here is the first in Wisc. with a larger screen. It measures 103x48 and an order is in for Twinnight surfacing and the Tushinsky lens. Stereophonic sound is not used. . . . Bob Karatz, Badger Theas., has taken over operation of the Meyers Theatre in Janesville from Fox.

Estelle Steinbach is back managing the Fox-Downer. Donald May replaces her as mgr. at the downtown Strand. . . . Ray and Oliver



Exhibitors gather in Los Angeles for Jack L. Warner's report on CinemaScope screen of forthcoming product from the Warner Studios. L. to R.: WB branch mgr. Fred Greenberg; Max Torador, Panoramic City Theatres; Paul Glick, Pacific Drive-In Theatres; Jack Goldberg, Beeman Theatres; Sid Lehman, Exhibitor Service, and Eddie Shamberg, exhibitor from San Diego.

MILWAUKEE (cont'd.)

Trampe attended the National Film Service and Carriers annual meeting in N.Y.C., also the showing of VistaVision. . . . John Adler's partner in the hotel in Merrill, Wis., Mr. Fenlon, passed away. . . . It's a girl and boy twin, named Sindy and Randy, for Harry Boesel, mgr. at the Palace here. . . . John Mednikow, National Screen mgr., announces that deliveries of the Tushinsky lens will be made by June 15. Deposit of $350 is required and balance of $350 on delivery.

MINNEAPOLIS

Larry Wilk is now booker and office mgr. at Allied Artists, replacing Sam Niefeld, who has become mgr. of the suburban Westgate, an art house. . . . William Howard, v.p. in charge of RKO theatre operations, Thomas J. Crehan, his asst., and Harry Weiss, RKO dist. mgr., visited situations throughout Iowa, Omaha and Kansas City. . . . Burt Zats, booker at Independent-Lippert, spent a week-end in Chicago. . . . Al J. Kalmon is new owner of the Orpheum at Mellon, Wis. . . . G. P. Jonckowski acquired the Falls at River Falls, Wis. from John Mowry, who is reopening the Time at Kenyon, Minn. on a new policy, including wide screen presentations.

A. P. Wuebben installed a Magnascope screen at his Alvero Theatre, Parkston, S.D. . . . CinemaScope equipment was installed in the Grand at Madison, Minn. and the State, Chamberlain, S.D. . . . A masked youth tried to hold up Richard Patron, mgr. of the nabe Alhambra, but Mrs. Clyde Cutter, wife of the theatre owner, had departed with the day's receipts shortly before. . . . CinemaScope equipment was installed in the Avon at Medford, Wis. and the Lake at Rib Lake, Wis. . . . Don Halloran, 20th-Fox salesman, vacationed in Calif.

NEW HAVEN

Nick Kounaris and Paul Tolis disclosed plans to install a 120 ft. screen in their Meriden Drive-In, now nearing completion near their first-run Meriden Theatre, Meriden. It will hold 815 cars and cost $125,000. . . . Wm. Horgan resigned as asst. mgr. of S-W's Strand, Hartford. His successor is George Palmer. . . . Projectionists Gerard R. Lussier, member of Local 453, was elected pres. of the Willimantic Central Labor Union. . . . For "Elephant Walk," Ray McNamara, mgr. of the Allyn, Hartford, offered guest tickets to first 25 submiting longest lists of films containing the word "walk" in their titles. . . . John S. Bernard was reelected pres. of IATSE Local 277, Bridgeport.

Film Industries, Inc., 1188 Main St., Bridgeport, was incorporated in Conn. by Edward B. Kranse, Stratford; Domenick D. Villardi, Bridgeport; Emanuel Zimmer, Fairfield. . . . Jack Sanson, mgr. of S-W's downtown Strand, is marking his 47th year in show business. . . . Victor M. Morelli, former city mgr. in Manchester for S-W, is now operating a restaurant there. . . . Harry F. Shaw, Loew's Poli-New Eng. div. mgr., presented the official mimeographed "shooting" script of M-G-M's "Julius Caesar" to the Yale Drama Dept.

NEW ORLEANS

Paramount-Gulf plan to restore the old Saenger Theatre in Shreveport which was destroyed by fire in 1952, at estimated cost of $120,000, in a job which will require about four months. . . . The "Off the Record" talent search, sponsored by ABC-Paramount Gulf, held its second hour-long program on Station WSMB. A grand prize winner will be chosen after future regional and nationwide elimination competitions, to receive $1,000, a trip to one of the TV capitols and an appearance on one of the ABC-TV shows.

Fritz Goodwin, M-G-M public relations representative, was in N.O. presenting slide-illustrated talks to schools and colleges on "Julius Caesar," now at Loew's State. . . . The WOMPI's held a luncheon to honor managers in the area, with Commissioner Vincent H. Schire as guest speaker. The local chapter now boasts 137 members. . . . Recently closed theatres include the Lake, W. Lake, La.; Kay, Farmersville, La.; Fox, Jonesboro, La.; E. Berenson's Redwood, Bogalusa, La.; Princess, Tulles, La.; Victory, Mansfield, La.; Gordon, Meridian, Miss.; Paramount-Gulf's Crown, Mobile, Ala.

Regal Theatre, Gulfport, Miss., now being handled by Theatre Service. . . . Cane Theatre, Natchitoches, La., closed two weeks for installation of CinemaScope. . . . Area Drive-In, Grove Hill, Ala., is in process of installing CinemaScope. . . . A. L. Royal is on the West Coast for vacation and business in connection with release of his latest picture. . . . Teddy Solomon has purchased the two other ozoners in Baton Rouge and now owns the Florida, Rebel, Tiger and Airline. He sold the Palace Theatre in Yazoo City to Dixie Theas.



Showmen and producers were guests of United Artists at 35th Anniversary Western sales gathering in San Francisco. L. to R.: Billy and Henry Nasser, Nasser Brothers Theatres; George Archibald, Arch Booking Service; Jess Levin, General Theatrical, and producers Aubrey Schenck and Howard Koch.

NEW YORK

More than 50 independent and circuit theatre managers met at the M-G-M projection room and heard Arthur Canton, press represenative, explain various phases of promotion for "Julius Caesar." M-G-M is offering a $100 bond for the best all-around campaign on the picture with Loew theatres ineligible. The film will go into some 50 nabes of the Loew, Century, Randforce, Skouras, Prudential and other circuit theatres. . . . Walter Reade's St. James Theatre in Asbury Park, N.J. will present the Marciano-Charles championship fight on its full-screen theatre TV set June 17. The telecast will be barred from theatres within a 50-mile radius of N.Y.C.

The Square and Palace theatres, Bronx, Parkway in Mt. Vernon, operated by Melvin Miller, have joined the IOTA. . . . Cinema Lodge is sponsoring a film industry golf tournament at the Vernon Hills Country Club in Tuckahoe on June 10. . . . Morris Safier, long-time distribution exec., was in the city looking at pictures and studying the product situation. On return to his Los Angeles headquarters, he planned to stop off at Chicago, Denver and Salt Lake City. . . . Max Levin, brother of Jack Levin and former office mgr. of Confidential Reports, passed away at 50.

OKLAHOMA CITY

Pat McGee, national co-chairman of the tax repeal committee of TOA, was honored at a meeting of the organization attended by some 350 members and presented with a silver tea service. Wires from all Okla. congressmen were delivered to him and Senator Robt. S. Kerr was present. McGee, who is gen. mgr. of the Cooper Foundation theatres, left for a similar meeting of Tri-State Theatre Owners in Little Rock, Ark. Earlier in the meeting, the directors passed a resolution pledging support to production of more pictures by individual film producers to the point of co-operative financing. . . . A letter-writing contest was conducted at the Midwest Theatre, managed by Joe Real, in connection with the showing of "Lucky Me," with prizes consisting of Doris Day records and 100 passes.

PITTSBURGH

George Goyle, formerly with Butterfield circuit in Packson, Mich., is the new mgr. at Stanley-Warner's Ambridge (Pa.) Theatre. S.W sold the Cambria in Johnstown to the Trans America Theatre Corp. of Washington, D.C. . . . Dave Fineman and Bob Leiber have closed the Rankin Theatre with expiration of their lease. . . . Ray Ayrey, contact mgr. for Stanley-Warner theatres, is passing out cigars in honor of his new son, William Kevin Ayrey. . . . Ben Serkowich, veteran movie exploitation and advertising man, has passed on.

PHILADELPHIA

The Uptown Theatre building was sold by owner Donald Bean, and Sam Stiefel is now in charge of operations there. . . . Herbert J. Elliott got his Fern Rock Theatre back from Stanley-Warner and will now spend $60,000 to modernize it. The theatre will be closed for several weeks and then reopen around Memorial Day. . . . Dick Clark, the WFIL disc jockey, will originate an hour of music and dancing from the Tower Theatre at 69th St., with top record names making personal appearances.

Mike Felt, former chief barker at Variety, has been chosen co-chairman of Johnnie Night, which features a ball game between the As and White Sox at Connie Mack Stadium on June 8 for benefit of the Club's heart fund. . . . Mary Pickford, who was a co-owner and founder of United Artists, was guest of honor at UA's 35th anniversary dinner, sponsored by Variety Club, Tent 13.

PORTLAND-SEATTLE

"The French Line" was finally approved for Spokane showing. Jack Hamaker, Evergreen city mgr., advised that closeups of Jane Russell have been changed to long shots, otherwise the film is intact. . . . The City Council of Raymond, Wash. decided to put a tax on motion picture admissions but temporarily tabled the measure on advice of Dwight Spracher, theatre owner, who favored dropping the tax completely rather than bringing it up to original rates despite agreement with the city which called for raising city taxes when federal tax was dropped.

Evergreen's latest indication of confidence is the purchase of some 2,650 modern seats for the Fifth Ave. Theatre, Seattle, managed by Bob Turner. . . . Work is under way on the Libby, Mont. drive-in, according to mgr. W. F. Klenitz. It will have a 44x60 screen, and accommodate 250 cars on a 5½ acre plot. Model Theatre Co., Seattle, has the equipment contract.



Herman King (right) of King Brothers, producers of "Carnival Story," and Jerry Baker, mgr. of the Keith Theatre, Washington, D. C., plan opening campaign of the Technicolor RKO release, co-starring Anne Baxter, Steve Cochran, Lyle Bettger and George Nader.

ST. LOUIS

The National Allied Drive-In convention for 1955 was awarded to Mid-Central Allied, and pres. A. B. Jefferies has made arrangements to hold it at the Hotel Chase, Feb. 7-10. . . . J. D. and H. H. Barter, grading and road contractors, purchased the stock interests of Olin J. Ingram in the Harrisburg Drive-In at Pinckneyville, just north of Harrisburg, Ill. . . . The 362-seat Vermont, Ill. theatre was purchased by H. Kessler from R. N. Wixom. . . . Howard Bates and Carl Milne officially opened their 750-car Starvue Drive-In, north of Cape Girardeau, Mo. on May 6. It has a complete dual sound system, Motiongraph lamps and speakers and Century projectors, furnished by McCarty Theatre Supply. . . . Avon Drive-In, Breese, Ill., owned by Bob Temborins and managed by Allen Keith, reopened and will operate seven nights a week.

Mrs. Alpha Hinse's State at Ridgeway, Ill. has a huge new screen and latest type of projection and sound equipment. . . . The Strand at Ridgeway, Ill., owned by Clyde Miner, has a new Walker Hi Intensity screen furnished by National Theatre Supply. Other recent wide screen installations were made at Luther McMurray's Hope at Elkville, Ill. and Vernal Elliott's Clayton at Clay City, Ill. . . . John Marlow plans to install CinemaScope and stereophonic sound in his Marlow Theatre, Herrin, Ill., and the Marlow at Murphysboro, Ill. . . . Maude and Jeff Jefferis reopened their Pine Hill Drive-In with new landscaping which cost $1,500. The couple will close their 300-seat Jefferis Theatre for a complete overhaul job during the summer. . . . Mayor Tucker signed the new St. Louis Municipal earning tax bill, removing necessity for enacting various special nuisance taxes including an amusement admissions tax.

Daylight saving began in St. L. and various other nearby communities, with the state of Missouri still observing standard time. Proposal for daylight time at Tuscola, Ill. was rejected at a special election. . . . Wm. C. Earle, Jr. and Harry Hoff, salesmen for National Supply, and their wives returned from an all-expense week's trip to N.Y.C. as guests of R. L. Bostick, v.p. . . . Rev. Daniel A Lord, nationally known St L. priest and author of the motion picture code, is seriously ill from cancer of the lungs. . . . The 265-seat Fox at Hutsonville, Ill. reopened under management of Jerry McCain. . . . K. C. Kessler reopened the 362-seat Vermont Theatre, Vermont, Ill. under an arrangement with local businessmen to purchase blocks of tickets for customers.

Plans for reopening the 200-seat Rex at Freeburg, Mo. are said to be under consideration by one of the former owners. . . . The 297-seat Cozy at August, Ill., owned by Mr. & Mrs. Rex Van Horn, now has a large panoramic screen. . . . Val Portwood, mgr. of Kerasotes Lory Theatre, Highland, Ill. since 1945, has become their Canton, Ill. resident mgr. Tom Stewart succeeds him at the Lory. . . . H. Gilliam, who headed Western Amuse., purchased a major interest in the 500-car Bel Air Drive-In near Paducah, Ky. airport from R. E. Renfro. . . . Frisina is completing plans for construction of a 750-car ozoner at Lawrenceville, Ill., to include a 350-seat enclosed ramp for year-round operation.

County Planning Commission at Clayton rejected application of F&M interests for construction of a 1,000-car ozoner on Lindbergh Blvd. north of U.S. 66, near the boundary of Kirkwood and Crestwood. . . . Prisoners at the City Workhouse will see free motion pictures through courtesy of Mayor Roy A. Parker of Brentwood, Mo. . . . French Miller, Paramount salesman for northern Mo. and Ill., has resigned, with no immediate replacement in view. . . . Keith Coleman seeks to have delivery of films to his Mt. Carmel, Ill. theatres switched to Indianapolis, Ind., with buying and booking to be handled by Affiliated of Ind.

Bishop O'Connor of Springfield, Ill. lifted the six-month ban on the Belasco Theatre, Quincy, Ill., for exhibiting a film condemned by the Catholic Legion of Decency. . . . Recently closed theatres are the Esquire at Springfield, Ill., State and Norside at Alton, Ill., Mars at Martinsville, Ill. . . . Unless there is a pickup in attendance, the 200-seat Merchants Theatre at Kansas, Ill., running only three nights with two changes, will close. . . . Clarence M. Turley, co-owner with Charles and George Skouras of the Ambassador and Missouri theatre building, discussed improvement of the downtown business district at a meeting of the Downtown Progressive Businessmens Assn.

SALT LAKE CITY

Jack Swanson, brother of Harry of the Service Theatre Suppy Co., is operating the Colony Theatre, East on Broadway, with younger brother Keith as his asst. and with a somewhat newly inaugurated 3 feature policy. . . . Mgr. Marvin George of the Capitol Theatre is allowing the use of his house for the annual Cooking School put on by homemakers and the local newspapers. . . . Swanson Theatre Agency has taken over the Lippert Film Distributing offices here.

Dana Andrews will star in "Smoke Signal" which U-I will start producing around June 1 on locations near Castle Valley. "Lost Command" will be started near St. George, Utah, as well as "The Conqueror," starring John Wayne and Susan Hayward. United Artists filming a semi-documentary, "Canyon Crossroads" in the vicinity of Moab, produced by Wm. F. Joyce. . . . Paramount salesman Connie Rose has resigned his post. . . Wm. Gordon, Warner's chief salesman and exchange mgr., held a Film Festival at the Center Theatre here, showing the Jack Warner reel of coming attractions to an enthusiastic audience of exhibitors.

SAN FRANCISCO

The Isleton Theatre, Isleton, changed hands from Edgar Weiss to Emma Stefani. . . . Exeter Theatre, Exeter, will be booked by Westland Theatres; Palm Theatre San Mateo to be handled by Film Booking & Buying of Northern Calif. . . . Linn Von Goltz, formerly of Los Angeles, is now asst. mgr at the Paramount here. . . . Charles Moorehead, formerly with Cinema Distributing Corp., is replacing Nate Krevitz, Blumenfeld dist. mgr. in Pittsburg, currently on leave of absence. . . . Royal Amusement of Honolulu has changed its name to Royal Theatres, Ltd. . . . Studios and offices of KGO and KGO-TV moved to the new ABC Radio-TV Center.

A meeting was scheduled to appoint a booker's local business agent to fill unexpired term of Wm. Lanning, now salesman with Columbia. . . . Harry Weaverling resigned his I.F.E. post to take over sales managership of Pola-Lite and glasses in association with Tom Gilboy of National Film Service. J. M. Micessian from I.F.E. office in Salt Lake City is replacing Weaverling here. . . . Walt Lange, Paramount booker, stepped up to office mgr. following resignation of Eddie Canti to work for Golden State Theas. . . . Mrs. Ruth Gelber, former secy. at Robert Clark Agency, is now secy. to Ward Pennington, Paramount sales mgr.

"Greatest Show" Reissue Scheduled By Paramount

Cecil B. DeMille's Academy Award-winning production, "The Greatest Show on Earth," will be re-released nationally starting July 1, A. W. Schwalberg, President of Paramount Film Distributing Corporation announced this week.

Re-release handling of the production, the Paramount distribution head disclosed, will be on an "organized program" basis, including playoff patterns, provision for co-operative advertising and utilization of radio and television promotion. Saturation bookings also are included in the program.

Territorial meetings among division and branch personnel will get underway at once to complete the planning for re-release of the picture, Schwalberg said.

Delta Productions Combines Drama, Religion In Film

HOLLYWOOD.—Delta Productions, a new company headed by Paul Hewitt, Harry Woodard, and Dick Ross, has come up with something new in the realm of theatrical production. Delta basically is aiming its films for general theatrical release, but they will unify drama and entertainment with a religious message. Delta's officers hasten to add that these films will not be "preachy" in any way.

Delta's films will tell the stories of contemporary figures. Their first feature for general theatrical release will be the $600,000 "The Henry Spraggins Story." This film will be given a top-flight cast as well as top flight Hollywood production crew and a name director, according to the company. It will be filmed in Technicolor and start in July.

Hewitt and Woodard pointed out that they feel that films like "Spraggins" and others on their slate are opportune at this time because of the "frame of mind of the public." Georgia Lee, who is under contract to Delta, is up for a part in the feature.

Delta points to films like "The Robe," and feels that their type of story material is box office. "Spraggins" is the story of a man who left Arkansas as a professional panhandler and worked his way into the oil business and became a notorious gambler.

In 1936, he sought religious help to join the ministry. He gave back $90,000 to people that he had swindled. In World War II, he was a chaplain in Germany and was wounded in the Battle of the Bulge. He spent two years and nine months in the hospital. Then he went back to preaching.

Delta plans two to three feature films a year plus TV films. The company already has in release "Sunday on the Range."

Republic Plans Program

HOLLYWOOD.—Republic Pictures is planning a program of features for 1954-55 that will compare with last year's $15,000,000 program, according to Herbert J. Yates, president. First film will be started in June, he revealed. Pictures planned include "Atomic Kid," starring Mickey Rooney, "Brother Vann," "Jesus Was My Neighbor," "Alamo," "Rebel Island," "Timber Jack" and "Peg Leg Admiral."

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Metro will place six additional projects before the cameras during June, July and August: "Love Me or Leave Me," starring Ava Gardner; "The Prodigal," with Edmund Purdom and an all-star cast; "Moonfleet," topcasting Stewart Granger; "Hit the Deck," with Jane Powell; "Fair Weather," starring Gene Kelly; "Interrupted Melody," with Eleanor Parker, and an untitled musical, also for Kelly. In the works this month is "Jupiter's Darling."

* * *

Frank P. Rosenberg completed negotiations with Ben Hecht for the rights to "Miracle in the Rain." A love story which has become a modern classic, "Miracle" will be produced under the banner of Frank P. Rosenberg Productions early this summer. Rosenberg will fly to New York this week to open negotiations with Audrey Hepburn to star in the film. He further revealed that Hecht is now working on the screen play and plans call for a top male star as well. Principal photography will commence in New York July 8.

* * *

Herman Cohen, president of Abtcon Pictures, has closed a deal with Robert L. Lippert for the latter to distribute "River Beat," starring Phyllis Kirk and John Bentley with release of the film set for June. The feature was produced by Victor Hanbury and directed by Guy Green with Cohen as executive producer. Abtcon previously presented "Ghost Ship" and "Undercover Agent" via Lippert Pictures release.

* * *

The yearly option of Vittorio Gassman's long term contract with M-G-M was exercised by the studio and the actor, now appearing on the stage in Italy, will return to Hollywood as soon as his next starring picture is prepared for the cameras. Gassman recently completed a starring role on loanout in the European-filmed "Mambo." . . . At the same studio, it was announced that "Jeremy Rodock," a dramatic story of the West in 1870, by Jack Schaefer, author of "Shane," has been purchased as a starring vehicle for Spencer Tracy. Sam Zimbalist will produce. Tracy will play the title character, who raises fast horses for the stage coaches.

* * *

Charles Laughton will direct Paul Gregory's production of "The Night of the Hunter," which will star Robert Mitchum and be made for United Artists release. James Agee will write the screen play. The film will be based on the best-selling Davis Grubb novel of the same name. . . . Over at U-I, Barbara Rush was named as Rock Hudson's co-star in "Captain Lightfoot," which will be filmed in Ireland.

* * *

Director Norman Taurog revealed plans for the formation of his own motion picture production company, to be known as Tau-Ream, Inc., on comedy or comedy-drama type films early next year. He said that he has already begun reading scripts. Releasing plans have not been set as yet. Taurog will make one picture for Paramount during the remainder of 1954. His latest picture, "Living It Up," which stars Martin and Lewis, will be released soon by Paramount.

* * *

Stewart Granger will star in M-G-M's "Moonfleet," as his next picture, it was announced by Studio Head Dore Schary. The film will be produced in color by John Houseman. Jan Lustig has written the screen play for the film based on the novel by J. Meade Falkner. The setting is the mid-18th Century in an English Channel village haunted by the ghost of Blackbeard. . . . Laurette Luez was set as the femme lead in "Jungle Gents" Bowery Boys film which Ben Schwalb will produce with Leo Gorcey and Huntz Hall starring for Allied Artists release.

* * *

"The Troubled Stream," a modern melodrama by Theodore St. John, was bought by U-I. William Alland will produce and St. John will write the screen play. Also at U-I., Edward G. O'Callaghan was signed to write the screen play for the studio's next science fiction film, "1980," based on an original story by Harry Essex. Sam Marx will produce the feature.

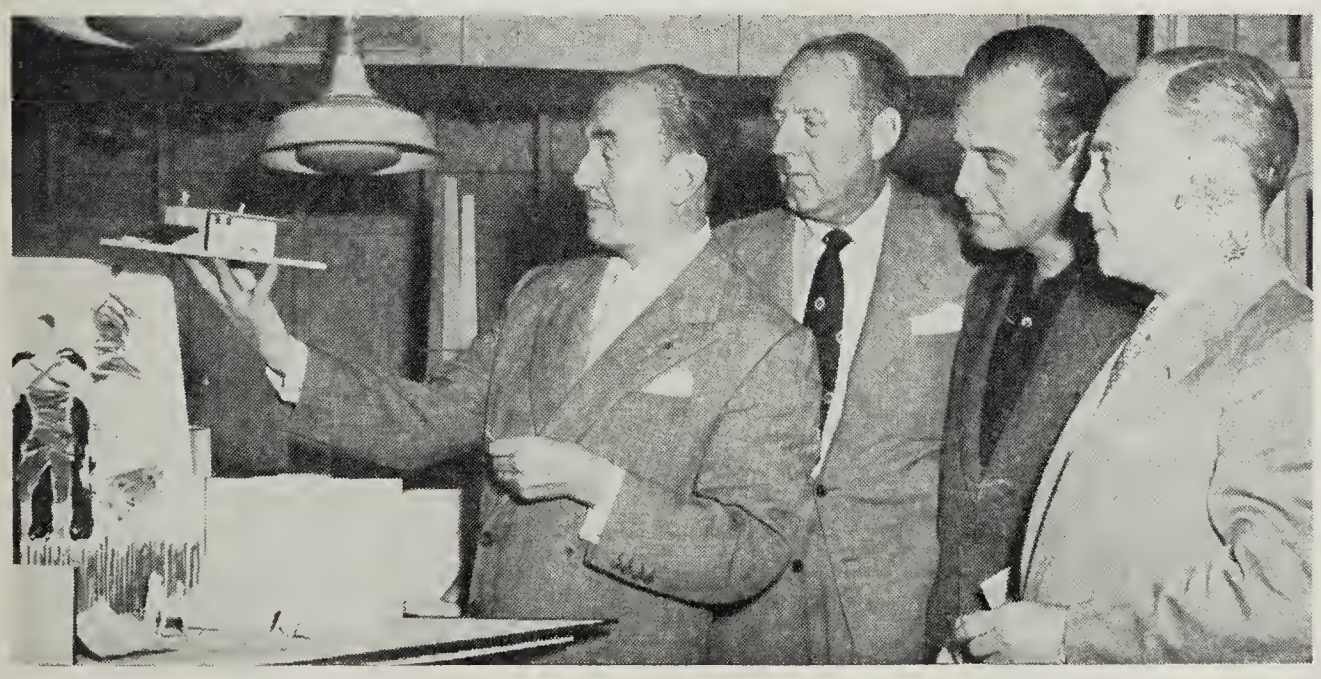
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Glenn Denning has been signed by Paramount for a featured role in "Strategic Air Command," starring James Stewart, after completing his part in Warner Bros.' "Battle Cry." . . . Harry Essex signed a contract with Ida Lupino and Collier Young's Filmakers Company to write and direct "Mad at the World," based on an original story by Essex. Frank Lovejoy is being sought for the top starring role in "Mad at the World."

* * *

Producer-Director Gottfried Reinhardt has secured his release from M-G-M after an association of 21 years. Reinhardt, who recently requested a leave-of-absence in order to accept an offer to direct a revival of "The Miracle" for the reopening of the Rheinhalle in Cologne, revealed that his parting with the company has been most

(Continued on next page)



Inspecting set miniatures for Warner Bros.' "The Silver Chalice" are (l. to r.): Jack L. Warner, studio chief; producer Victor Saville; designer Rolf Gerard and Steve Trilling, executive assistant to Warner.

Robert Bassler Says

Indie Producers Plugging Gap As Studios Cut Filming Slates

"The independent producer faces problems that the studio producer doesn't," Producer Robert Bassler explained on the set of his first independent production, "Suddenly," which is being made for United Artists release. "It's like starting a whole new phase of life. It's a good thing for a man to take on new problems."

Bassler is quite enthused about this first film under his Robert Bassler Productions banner. "Suddenly" stars Frank Sinatra, the Academy Award winner, and Sterling Hayden and is directed by Lewis Allen. It takes place in the general vicinity of Southern California.

The title of the film is derived from a town named "Suddenly," but it is also a prophetic name for what looms in the town. Frank Sinatra, who has been hired to assassinate the president, poses as an F.B.I man who is on a security detail; soon he is revealed as a heavy, who is a would-be assassin.

The film is based on an original story by Richard Sale. Bassler explained his reasons for purchasing the story with, "One, I was interested in the script before I left Fox. It has certain fiscal values and is a fine piece of writing and is not too costly to make. This allowed me to put more money into the quality of the casting. Two, it is a very timely and patriotic subject. Will the president be shot is not the question, because we know that this will not happen. The question is what happens to the family involved and how their thinking is affected."

Most of the action in the film takes place in a house with a view of the railroad station. Bassler explained that he chose Allen as his director for this feature because "stage technique and motion picture technique are necessary for this picture." Allen has a background as both a stage and motion picture director of note.

Bassler pointed out that the film is being made in black and white for wide screen and is a documentary type feature. The whole basic story underlines how important the democratic principles that we live by really are to all of us.

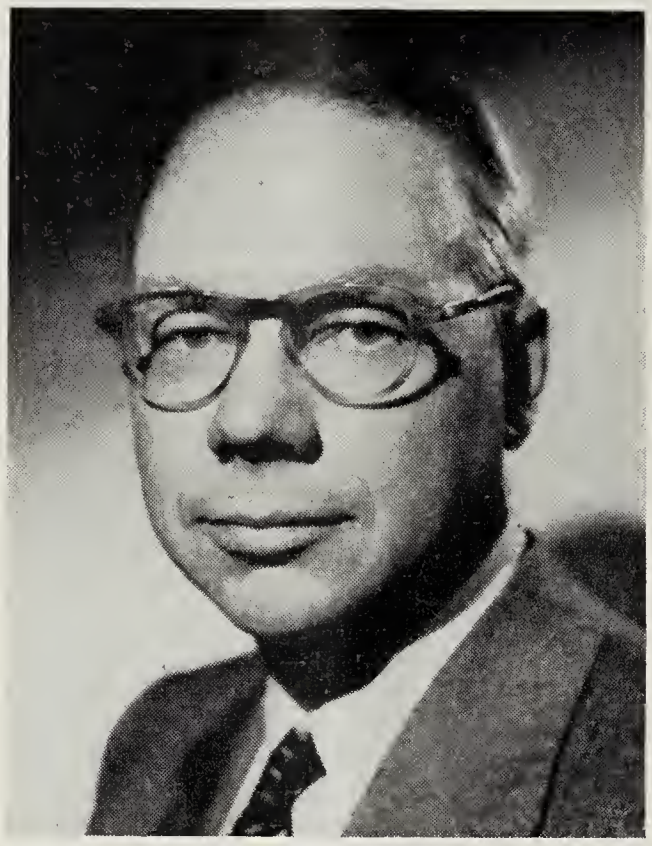
Bassler believes that Sinatra is "brilliant" in the film. He cited the fact, that Sterling Hayden and Sinatra are a contrast of personalities, an excellent contrast.

Role Praised

"This is the kind of role for Frank," Bassler said, "that will be compared to the change of pace made by Robert Montgomery in 'Night Must Fall.'" The producer stated, "I like being versatile. The only type of film I haven't made is a science fiction feature. If I found one I liked, I'd make that. I have more feeling for drama than comedy."

In citing his leading lady, Nancy Gates as "an extremely good emotional actress," the producer explained that the house used in the film contains a family composed of a young widow, whose husband has been killed in Korea, Nancy Gates, an eight year old son, Kim Charney, a father-in-law, James Gleason, Hayden, who is the local sheriff and Nancy's boy friend and a TV repairman played by James Lilburn, whom Bassler says is "a natural born comedian, though he doesn't look like one."

In an answer to the question of why there is so much activity in independent production in Hollywood, Bassler stated, "The law of supply and demand has helped the rebirth of the indies. The major studios have cut down schedules and the independent producers are filling in."



ROBERT BASSLER

The producer further stressed the fact, that the words in "Suddenly" have punch. He said that it is a change of pace for Richard Sale who is more identified with comedy for the screen although he has written serious material for off-screen ventures. Some of his novels are "Is A Ship Burning?", which deals with the Morro Castle disaster, and "Not Too Narow, Not Too Deep."

Bassler was made a full fledged producer at 20th Century-Fox with the musical, "My Gal Sal." His credits number such hits as "The Black Swan," "The Lodger," "Smoky," "The Snake Pit," "Thieves Highway," "Night Without Sleep," "The Silver Whip," "Dangerous Crossing," and "Beneath The 12 Mile Reef."

It has just been a few months since Bassler severed his connection with Fox and set up his own company.

Bassler is working on two properties to follow "Suddenly," one is not yet ready for announcement and the other will be the screen version of "Weir of Hemistan," by Robert Louis Stevenson, which will be an Anglo-American production. It's locale is Ireland and the screen play and adaptation are by Allan Scott.

"Independent productions take longer," Bassler concluded, "due to financing, casting and many other things. I plan to do two pictures a year to begin with. I plan to go abroad with subjects that require it."—*R. B.*

HOLLYWOOD

(*Continued from preceding page*)

amicable. He recently returned from directing "Betrayed," starring Clark Gable, Victor Mature, and Lana Turner in England and Holland. Announcement of a new picture affiliation will be made within the week.

* * *

Producer Arthur Hornblow announced that the Rodgers and Hammerstein film production of "Oklahoma!" in Todd-AO process will go before the cameras July 7 under the direction of Fred Zinnemann, this year's Academy Award winning director. . . . Over at Paramount, John Payne and Mary Murphy will star in Paramount's "Hell's Island." The picture will be photographed in VistaVision. Miss Murphy recently co-starred in "Sitting Bull," a United Artists release, with Dale Robertson.

* * *

Van Johnson has signed a term contract with Columbia under which he will make one picture per year for the next five years. The new deal will take effect upon completion of his present contract with M-G-M, where he is now starring in "The Last Time I Saw Paris," his final film at the studio. Over at M-G-M, Steve Mitchell was signed for a part in "The Last Time I Saw Paris." . . . Lisa Daniels, under contract to Leonard Goldstein, had her contract option picked up by the producer. Miss Daniels has just finished the second feminine lead in "The Gambler From Natchez," Panoramic's Technicolor picture for 20th Century-Fox release.

* * *

Imminent Warner Bros. production of "Jump Into Hell," a timely drama of world importance dealing with the war in Indo-China and the death struggle for the Dien Bien Phu fortress, was announced. Irving Wallace is writing the screen play for the headline subject and active preparations are being rushed to bring the drama to the screen.

* * *

Producers William H. Pine and William C. Thomas announced that they would start production on "Blue Horizon," the story of Lewis and Clark, July 6. They also revealed that they had signed Charlton Heston in the Technicolor production to be filmed in VistaVision. After making this film, Heston will star as Moses in Cecil B. DeMille's "The Ten Commandments." Pine Thomas' next production with an early June starting date will be "Run For Cover," in Technicolor and VistaVision. James Cagney, Viveca Lindfors, John Derek and Jean Hersholt head the cast. Nick Ray directs.

* * *

George Glass optioned Robert Garson's "Saturday Evening Post" three-part serial, "Father Came Home," and tentatively scheduled it for production next spring following the completion of his initial independent film venture, "The Comedian." . . . Warwick Productions is moving ahead with its plans to film the novel, "Zark Khan," by J. P. Bevan having signed Richard Maibaum to do the screen play. Maibaum leaves shortly to join the producer Irving Allen and A. R. Broccoli in London.

FEATURES—Calendar of 1953-54 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Oct. 4th	5430	Yellow Balloon	80	Andrew Ray, Kathleen Ryan
Oct. 11th	5327	Hot News	60½	Stanley Clements, Gloria Henry
Oct. 25th	5407	Jennifer	73	Ida Iupino, Howard Duff
Nov. 8th	5406	Jack Slade	90	Mark Stevens, Dorothy Malone, Barton MacLane
Nov. 15th	5422	Vigilante Terror (Sepia)	70	Bill Elliott, Mary Ellen Kay
Nov. 29th	5402	Fighter Attack (Color)	80	Sterling Hayden, Joy Page, J. Carroll Naish
Dec. 6th	5321	Private Eyes	64	Leo Gorcey, Huntz Hall, Joyce Holden
Dec. 20th	5335	Texas Bad Man	62	Wayne Morris, Elaine Riley
Nov./Dec.	5436	Six Gun Decision	53½	Guy Madison, Andy Devine
Nov./Dec.	5437	Two Gun Marshall	52	Guy Madison, Andy Devine
Nov./Dec.	5438	Border City Rustlers	54	Guy Madison, Andy Devine
Nov./Dec.	5438	Secret of Outlaw Flats	53½	Guy Madison, Andy Devine
Jan. 10th	5315	The Golden Idol	71	Johnny Sheffield, Anne Kimbell
Jan. 17th	5331	Yukon Vengeance	68	Kirby Grant, Mary Ellen Kay
Jan. 31st	5408	World For Ransom	82	Dan Duryea, Gene Lockhar, Marian Carr
Feb. 7th	5405	Highway Dragnet	70	Joan Bennett, Richard Conte Wanda Hendrix
Feb. 21st	5423	Bitter Creek	74	Wild Bill Elliott, Beverly Garland
Feb. 28th	S1	Riot In Cell Block II	80	Neville Brand, Emile Meyer, Frank Fayler
Mar. 7th	5418	Paris Playboys	62	Leo Gorcey, Veala Vann, H. Hall
Mar. 14th	5400	Mr. Potts Goes To Moscow	74	Oscar Homalka, Nadia Gray, George Cole
Mar. 21st	S2	Dragonfly Squadron	84	John Hodiak, Barbara Briton, Bruce Bennett
Mar. 28th	5414	Loophole	80	Barry Sullivan, Dorothy Malone
Apr. 4th	5410	Pride of the Blue Grass (Color)	71	Lloyd Bridges, Vera Miles
Apr. 25th	5404	Arrow In The Dust (Tech.)	80	Sterling Hayden, Colleen Gray, Keith Larsen
May 9th	5424	The Forty Niners	.....	Wild Bill Elliott, Virginia Grey
June 6th	5419	Bowery Boys Meet The Monsters	.....	Leo Gorcey, Huntz Hall
June 20th	5426	The Desperado	.....	Wayne Morris, James J. Lydon, Beverly Garland
June 27th	5409	Home From The Sea	.....	Jan Sterling, Neville Brand

COLUMBIA

Release Date	Release No.	Production	Time (min.)	Cast
Sept.	616	From Here To Eternity	118	Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra, Donna Reed
Sept.	609	China Venture	83	Edmond O'Brien, Barry Sullivan, Jocelyn Brando
Sept.	610	Conquest of Cochise (Tech.)	70	John Hodiak, Robert Stack, Joy Page
Sept.	611	Sky Commando	69	Dan Duryea, Frances Gifford, Touch Conners
Sept.	.....	The Untamed Breed (Reprint)	79	Sonny Tufts, Barbara Britton, George "Gabby" Hayes
Oct.	615	The Big Heat	90	Gloria Grahame, Glenn Ford
Oct.	612	Slaves of Grey Law	82	Richard Conte, Linda Christion
Oct.	613	Combat Squad	72	John Ireland, Lon McCallister
Nov.	621	Paris Model	81	Marilyn Maxwell, Paulette Goddard, Eva Gabor
Nov.	622	Prisoners of the Casbah (Tech.)	78	Gloria Grahame, Cesar Romero, Turhan Bey
Nov.	617	Gun Fury (Tech.-3-D)	83	Rock Hudson, Donna Reed Haynes
Nov.	513	Last of the Pony Riders	59	Gene Autry Champion, Smiley Burnette
Dec.	626	Killer Ape (Tech.-3-D)	68	Johnny Weissmuller
Dec.	618	The Nebraskan (Tech.-3-D)	68	Phil Carey, Roberta Haynes
Jan.	624	Bad For Each Other	83	Charlton Heston, Lizabeth Scott, Dianne Foster
Jan.	620	El Alamein	67	Scott Brady
Jan.	619	Paratrooper (Tech.)	87	Alan Ladd, Leo Genn, Susan Stephen
Jan.	628	Drums of Tahiti (Tech.-3-D)	73	Dennis O'Keefe, Patricia Medina
Jan.		Singin' in the Corn (Reprint)	64	Judy Canova
Feb.	623	The Wild One	79	Marlon Brando, Mary Murphy, Robert Keith
Feb.	625	Charge of the Lancers	74	Paulette Goddard, Jean Pierre Aumont
Feb.	630	Miss Sadie Thompson (Tech. 3 D or 2 D Special)	91	Rita Hayworth, Jose Ferrer, Aldo Ray
March	631	It Should Happen To You	87	Judy Holliday, Peter Lawford, Jack Lemmon
March	637	Battle of Rogue River (Tech.)	71	George Montgomery, Martha Hyer, Richard Denning
March	639	Bait	79	Cleo Moore, Hugo Haas, John Agar
April	638	Dirve a Crooked Road	82	Mickey Rooney, Dianne Foster
April	634	The Iron Glove (Color)	77	Robert Stack, Ursula Theiss
April	629	Jesse James vs the Daltons (Tech.-3-D)	65	Brett King, Barbara Lawrence
May	635	Massacre Canyon	66	Phil Carey, Audrey Totter
May	640	Mad Magician	72	Vincent Price, Eva Gabor, Mary Murphy
May	641	Miami Story	75	Barry Sullivan, Luther Adler

I. F. E.

American Dialogue
1953

September	The Secret Conclave	80	Henry Vidon
October	The Young Caruso	77	Gina Lollobrigida, Voice of Mario Del Monaco
October	Three Girls From Rome	85	Lucia Bose, Cosetta Greco, Liliana Bonfatti
October	Little World of Don Camillo	96	Fernandel, Gino Cervi
November	The White Hell of Pitz-Palu	75	Hans Albers
December	Lure of the Sila	74	Silvana Mangano, Vittorio Gassman, Amedeo Nazzari
Jan. 1954	The Golden Coach (Technicolor) Road Show	105	Anna Magnani
Jan. '54	The Greatest Love	116	Ingrid Bergman, Alexander Knox
April '54	Sensualita	74	Eleonora Rossi Drago, Amedeo Nazzari
May '54	Hell Raiders of the Deep	93	Eleonora Rossi Drago, Pierre Cressoy
June '54	Girls Marked Danger	.....	Vittorio Gassman, Silvana Pampanini, Eleonora Rossi Drago, Sophia Loren, Tamara Lees
August '54	A Husband For Anna	.....	Silvana Pampanini, Amedeo Nazzari, Massimo Girotti
October '54	Aida (in Ferraniacolor) (in association with S. Hurok)	.....	*Operatic voices of:* Renata Tebaldi, Ebe Stignani, Enrico Formichi *Dramatic cast:* Sophia Loren, Afro Polli, Lois Maxwell

Subtitled (English)—Italian Dialogue
1953

September	Bellissima	108	Anna Magnani, Walter Chiari
December	Times Gone By	106	Vittorio DeSica, Gina Lollobrigida

LIPPERT PRODUCTIONS

Oct. 2nd	5306	Undercover Agent	69	Dermot Walsh, Hazel Court
Oct. 9th	5222	The Fighting Men	63	Special Cast
Oct. 16th	5316	Shadow Man	77	Cesar Romero
Oct. 23rd	5225	Sins of Jezebel (Anscocolor)	74	Paulette Goddard, George Nader, John Hoyt, Eduard Franz
Nov. 27th	5302	Man From Cairo	82	George Raft, Gianna Maria Canale
Dec. 4th	5304	Terror Street	83	Dan Duryea
Dec. 11th	5318	Limping Man	76	Lloyd Bridges
Jan. 1st	5317	White Fire	82	Scott Brady, Mary Castle
Jan. 15th	5321	Hollywood Thrill Makers	60	James Gleason
Jan. 29th	5305	Black Glove	84	Alex Nicol
Feb. 12th	5325	Queen of Sheba	99	Special Cast
Feb. 19th	5324	We Want A Child	76	Special Cast
Mar. 19th	5309	Blackout	87	Dane Clark
Apr. 2nd	5311	Fangs of the Wild	71	Charles Chaplin, Jr., Margia Dean, Onslow Stevens
Apr. 16th	5310	Heat Wave	.....	Alex Nicol, Hillary Brooke
May 14th	5328	Monster From The Ocean Floor	...	Anne Kimbell, Stuart Wade
May 21st	5308	Cowboy (Eastman Color)	69	Special Cast
May 28th	5329	River Beat	.....	Phyllis Kirk, John Bentley

METRO-GOLDWYN-MAYER

September	401	Half A Hero	71	Red Skelton, Jean Hagen
	402	Terror on a Train	72	Glenn Ford, Anne Vernon
	403	The Actress	90	Spencer Tracy, Jean Simmons, Teresa Wright
October	404	Mogambo (Technicolor)	116	Clark Gable, Ava Gardner, Grace Kelly
	405	Torch Song (Technicolor)	90	Joan Crawford, Michael Wilding, Gig Young
	406	Take The High Ground (Anscocolor)	101	Richard Widmark, Karl Malden, Elaine Stewart
November	407	All the Brothers Were Valiant (Technicolor)	95	Robert Taylor, Stewart Granger, Ann Blyth
	408	Kiss Me Kate (Tech.) 2-D or 3-D	109	Kathryn Grayson, Howard Keel
December	409	Escape From Fort Bravo (Ansco Color)	98	William Holden, Eleanor Parker
	410	Easy to Love (Tech.)	96	Esther Williams, Van Johnson
January	412	Give A Girl A Break (Technicolor)	82	Marge & Gower Champion, Debbie Reynolds

FEATURES—Calendar of 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
	413	Knights of the Round Table (Color CinemaScope)	115	Robert Taylor, Ava Gardner, Mel Ferrer
	414	The Great Diamond Robbery	69	Red Skelton, Cara Williams
February	415	Saadia	80	Cornel Wilde, Mel Ferrer, Rita Gam
	416	The Long, Long Trailer	96	Lucille Ball, Desi Arnez
March	417	Tennessee Champ (Technicolor)	73	Dewey Martin, Shelley Winters, Keenan Wynn
	418	Rose Marie (KodaColor) (CinemaScope	106	Ann Blyth, Howard Keel, Fernando Lamas
April	419	Gypsy Colt (Ansco)	72	Donna Carcaran, Ward Bond, Frances Dee
	420	Rhapsody (Technicolor)	115	Elizabeth Taylor, Vittorio Gassman J. Ericson
	421	Executive Suite	104	William Holden, Barbara Stanwyck, June Allyson

PARAMOUNT

Sept.	5301	Roman Holiday	119	Gregory Peck, Audrey Hepburn
Sept.	5302	The Caddy	95	Dean Martin, Jerry Lewis, Donna Reed
Oct.	5303	The War of the Worlds (Technicolor)	85	Gene Barry, Ann Robinson
Oct.	5304	Little Boy Lost	95	Bing Crosby, Nicole Maurey, Christian Fourcade, Claude Dauphin
Oct.	5305	Those Redheads From Seattle 3-D (Tech.)	90	Teresa Brewer, Guy Mitchell, Rhonda Fleming
Nov.	5306	Flight to Tangier 3-D (Technicolor)	90	Joan Fontaine, Jack Palance, Corinne Calvet
Nov.	5307	Botany Bay (Tech.)	94	Alan Ladd, James Mason, Patricia Medina
Dec.	5309	Here Come the Girls (Technicolor)	78	Bob Hope, Arlene Dahl, Rosemary Clooney, Tony Martin.
Jan.	5308	Cease Fire 3-D	75	Korean GI's
Jan.	5311	Jivaro (Technicolor)	91	Fernando Lamas, Rhonda Fleming, Brian Keith
Jan.	5312	Forever Female	93	Ginger Rogers, William Holden, Paul Douglas, Pat Crowley
Feb.	5310	Money From Home (Tech., 3-D)	100	Dean Martin, Jerry Lewis
	5330	Money From Home (Tech., 2-D)	100	
Feb.	5313	Alaska Seas	78	Robert Ryan, Jan Sterling, Brian Keith, Gene Barry
Mar.	5314	Red Garters (Tech.)	91	Rosemary Clooney, Jack Carson, Guy Mitchell, Pat Crowley, Joanne Gilbert
Mar.	5315	The Naked Jungle (Tech.)	95	Eleanor Parker, Charlton Heston
Apr.	5351	Javanese Dagger (Featurette Special)	27	Paul Douglas
Apr.	5352	Falstaff's Fur Coat (Featurette Special)	27	Paul Douglas
Apr.	5353	The Missing Passenger (Featurette Special)	27	Paul Douglas
Apr.	5354	The Final Twist (Featurette Special)	27	Paul Douglas
Apr.	5355	The Sable Scarf (Featurette Special)	27	Paul Douglas
Apr.	5356	The Wedding Gift (Featurette Special)	27	Paul Douglas
May	5316	Casanova's Big Night (Tech.)	85	Bob Hope, Joan Fontaine, Audrey Dalton, Basil Rathbone
June	5317	Elephant Walk (Technicolor)	103	Elizabeth Taylor, Dana Andrews
June	5318	Secret of the Incas (Technicolor)		Charlton Heston, Robert Young

RKO-RADIO

Oct.	404	Marry Me Again	73	Marie Wilson, Robert Cummings, Ray Walker
Oct.	406	Appointment In Honduras (Technicolor)	79	Ann Sheridan, Glenn Ford, Zachary Scott
Oct.	488	Out of the Past (Re-release)	97	Robert Mitchum, Jane Greer
Oct.	487	Follow the Fleet (Re-release)	110	Fred Astaire, Ginger Rogers, Randolph Scott
Oct.	405	Louisiana Territory (3-D) (Technicolor)	65	Documentry
Nov.	461	Decameron Nights (Technicolor)	87	Joan Fontaine, Louis Jourdan, Godfrey Tearle, Binnie Barnes
Jan.	409	Killers From Space	71	Peter Graves, Barbara Bestar
Feb.	408	She Couldn't Say No	89	Jean Simmons, Robert Mitchum
Feb.	407	French LiLne (3-D) (Technicolor)	102	Jane Russell, Gilbert Roland, Arthur Hunnicutt, Mary McCarty
Feb.	452	The Best Years of Our Lives (re-release)	170	Frederic March, Myrna Loy, Dana Andrews
Feb.	469	Rachel and The Stranger (re-release)	93	Loretta Young, Robert Mitchum, William Holden
Feb.	470	Valley of the Sun (re-release)	54	Lucille Ball, James Craig
Feb.	494	Rob Roy (Technicolor)	87	Richard Todd, Glynis John
March	471	Tall in the Saddle (Re-release)	87	John Wayne, Ella Raines
March	472	Enchanted Cottage (Re-release)	91	Dorothy McGuire, Robert Young
March	410	Dangerous Mission (Color-3-D)	75	Victor Mature, Piper Laurie, William Bendix, Vincent Price
April	473	Mr. Blandings Builds His Dream House (Re-release)	94	Cary Grant, Myrna Loy
April	474	They Won't Believe Me (Re-release	95	Robert Young, Susan Hayward
April	493	Pinocchio (Technicolor) (Re-release)	87	Walt Disney
April	411	The Saint's Girl Friday	68	Louis Hayward, Naomi Chance
April	412	Carnival Story (3-D) (Technicolor)	95	Anne Baxter, Steve Cochran, Lyle Bettger
May	.....	Son of Sinbad (3-D) (Technicolor)	.....	Dale Robertson, Sally Forrest, Mari Blanchard, Lili St. Cyr, Vincent Price
May	.....	Silver Lode	.....	John Wayne, Susan Hayward
May	475	Spanish Main (Re-issue)	100	Paul Henreid, Maureen O'Hara
May	476	Badman's Territory (Re-issue)	98	Randolph Scott, Ann Richards
June	.....	Susan Slept Here	.....	Debbie Reynolds, Dick Powell, Glenda Farrell

REALART

September	060	Counselor at Law (Re-issue)	88	John Barrymore, Bebe Daniels
September	264	Pittsburgh (Re-issue)	91	John Wayne, Marlene Deitrich
September	127	Green Hell (Re-issue)	87	Douglas Fairbanks, Jr., Joan Bennett
September	128	Gung Ho (Re-issue)	90	Randolph Scott, Robert Mitchum
September	098	Eagle Squadron (Re-issue)	100	Robert Stack, Diana Barrymore
October	181	Keep 'Em Flying (Re-issue)	85	Abbott & Costello
October	032	Buck Privates (Re-issue)	84	Abbott & Costello
October	295	Scarlet Street (Re-issue)	102	Joan Bennett, Dan Duryea
October	299	Seven Sinners (Re-issue)	86	John Wayne, Marlene Deitrich

REPUBLIC

Sept. 8th	5244	El Paso Stampede	54	Allan "Rocky" Lane, Eddy Waller, Phyllis Coates
Sept. 28th	5233	Shadows of Tombstone	54	Rex Allen, Slim Pickens, Jeanne Cooper
Dec. 1st	5211	Champ For A Day	90	Alex Nicol, Audrey Totter, Charles Winninger, Hope Emerson
Dec. 15th	5234	Red River Shore	54	Rex Allen, Koko, Slim Pickens, Lynn Thomas
Jan. 1st	5212	Trent's Last Case	90	Michael Wilding, Margaret Lockwood, Orson Welles
Feb. 1st	5213	Sea of Lost Ships	85	John Derek, Wanda Hendrix, Walter Brennan, Richard Jaeckel
Feb. 10th	5331	Phantom Stallion	54	Rex Allen, Slim Pickens, Carla Balenda
Feb. 15th	5224	Crazylegs	88	Elroy "Crazylegs" Hirsch, Lloyd Nolan, Joan Vohs
Mar. 1st	5301	Flight Nurse	90	Joan Leslie, Forrest Tucker, Arthur Franz
April 1st	5302	Geraldine	90	John Carroll, Mala Powers, Jim Backus, Stan Freberg
April 12th	5325	Untamed Heiress	70	Judy Canova, Don Barry, George Cleveland
May 15th	5303	Jubilee Trail	103	Vera Ralston, Joan Leslie, Forrest Tucker, John Russell, Ray Middleton, Pat O'Brien
June 1st	5304	Hell's Half Acre	91	Wendell Corey, Evelyn Keyes, Elsa Lanchester
July 1st	5305	Laughing Anne	91	Wendell Corey, Margaret Lockwood, Forrest Tucker Ronald Shiner
Aug. 1st	5306	Make Haste to Live	90	Dorothy McGuire, Stephen McNally, Mary Murphy
Aug. 1st	5307	Johnny Guitar	110	Joan Crawford, Sterling Hayden, Scott Brady, Mercedes McCambridge

TWENTIETH CENTURY-FOX

1953

Oct.	333	Thy Neighbor's Wife	77	Hugo Haas, Cleo Moore
Oct.	334	Vicki	85	Jeanne Crain, Jean Peters, Elliott Reid
Oct.		The Robe (CinemaScope-Technicolor))	133	Richard Burton, Jean Simmons, Victor Mature, Michael Rennie
Nov.	336	How To Marry a Millionaire (CinemaScope-Technicolor)	96	Marilyn Monroe, Betty Grable, Lauren Bacall
Nov.	365	Fallen Angel (Re-issue)	97	Alice Faye, Dana Andrews, Linda Darnell
Nov.	366	Forever Amber (Re-issue)	140	Linda Darnell, Cornel Wilde, George Sanders
Nov.	367	A Yank In The R.A.F. (Re-issue)	97	Tyrone Power, Betty Grable
Nov.	346	Inferno (2-D-Tech.)	83	Robert Ryan, Rhonda Fleming, William Lundigan
Dec.	337	Beneath The 12-Mile Reef (CinemaScope-Tech.)	102	Robert Wagner, Terry Moore, Gilbert Roland

FEATURES—Calendar of 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
Dec.	339	Man Crazy	79	Neville Brand, Christine White
Dec.	340	Man In The Attic (Panoramic Prod.)	82	Jack Palance, Constance Smith, Byron Palmer
		1954		
Jan.	401	King of the Khyber Rifles (CinemaScope-Tech.) De Luxe	99	Tyrone Power, Terry Moore, Michael Rennie
Jan.	402	Three Young Texans (Tech.)	99	Mitzi Gaynor, Jeff Hunter, Keefe Braselle
Jan.	358	Keys of the Kingdom (Re-issue)	99	Gregory Peck, Thomas Mitchell
Feb.	403	Hell and High Water (CinemaScope-Tech.) De Luxe	103	Richard Widmark, Bella Darvi
Feb.	338	Miss Robin Crusoe	75	A. Blake, George Nader
Mar.	407	Night People (CinemaScope-Tech.) De Luxe	93	Gregory Peck, Broderick Crawford, Rita Gam
Mar.	441	Cry of the City (Re-issue)	95	Victor Mature, Richard Conte
Mar.	442	Street With No Name (Re-issue)	91	Richard Widmark, Lloyd Nolan
Mar.	443	Riders of the Purple Sage (Re-issue)	56	George Montgomery
Mar.	440	Scudda Hoo! Scudda Hay! (Re-issue)	95	June Haver, Walter Brennan
Apr.	412	The Racket Man	79	Charles Coburn, Spring Byington
April	404	The Siege At Red River (Technicolor)	81	Van Johnson, Joanne Dru
Apr.	411	Prince Valiant Cinema-Scope-Tech.)		Robert Wagner, Janet Leigh, James Mason
Mar.	409	New Faces (Cinema-Scope)	98	Eartha Kitt, Ronny Graham
May	405	River of No Return (Tech.-CinemaScope)	90	Robert Mitchum, Marilyn Monroe, Rory Calhoun, Tommy Rettig
May	406	Gorilla At Large (Technicolor-3-D)	84	Anne Bancroft, Cameron Mitchell, Lee J. Cobb
May	445	Orchestra Wives (Re-Issue)	98	Glenn Miller & Orchestra, George Montgomery, Ann Rutherford, Cesar Romero
May	446	Sun Valley Serenade (Re-Issue)	86	Glenn Miller & Orchestra, Sonya Henie, John Payne, Milton Berle
June	415	Demetrius and the Gladiators (CinemaScope-Tech.)		Victor Mature, Susan Hayward
June	414	Princess of the Nile (Tech.)		Jeffrey Hunter, Debra Paget
June	408	The Raid (Tech.)		Van Heflin, Anne Bancroft

UNITED ARTISTS

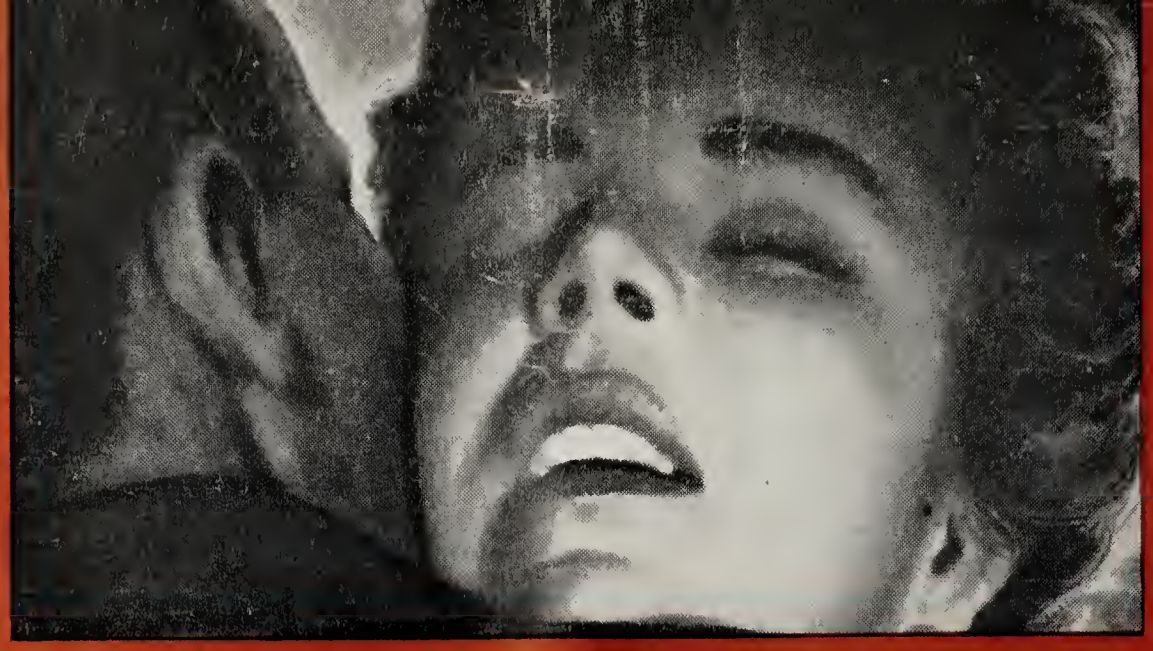
Release Date	Release No.	Production	Time (min.)	Cast
Oct. 2nd	5330	Man in Hiding	79	Paul Henried, Lois Maxwell
Oct. 9th	5331	Steel Lady	84	Rod Cameron, Tab Hunter
Oct. 16th	5332	Dragon's Gold	70	John Archer, Hillary Brooks
Oct. 23rd	5333	The Village	98	John Justin, Eva Dahlbeck
Oct. 23rd		Fan-Fan The Tulip		Gerard Phillipe, Gina Lollobrigida
Nov. 2nd	5335	Stranger On The Prowl	82	Paul Muni, Joan Lorring
Nov. 13th	5336	Shark River	80	Steve Cochran, Carole Mathews
Nov. 20th	5337	Capt. John Smith & Pocahontas (Color)	75	Anthony Dexter, Jody Lawrance
Nov. 27th	5338	Song of the Land (Color)	71	Narration—J. Henry Steele, Marvin Miller
Dec. 2nd	5344	Yesterday & Today	57	70-year cavalcade of movies — narrator George Jessel
Dec. 18th	5339	The Captain's Paradise	78	Alec Guiness, Yvonne de Carlo
Jan. 1st	5341	The Great Gilbert & Sullivan (Technicolor)	105	Robert Morley, Maurice Evans
Jan. 8th	5345	Wicked Woman	77	Beverly Michaels, Richard Eagan
June 15th	5345	Algiers (re-release)	76	Hedy Lamarr
Jan. 22nd	5403	Go, Man, Go	82	Dane Clark, Harlem Globetrotters
Jan. 29th	5346	Riders to the Stars (Color)	80	Wm. Lundigan, Herbert Marshall, Richard Carlson
Jan. 29th	5401	Conquest of Everest (Technicolor)	78	Documentary — narrated by Meredith Edwards
Feb.	5402	Personal Affair	82	Gene Tierney, Leo Genn, Glynnis Johns
Feb. —	5409	Top Banana (color)	100	Phil Silvers, Judy Lynn, Rose Marie, Danny Scholl
Feb. —	5408	Beachhead (PatheColor)	89	Tony Curtis, Mary Murphy
Feb. —	5410	Overland Pacific	72	Jack Mahoney, Peggy Castle
Feb. —	5340	The Man Between	101	James Mason, Claire Bloom
Mar. —	5406	Act of Love	108	Kirk Douglas, Dany Robin
Mar. —		The Scarlet Spear (Technicolor)		John Archer, Martha Hyer
Mar. —	5412	The Golden Mask (Technicolor)	90	Van Heflin, Wanda Hendrix
Mar. —	5347	Beat The Devil	92	Humphrey Bogart, Gina Lollobrigida, Jennifer Jones
Apr. —	5405	Heidi	98	Elsbeth Sigmund, Heinrich Gretter, T. Klameth
April —	5415	Southwest Passage 3-D—PatheColor)	82	Rod Cameron, Joanne Dru, John Ireland
April —	5416	The Lone Gun (Color Corp. of America)	73	George Montgomery, Dorothy Malone
April —	1085	Champion (Re-issue)	86	Kirk Douglas, Frank Lovejoy, James Edwards
April —	1082	Home of the Brave	99	Marilyn Maxwell, Arthur Kennedy
May	5418	Captain Kidd and the Slave Girls (Color Corp. of America)		Anthony Dexter, Eva Gabor
May —	5421	The Long Wait	93	Anthony Quinn, Peggie Castle
May —	5420	Witness to Murder	83	Barbara Stanwyck, George Sanders, Gary Merrill
May —	5414	The Yellow Tomahawk (Color Corp. of America)	82	Rory Calhoun, Peggie Castle

UNIVERSAL

Release Date	Release No.	Production	Time (min.)	Cast
Nov.	401-2	The Glass Web 3-D 2-D	81 81	Edw. G. Robinson, John Forsythe, Marcia Hendersen
Nov.	403	Back to God's Country (Technicolor)	78	Rock Hudson, Marcia Henderson, Steve Cochran
Nov.	404	The Veils of Bagdad (Technicolor)	82	Victor Mature, Mari Blanchard, Virginia Field
Dec.	405	Tumbleweed (Technicolor)	80	Audie Murphy, Lori Nelson, Chill Wills
Dec.	406	Walking My Baby Back Home (Technicolor)	95	Donald O'Connor, Janet Leigh
Jan.	407	Forbidden	85	Tony Curtis, Joanne Dru
Jan.	408	War Arrow (Technicolor)	78	Maureen O'Hara, Jeff Chandler, Suzan Ball
Jan.	409	Border River (Technicolor)	80½	Joel McCrea, Yvonne De Carlo
Feb.	410	Taza, Son of Cochise (Technicolor)	80	Rock Hudson, Barbera Rush, Gregg Palmer
Feb.	412	The Glenn Miller Story (Technicolor)	116	James Stewart, June Allyson
Mar.	413	Ride Clear of Diablo (Technicolor)	80½	Audie Murphy, Susan Cabot, Dan Duryea, Abbe Lane
Mar.	414	Saskatchewan (Technicolor)	88	Alan Ladd, Shelley Winters
Mar.	415	Creature From The Black Lagoon (3-D)	79	Richard Carlson, Julia Adams
Apr.	417	Yankee Pasha (Technicolor)	84	Jeff Chandler, Rhonda Fleming, Lee J. Cobb, Mamie Van Doren
Apr.	418	Ma & Pa Kettle At Home	81	Marjorie Main, Percy Kilbride, Alice Kelley
Apr.	419	Rails Into Laramie (Technicolor)	82	John Payne, Mari Blanchard, Dan Duryea
May	420	Playgirl	87	Shelly Winters, Barry Sullivan
May	421	Fireman Save My Child	80	Spike Jones, Buddy Hackett, Hugh O'Brien
June	422	Drums Across the River (Technicolor)		Audie Murphy, Lisa Gaye
June	423	Black Horse Canyon (Technicolor)		Joel McCrea, Mari Blanchard

WARNER BROS.-FIRST NATIONAL

Release Date	Release No.	Production	Time (min.)	Cast
Oct. 3rd	305	A Lion Is In The Streets Color by Technicolor)	88	James Cagney, Barbara Hale, Anne Francis
Oct. 17th	306	Blowing Wild (Available with Warner Phonic Sound)	90	Gary Cooper, Barbara Stanwyck, Ruth Roman, Anthony Quinn
Oct. 31st	307	So Big	101	Jane Wyman, Sterling Hayden, Nancy Olson, Steve Forrest
Nov. 7th	309	Key Largo (Re-release)	101	Edward G. Robinson, Humphrey Bogart, Lauren Bacall
Nov. 7th	310	Treasure of Sierra Madre (Re-release)	126	Humphrey Bogart, Walter Huston
Nov. 14th	311	Calamity Jane (Color by Technicolor) (Available with Warner Phonic Sound)	101	Doris Day, Howard Keel
Nov. 28th	302	The Diamond Queen (Color)	80	Fernando Lamas, Arlene Dahl
Dec. 12th	313	Thunder Over the Plains (Color by WarnerColor)	82	Randolph Scott, Lex Barker, Phyllis Kirk
Dec. 26th	314	Three Sailors and a Girl (Technicolor)	95	Jane Powell, Gordon MacRae, Gene Nelson
Jan. 2nd	312	Hondo (in 3-D) (Color by WarnerColor	83	John Wayne, Geraldine Page
Jan. 16th	315	His Majesty O'Keefe (Technicolor)	88	Burt Lancaster, Joan Rice
Jan. 30th	316	The Eddie Cantor Story (Technicolor)	116	Keefe Brasselle, Marilyn Erskine
Feb. 13th	319	The Command	94	Guy Madison, Joan Weldon
Feb. 27th	320	The Boy From Oklahoma (Warnercolor)	88	Will Rogers, Jr., Nancy Alsar, Lon Chaney
Mar. 6th	308	Crime Wave	74	Sterling Hayden, Gene Nelson, Phyllis Kirk
Mar. 13th	321	Duffy of San Quentin	78	Louis Haywood, Joanne Drue, Paul Kelly
Mar. 27th	322	Phantom of the Rue Morgue (WarnerColor-3-D)	84	Karl Malden, Claude Dauphin, Patricia Medina
Apr. 10th	323	Riding Shotgun (WarnerColor)	75	Randolph Scott, Joan Weldon, Wayne Morris
Apr. 24th	324	Lucky Me (WarnerColor-Cinema-Scope)	100	Doris Day, Phil Silvers
May 15th	325	A Girl For Joe formerly "Force of Arms" (Re-release)	100	William Holden, Nancy Olson, Frank Lovejoy
May 15th	326	Guy With a Grin formerly "No Time for Comedy" (Re-release)	93	James Stewart, Rosalind Russell, Genevieve To-Bin, Charles Ruggles, Allyn Joslyn
May 29th	327	Dial M For Murder (in 3-Dimension) (Color By WarnerColor)	105	Ray Milland, Grace Kelly, Robert Cummings, John Williams
June 19th	328	Them	94	James Whitmore, Edmund Gwenn, Joan Weldon, James Arness



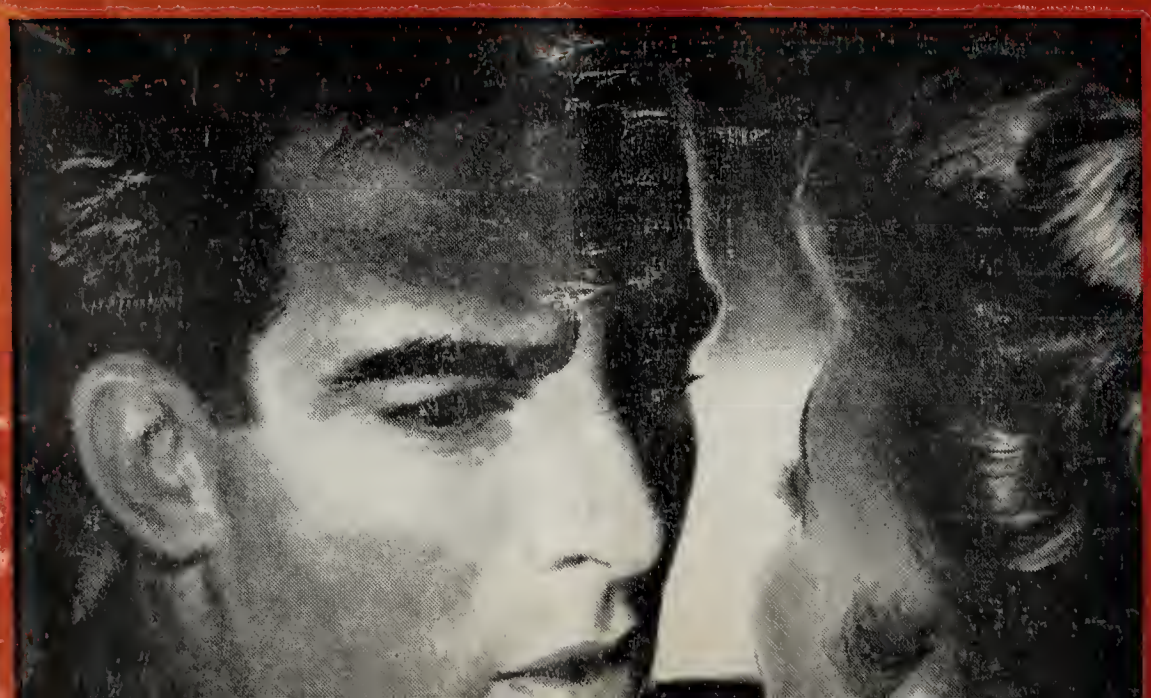
FIRST DAY'S BUSINESS FOR

JENNIFER JONES·MONTGOMERY CLIFT

IN 'INDISCRETION OF AN AMERICAN WIFE'

TOPS EVERYTHING IN COLUMBIA HISTORY

AT RANDOLPH THEATRE IN PHILADELPHIA



THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

EWS

INDUSTRY PLANNERS SEEK TOPICS FOR ARBITRATION

GOTHAM INDUSTRY WAGES CITY TAX BATTLE

JOHNSTON, RAIBOURN HAIL SUBSCRIPTION TV

FOX POSITION SOLID AFTER YEAR OF CS

COLE'S RENTAL BLAST SCORED BY LICHTMAN

EVIEWS

pages 12, 20, 34

QUIPMENT

pages 27-34

No. 10 May 29, 1954

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HOW TO WIN FRIENDS...

ERIC JOHNSTON, president of the Motion Picture Association of America, appears to be trying to disprove the old adage that you can't light a candle at both ends without getting burned.

In a speech this week before the Omaha Chamber of Commerce, the man who is generally regarded by the public as the spokesman for the motion picture industry, made several statements worthy of careful exhibitor scrutiny.

Tucked away in the middle of his address were a few ominous comments extolling the virtues of subscription television. Making an optimistic prediction with respect to the future of home-pay-as-you-see television, the MPAA head stated as follows:

(See Page 5)

M-G-M BOXOFFICE SCOPE

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On this page and the next we show the wide range of M-G-M showmanship. Just a few of many attractions current and coming from the Busiest Studio on the Coast!



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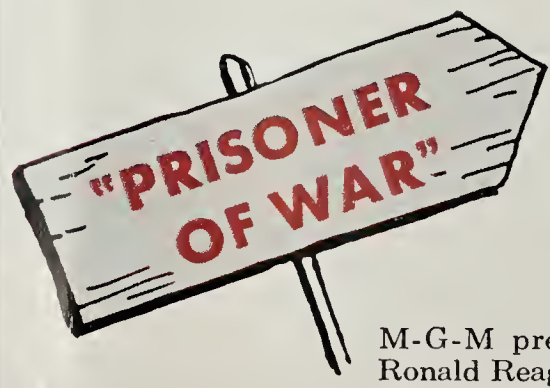


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A solid hit!

"RHAPSODY"

(Technicolor)

M-G-M presents in Color by Technicolor • "RHAPSODY" star Elizabeth Taylor • Vittorio Gassman • John Ericson • Louis Calhern • Sc Play by Fay and Michael Kanin • Adaptation by Ruth and Augustus G Based on the novel "Maurice Guest" by Henry Handel Richardson • M Conducted by Johnny Green • Piano Solos played by Claudio Arrau • Vi Solos played by Michael Rabin • Directed by Charles Vidor • Produced Lawrence Weingarten.



Flash! First test engageme playing "A" time, pr that showmanship pays

M-G-M presents "PRISONER OF WAR" sta Ronald Reagan • Steve Forrest • Dewey Martin • Oscar Homolka • Written by Allen Rivkin • Directe Andrew Marton • Produced by Henry Berman.



Just what the title says!

"FLAME AND THE FLESH"
(Technicolor)

M-G-M presents in Color by Technicolor • Lana Turner in "FLAME AND THE FLESH" • co-starring Pier Angeli • Carlos Thompson • with Bonar Colleano • Screen Play by Helen Deutsch • Based on a novel by Auguste Bailly • Directed by Richard Brooks • Produced by Joe Pasternak.



Thrills of the Navy Jet Pilots!

"MEN OF THE FIGHTING LADY" *(Color)*

M-G-M presents "MEN OF THE FIGHTING LADY" starring Van Johnson • Walter Pidgeon Louis Calhern • Dewey Martin Keenan Wynn • Frank Lovejoy Screen Play by Art Cohn • Based on James A. Michener's "Forgotten Heroes of Korea" and Comdr. Harry A. Burns' "Case of the Blind Pilot" • Photographed in Ansco Color • Print by Technicolor • Directed by Andrew Marton • Produced by Henry Berman.



Still the Hit of N. Y.!

Lili
(Technicolor)

Repeat bookings terrific everywhere!

M-G-M presents in Color by Technicolor • "LILI" starring Leslie Caron • Mel Ferrer • Jean Pierre Aumont with Zsa Zsa Gabor • Kurt Kasznar • Screen Play by Helen Deutsch • Based on a story by Paul Gallico Directed by Charles Walters Produced by Edwin H. Knopf



The Cash Register Sings!

"VALLEY OF THE KINGS"
(Color)

M-G-M presents "VALLEY OF THE KINGS" starring Robert Taylor • Eleanor Parker • Carlos Thompson • with Kurt Kasznar • Victor Jory • and Samia Gamal • Written by Robert Pirosh and Karl Tunberg • Suggested by Historical Data in "Gods, Graves and Scholars" by C. W. Ceram • Photographed in Eastman Color • Print by Technicolor. Directed by Robert Pirosh.



The Next Big M-G-M Musical!

"THE STUDENT PRINCE"
(CinemaScope — Color)

M-G-M presents in CinemaScope • "THE STUDENT PRINCE" starring Ann Blyth • Edmund Purdom • John Ericson • Louis Calhern with Edmund Gwenn • S. Z. "Cuddles" Sakall • Betta St. John • John Williams • Evelyn Varden • and The Singing Voice of Mario Lanza Written for the Screen by William Ludwig and Sonya Levien • Music from "The Student Prince" by Sigmund Romberg • Color by Ansco Directed by Richard Thorpe • Produced by Joe Pasternak.



BIG, NEW, M-G-M PROPERTIES!

Just added to Leo's Treasure Chest for future production:

"TEAHOUSE OF THE AUGUST MOON"
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"THE FEMALE" Top best seller by Paul Wellman

"MARY ANNE" by Daphne du Maurier, top popular novelist

—And many more!



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soon of the
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that begins where
The Robe
left off!



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May 29, 1954
Vol. 33 No. 10

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

"You are likely to hear a great deal more about it in the period immediately ahead. It can bring to home audiences for a modest fee top quality product of movie makers, something which the economics of advertiser-sponsored television will not now permit. It can multiply the potential audience many fold and at the same time permit the operation of more television stations in communities which can not today support competitive stations."

If these remarks were uttered as a sounding board to gauge exhibitor reaction, it must certainly not go unnoticed by theatre owners around the country. They should have more than a passing interest in such an outlook. To put it mildly, we doubt that Mr. Johnston will win exhibitor friendship with such declarations.

It should be noted that in the earlier part of his talk, the MPAA president described the motion picture exhibitor as "one of the leading merchants in his community" with substantial long-range investments. Mr. Johnston added, "He (the exhibitor) is genuinely appreciated by his brother merchants because he helps generate business for them. His theatre and his presentations attract people from their homes to the retail centers, where the movie theatre is almost always located."

As a matter of fact, he stated, exhibition gives employment to 120,000 persons and most of its $1,200,000,000 expenditures are in local outlays. However, in his next breath, he advocated a form of competition which could only sabotage theatrical exhibition and should have proved equally alarming to the local Chamber of Commerce. His suggestion is certainly not one designed to lure people away from their homes.

Spyros P. Skouras, president of 20th-Fox, stated only last week, in reply to a stockholder's question concerning the sale of its backlog of films to television, "We have been approached and we refused because we believe the future is in the theatre. If we were to sell our pictures today to television, it would hurt the boxoffice." You are so right, Mr. Skouras. It would destroy the goose that lays the golden eggs. The sooner Mr. Johnston realizes this, the better. Theatre men have experienced sufficient difficulties within recent years without having to cope with such shortsighted statements.

Top quality film product is and always will be the life-blood of the motion picture theatre. The motion picture theatre is and always will be the primary market for the production of top quality films. A divided allegiance can only result in disaster for both segments of the industry.

The industry has managed to survive a trying transition period and appears to be on the verge of a brighter horizon with the new technological innovations. To turn theatrical merchandise over to subscription television is a sure-fire way for the industry to commit suicide.

Chinese proverb—"Man who carry water on both shoulders, usually all wet."

Fight For Survival

Metropolitan exhibitors are in a fight for survival and there will be plenty of fireworks before the motion picture theatre industry capitulates to the New York City administration-sponsored five percent tax on admissions.

A reading of the metropolitan newspapers gives the impression that the jig is up. This is by no means true at this writing.

This industry is not going to be a pushover and has already circumvented attempts to railroad this measure through without hearings. The industry has a story to tell and it's going to be told! And if labor and management continue to fight together as they are presently doing, the cause is by no means lost. Keep at it!

Allied (Major) Artists

We salute the new major company! The team of Broidy, Mirisch, Branton and Goldstein are to be applauded. With John Huston joining Walter Wanger on the Allied Artists list of producers, and with Billy Wilder and William Wyler as certain added starters. Allied Artists will truly be a company to watch.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone Circle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Aaron Sloan: Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0061.

Industry Planners Seek Topics For Arbitration

A fresh series of talks among representatives of distribution and exhibition was begun this week toward the goal of establishing an industry-wide code for arbitration of a host of trade grievances exclusive of film rentals.

Meeting at the Hotel Astor, spokesmen for prominent exhibitor organizations—National Allied conspicuously excepted—and for the majority of film companies reached a measure of agreement preparatory to setting up such a system; then called a recess.

Following a series of exploratory discussions during which both sides stated in definite terms what was and what was not wanted in an arbitration system, delegates decided to appoint a drafting committee to consider all subjects now known as eligible for arbitration. Unit will report back within 60 days.

Exhibitor organizations will poll their memberships to determine the form and substance of additional subjects which members may deem eligible also for arbitration.

Seven-Point Plan

Decision occurred on third day of meetings when discussions on whether unspecified problems not included in the seven-point list hanging over from the 1951-52 conference drafts should be eligible for arbitration appeared headed for an impasse.

Such subjects would fall into the category of being over and above those delineated at sessions this week.

Delegates earlier set as arbitable subjects a set of seven points which had been included in the 1951-52 drafts for an arbitration system.

The seven points were: clearance, runs, conditioning, contract violations, print shortage, competitive bidding and pre-release of pictures.

One major point on which both branches reached tentative agreement was pre-releases. Exhibition made it known that it was not opposed to the number of such films that a distributor might decide to release yearly, but with one major stipulation:

"We are in agreement that there shall be no limit to the number of pre-release of films," Herman Levy, Theatre Owners of America general counsel, said on behalf of exhibition. He added, however, that "in doing so, a distributor makes himself subject to the provisions of arbitration."

Film Rentals Debated

Taking up a considerable amount of time at second day sessions was a debate on film rentals. One spokesman for distribution, A. Montague of Columbia, asserted that exhibition "directly or indirectly" would try to include film rentals as an item on the agenda of the arbitration conference.

The charge was vehemently denied by Max A. Cohen, representing the Independent Theatre Owners Association. He said that at no exhibitor caucus was film rentals discussed, either "indirectly or directly."

Speaking through Herman Levy, Theatre Owners of America counsel, exhibition argued that "any matter affecting the orderly distribution of motion pictures, except the amount of money an exhibitor shall pay for film, shall be arbitrable."

Distribution countered the proposal with a plan that would restrict arbitrable subjects to specific items. Opposition and demands for clarification greeted the exhibitor argument for arbitration of "ANY matter affecting . . . orderly distribution."

Al Lichtman, 20th Century-Fox director of distribution and spokesman for the sales managers, stated: "The distributors are prepared to discuss each and every specific item considered by any party . . . as pertaining to . . . distribution . . . except film rental terms."

But distribution cannot, Lichtman emphasized, agree at present sessions "to arbitrate matters not now known to them and not agreed upon at this conference."

Lichtman added that distribution adopted this viewpoint "because the exhibitors have the right to invoke arbitration but no such right is given to the distributors."

Film companies are willing, he noted, that "the arbitration agreement . . . should specify that other matters not specifically now agreed upon may be added to the matters subject to arbitration at any time during the operation of the arbitration system when proposed by any party . . . and which has the approval of all the other parties."

Wants Agreement Settled

The 20th-Fox distribution director explained that "effective arbitration administration requires that with respect to each matter agreed upon to be arbitrated, principles will be incorporated into the arbitration agreement to guide the arbitrators in reaching a decision."

He emphasized that "if the agreement is to include the arbitration of matters not now known or determined, obviously it is impossible to lay down principles for arbitration of such matters."

Exhibition later contended that theatremen should have the right to arbitrate any matter not already blueprinted in 1951-52 drafts. Contention was based largely on the theory that since 1952 many technological changes within the industry have served to create new and potential problems not covered in those drafts.

Leo Brecher, representing Metropolitan Motion Picture Theatres Association, said on behalf of exhibition that theatremen wanted complaints not heretofore covered submitted on their arising to a local tribunal for decision as to arbitrable eligibility.

Complaints would, if necessary, be taken to an appeals board for judging of their arbitrable eligibility, exhibition added.

Distribution opposed adoption of such a plan, contending that since local tribunals would be composed of exhibitor and distributor members in equal number stalemate would result in most instances.

Calling in of an outside arbiter would then be required and a decision coming from without the industry would not be considered best applicable in the situation, distribution added.

Referring a problem in question to the main arbitration planning body—such as is currently meeting—would be preferred in these instances, according to distribution.

(*Continued on page 35*)

Drafting Committee Put Into Motion

The drafting committee, set up at the close of three days of general sessions between distribution and exhibition aimed at working out an arbitration system, will begin work next week. It is scheduled to report back to the main arbitration planning body within 60 days.

Representing distribution on the committee are Al Lichtman, Abe Montague and A. W. Schwalberg. Adolph Schimel is serving as counsel and Charles J. Feldman as alternate delegate.

Representing exhibition are Max A. Cohen for Independent Theatre Owners Association, S. H. Fabian for Theatre Owners of America and Leo Brecher for Metropolitan Motion Picture Theatres Association. Herman Levy, TOA general counsel, will serve as counsel. An alternate delegate has as yet to be chosen.



At the arbitration conference held at the Astor Hotel, N.Y.C., this week were Ralph Hetzel, MPAA vice-president, who presided, and Al Lichtman, 20th-Fox distrib. director, distribution spokesman.

Industry Wages Gotham Tax Bout

In a last-ditch attempt to fight off a hastily-proposed New York City five percent entertainment tax on theatres, the city's industryites marshalled their forces at an S.R.O. meeting at Broadway's 2,500-seat Rivoli Theatre, now closed, to plan for a full-scale demonstration at City Hall to take place one hour before the City Council opens its public hearing on the question on Tuesday, June 1. The demonstration will mark the climax of an all-out campaign this weekend.

The city film people are protesting enactment of a measure that has already been passed by the Board of Estimates and now requires passage by the Council. Notice that the city administration was considering such a tax came only a few days before it was to have acted on it. The industry, with the help of an emergency committee, succeeded in gaining a few day's time in which to present its objections.

In addition to the City Hall demonstration, Gotham's theatre people, with the aid of theatrical unions, immediately started making preparations and putting into effect the other measures of their attack on the tax. To dramatize their problem to the people and the government of the city, every theatre in the city will darken all of its outer lights on Monday night from 9 P.M. until closing.



Meeting at City Hall to discuss the tax problem are (in rear, l. to r.): John McDowell, secretary of Local 1, IATSE; Robert Coyne, COMPO; Emanuel Frisch, president of the MMPTA; Sol A. Schwartz, president of RKO Theatres; Leonard Goldenson, AB-PT head, and Samuel Rosen, S-W executive. Seated are (l. to r.): Nicholas M. Schenck, Loew's president; Mayor Wagner, and Harry Brandt, head of Brandt Theatres and ITOA.

Black-Out Scheduled

At the appointed hour, marquee lights, display signs and all other outer displays of the city's theatres will be darkened as a sign of the plight of the theatres. Broadway's "Gay White Way" will go dark for the evening.

In addition, each theatre in the city has received an emergency tax trailer, which it is playing with every show. The trailer presents the industry's case to theatre patrons and asks them to sign petitions protecting the tax.

The theatres have placed these petitions in front of their house so that passers-by as well as theatre patrons can sign them. The petitions, addressed to the local councilman, "protest the imposition of the five percent admission tax." Signers are asked to write in both their name and address.

On Monday morning the petitions will be collected at the Rivoli Theatre, and they will be presented to the City Council on Tuesday. Theatres were advised, however, to keep running the trailer and having petitions signed even after the delivery to the Rivoli Theatre.

City Hall Demonstration

The industry placed in all the city's newspaper a large advertisement, presenting its case both to the people and the mayor. A 40x60 blowup of the ad was sent to each theatre, and these blowups have been placed next to the petition tables to reinforce the presentation of the case. Each theatre has been sent additionally 22x28 window cards for display.

On the day of the demonstration, every theatre in the city will remain closed until 1 P.M. The demonstration itself will be led by Harry Garfman, of local 306, the operators union, and Sol Pernig, of local 1, the stagehands union. A report from the emergency committee predicted that no less than 10,000 people would attend.

Harry Brandt, ITOA president, who is co-chairman of the emergency committee along with Emanuel Frisch, MMPTA head, asked that those people who cannot get into the hearing remain massed in front of City Hall until noon.

For the demonstration, each theatre was asked to make eight signs containing appropriate slogans which could be carried by theatre personnel. Along with the smaller signs, the theatres were asked to prepare two 22x28 signs, which would bear the name of the theatre. These instructions were to be carried out by film company home offices and exchanges, in addition to the city's theatres.

The theatres and exchanges were asked to save the signs, in case the campaign should run for a longer period of time.

Other Cities Endangered

In addition to presenting plans for the campaign, the meeting was used for the purpose of solidifying industry effort for the fight. Speaking from the Rivoli stage, in an alliance of labor and management, were Frisch, Brandt, Tom Murtha of I.A.T.S.E., Herman Gelber of local 306, Jerry Chaiken of local 54, John McDowell of local 1, and Richard Walsh, I.A.T.S.E. president.

Others on the dais included Sol Schwartz, president of RKO Theatres; Joseph Vogel, vice-president of Loew's Theatres; Leonard Goldenson, president of AB-PT; and Julius Sanders, of Sanders Theatres and the ITOA. Also on the special committee are Si Fabian, Stanley-Warner president; Max Cohen, Cinema Theatres, and Leo Brecher of Brecher Theatres.

The overflowing crowd learned that 145 of the city's 570 theatres have already closed, and that the proposed tax would definitely close up to 30 percent of the struggling neighborhood houses.

The warning was expressed several times, especially by Walsh and Frisch, that a local theatre tax in New York City could signal a rash of such taxes in cities all over the nation, endangering theatre personnel throughout the U.S.

Brandt pointed out how appropriate it was to hold such a meeting in a theatre that has already been forced to close. He declared that the film industry pays more taxes than any other of the city's 91 businesses, and that it has been the only one singled out for a "discriminatory tax."

He asked for co-operation to fight "to eliminate the extermination" of the city's theatres. The exhibitor leader charged that the "newly-born city administration" is "acting without knowledge" in its assumption that the theatre tax would net the city over $16,000,000.

These figures are "antiquated and untrue," Brandt charged, and are based on old records that include theatres now closed. He revealed that he had told this fact to the mayor and the budget director already. He further disclosed that theatre owners of this city already pay 7½ percent of every gross dollar to the city in the form of taxes.

The union leaders present exhorted their members to join in the battle to save the theatres. Gelber revealed that 500 projectionists have already lost their jobs in this city and that the most of the remaining union members are working half-time to spread what employment there is.

Figures Called "Untrue"

The meeting at the Rivoli followed several days of private meetings held by members of the emergency committee, which went into action as soon as news of the tax was released. A special committee met with the mayor earlier in the week to present the industry's case ot the civic administration.

This group informed the mayor that he could expect only $4,000,000 from the tax rather than the $16,000,000 expected, and that this figure could drop to $3,000,000 if attendance is harmed as much as anticipated.

Other arguments presented to the mayor included the list of closed theatres, the realization by the Federal government of the industry's situation, the fact that the time is so bad for a theatre tax now, the position of New York City as the hub of the movie business, the high taxes already paid by the city's theatres, and the fact that the tax is discriminatory.

More than 100 business groups have already joined in protests to save the neighborhood theatres.

SUMMER TIME IS CIRCUS TIM

CECIL B

GREATE

ON



ACADEMY AWARD WINNER

BEST PICTURE OF THE YEAR

Paramount Pictures

The circus is back... becau

available. Now is the time to date it a

schools closed, millions of youngsters

choice in summer entertainment. Bo



ND IT'S PAY-OFF TIME WITH...

EMILLE'S

E SHOW

T EARTH



Color by
TECHNICOLOR

e greatest boxoffice show on earth is

mpaign it for July and August. With

their families will make it their first

t to repeat its never-equalled grosses!



COMPO Pix Poll Committee Named

Names of those who have accepted invitations to serve on COMPO's special committee appointed for the purpose of devising a plan for a national audience poll for the choice of the best picture of the month, quarter and year, have been announced by Robert W. Coyne, group's special counsel. The committee, chosen by the COMPO press relations committee, will meet at the Astor Hotel, N.Y.C., on June 5 and 6.

Members include Mrs. Alice N. Gorham of the United Detroit Theatres Corp., Senn Lawler of Fox Midwest Amusement Corp. of Kansas City, Paul Levi of the American Theatres Corp. of Boston, Emil Bernstecker of the Wilby-Kincey Theatres of Atlanta and Ralph W. Russell, manager of the Palace Theatre, Canton, O., a unit of the A. G. Constant Theatre circuit.

Late addition is Roy Kalver of Decatur, Ind., president of Indiana Allied Theatre Owners, who will represent National Allied.

At its upcoming meeting the poll committee will join with members of the press committee, consisting of Harry Mandel, Harry Goldberg, Oscar Doob, Jerry Pickman and Kenneth Clark. It is also expected that one or more of the COMPO governing committee, consisting of Sam Pinanski, Wilbur Snaper and Al Lichtman, will attend as well as Coyne and Charles E. McCarthy, COMPO information director.

Free Distribution

Free distribution to exhibitors of the advertisements published by COMPO in "Editor and Publisher" plus the offer of making up a negative without cost of a trailer expressing appreciation to Congress for its efforts in the recent tax campaign have been inaugurated by Herman Robbins, president of National Screen Service.

The first eight COMPO ads have been enclosed in a brochure and will be included in National Screen shipments. Other brochures will contain subsequent ads, which Robbins stated should be read by everyone in the industry. For the trailers, exhibitors would be charged only for the raw stock for prints and the cost of laboratory processing, which comes to three cents per foot.

The twelfth ad in the COMPO series was captioned "Back to the Bijou" and describes the immense pool of talent that is behind the local theatres. The ad copy states that a typical motion picture requires the arts of 300 specialists representing 35 unions. Motion picture production supplies work to many thousands of persons and represents the expenditure of millions of dollars, the ad states.

The question of the double feature is taken up in the 14th ad. Headed "Those Doggone Double-Features!" the copy states that despite talk against them by an "articulate minority," the great mass of the movie-going public actually like them. The ad carries the posteript that "you'd be surprised how many people love the second feature!" It estimates that 65 percent of the country is now double-feature territory.

Decree Called 'Stop-Gap'

HOLLYWOOD.—A decision that is expected to have an impact on future anti-trust cases has been announced by Federal Judge Harry C. Westover, who ruled that the 1940 government consent decree was a "stop-gap."

Johnston, Raibourn Hail Pay-As-You-See Video

Box office television received the support of two industry executives this week as both Paul Raibourn, Paramount vice-president, and Eric A. Johnston, MPAA president, described the benefits to be gained from subscription TV. Raibourn, speaking in Chicago, and Johnston, in Omaha, agreed that pay-as-you-see video could help the entertainment industry without causing theatres to suffer.

Any successful subscription TV system must involve three factors, the Paramount executive told the Television Council of Chicago. It needs a "sure-coded transmission of both sight and sound," a "practical method of merchandising entertainment" and it must be economical, he declared. Raibourn added that Paramount's own system, Telemeter, in which it owns a major interest, is especially strong in the second point.

Speaking on the problems of ultra high frequency stations, Raibourn stated that these financial difficulties could best be solved by the introduction of color and subscription TV. He declared that color video would come sooner and less expensively than many experts think possible.

Raibourn, who is a director of the Chicago TV Council, outlined a 12-point plan as a solution to the UHF problem. Involved in this program was his consideration of pay video, which he believes is the logical extension of the TV situation and the best solution to the difficulties now besetting the video industry.

Explaining the advantages offered by Telemeter, Raibourn stated that it excels in having variable instantaneous pricing, cash operation with coding, information on recording and programs, barker sound for selling programs, credit storage and a simple cash collection system.

Critics of the Palm Springs experiment, who claim that the area is populated by too many wealthy people are mistaken, according to Raibourn, who insisted that all sorts of people live in the California community. He revealed that the reaction of all inhabitants of the locality are being carefully studied.

Johnston told the Omaha Chamber of Commerce that subscription video would result in superior entertainment being brought in to the homes of the people. He predicted that this medium would make strides soon because "it can bring to home audiences for a modest fee top quality product of movie makers," which can not be done with advertising sponsored TV.

Multiplies Potential Audience

The MPAA head added that it can "multiply the potential audience many fold and at the same time permit the operation of more television stations in communities which cannot today support competitive stations.

Theatre TV "may be expected to become a major new source of entertainment and culture," Johnston told his listeners. He stated that this medium would make the film theatre "now a key civic center across the country, more important than ever." He noted that "there will also be viewing limitations in home television which do not apply to the theatre screen."

Johnston stated that he does not think "Americans are going to become a nation of hibernators never venturing from their homes." He noted that the film industry does not "view with alarm" competition from TV. Film people are even using the other medium to tell home audiences about their films, the speaker added.

AA Enters Filming Pact With John Huston; Deals Via Wilder, Wyler Seen

Allied Artists has signed John Huston to an exclusive producer-director-writer contract calling for a minimum of three pictures and is now drawing up a similar one for Billy Wilder, Steve Broidy, company president, announced this week. In addition, negotiations between William Wyler and the film company are expected to be completed shortly, the executive revealed.

First Huston production to launch the new association will be Rudyard Kipling's "The Man Who Would Be King," for which Peter Viertel has been signed to do the screen play. Huston will start "King" with "an outstanding cast" as soon as he finishes "Moby Dick" for Moulin Productions, Broidy revealed.

The company president explained that "the changing condition of the business made it especially advantageous that our company make a major move." He noted that "the public is buying outstanding pictures such as made by these three distinguished artists who represent the kind of box office manpower sought by every major company in our industry."

The executive called "the attention of these new and important pictures" the "logical development of the advancement" made by his company during the past three years. He declared that the Huston, Wilder, Wyler product will be augmented "with a greatly expanded high calibre production program."

Broidy expressed the belief "that film and finance circles will welcome this announcement as coming at a most opportune time

(*Continued on page* 16)

Device Said To Project Stereo Image From 2-D

DENVER.—A newly invented 3-D device that allegedly permits the projection of 3-D images from standard 2-D prints and that cuts the costs of equipping for the new medium so that even the smallest theatre can afford it has been demonstrated to a group of newspaper and film personnel here by its creator, Merf Evans, manager of the Lakewood Theatre.

The patented device works on a system of mirrors and when placed on the lens of any motion picture projector is said to result in 3-D projection. Glasses are required for this method, which is also reportedly successful with television. Evans revealed that he will first try to interest theatre people in his invention but that if he fails there he will take it to video interests.

The new system has been put into operation at the Lakewood, where Evans is using it for the showing of Disney's "The Living Desert."

Fox Position Solid After One CinemaScope Year: Skouras

Presented with a bright financial picture, stockholders of 20th Century-Fox heard Spyros P. Skouras, company president, detail for them the history of the launching of CinemaScope during the past year and sum up the present solid position of the year-old medium in the motion picture industry.

In contrast with last year's meeting, at which management was faced with a fierce proxy fight led by Charles Green, this year Green took the floor to commend management for the job it has been doing. Green wished "good luck to them if they can keep on maintaining a healthy company and paying dividends."

Earlier, exhibitors were assured by Al Lichtman, director of distribution, that the film company is not "back-tracking" on any promises made at its exhibitor forum. He revealed that the company will release 2-D prints of its CinemaScope pictures, but that such prints will not be ready until later in the year.

The distribution chief stated that the company's laboratories have ordered machinery to optically reduce CinemaScope prints to 2-D, but that they will not be ready by the July 1 date, at which time CinemaScope prints will be released with optional sound systems.

The 20th-Fox announcement marks three film companies that will supply their anamorphic product in standard 2-D versions. United Artists and Universal-International have already stated that they would service theatres with 2-D prints of CinemaScope pictures.

More Films Due

Exhibitors will be provided with an even greater number of 20th-Fox CinemaScope pictures with the total being upped to 26 features in the new medium for the year beginning Sept. 1. This shows an increase from the 10 CinemaScope features released by the company this year. At least 20 of the 26 will be "studio-made," according to Darryl F. Zanuck, production chief, who added that the rest would come from independent producers.

The CinemaScope story was summed up at the stockholders meeting by the company president, who revealed that at the present time there are approximately 4,600 theatres in the U.S. and Canada equipped for the new medium. He estimated that 7,500 theatres will be equipped by Sept. 1, and 10,000 houses by the end of the year. About 1,500 theatres are now equipped throughout the world, he stated, with 4,000 expected by Dec. 31.

Commenting upon the earning power of the new medium, Skouras revealed that the corporation and wholly-owned subsidiaries showed consolidated net earnings of $2,048,030 for the first quarter of this year, which is about twice the $1,023,965 netted in the first quarter of last year.

The 1954 quarter represents 75 cents per share of outstanding common stock, while the 1953 quarter was equivalent to 37 cents per share. Skouras noted that first quarter earnings might have been even higher in 1954 except for the unexpectedly high rate of amortization costs for new equipment.

For the quarter a cash dividend of 25 cents per share and a special cash dividend of 10 cents per share on the outstanding common stock of the corporation was declared payable June 26 to holders of record on June 11.

The executive called 1953 "a satisfactory year" with profit before taxes totaling $8,210,887, compared with $2,603,117 the year before. He attributed the rise to "the favorable impact of CinemaScope on the company's affairs and the improved tone of the motion picture business." Common stock earnings reached $1.65 in 1953, compared with 78 cents the previous year.

He announced that during the coming month there will be demonstrations held of three of the seven new designs in anamorphic camera lenses which have been developed by Bausch & Lomb. These will be held in practically every exchange center of the U.S., he stated, and will include sequences from forthcoming CinemaScope pictures.

Commenting upon the impact of CinemaScope and its acceptance by the public and theatre-goers, Skouras answered a stockholder question with the statement that U.S. exhibitors have spent more than $50,000,000 on CinemaScope equipment, while foreign theatre owners have invested $25,000,000 already in the new medium.

Equipment people report that theatre owners are continuing to invest money in stereophonic sound, despite the relaxed rule by the motion picture companies on the sound restrictions. Meanwhile, 20th-Fox reveals that the new ruling has spurred on hundreds of exhibitors to install CinemaScope in their houses.

No TV Sales Now, Fox Holders Told

Twentieth Century-Fox will not sell its inventory of old films to television until all theatres are equipped to play other than 2-D product, Spyros P. Skouras, company president, stated in answer to a stockholder question at the company's annual meeting. The executive stated his belief that "the future is in the theatre."

Skouras declared that "if we were to sell our pictures today to television, it would hurt the box office." He added that "it would be very disastrous at this time to destroy the theatre business." The executive noted that he had turned down proposals from box office video interests.

Test Film Supply Holds

The SMPTE will continue to supply CinemaScope picture and sound test films to theatre service engineers and to theatre owners who are equipped to show CinemaScope features with four-track magnetic sound, according to a group report. A full complement of these films is available from the organization's New York office.

Included in the series is a level balance film for testing volume, a multi-frequency test, a constant level test, a channel four test, and a projector alignment test film. The SMPTE can also furnish a loudspeaker balance reel and a stereophonic reel for additional equipment check-ups, it discloses.

Cole's Rental Blast Scored By Lichtman

Charges of Col. H. A. Cole, made in his capacity of board chairman of Texas Allied, that production and distribution are charging unreasonably onerous prices for their product and that exhibition might have to resort to asking for a Congressional investigation have been termed "off-base" by Al Lichtman, 20th Century-Fox director of distribution who is also serving on COMPO's governing committee.

Lichtman called Cole's announcement of an "inevitable conclusion," that a request be made that the Ways and Means Committee performan "official investigation" a "thoughtless statement that kindles the fires of distrust and dissension, which certainly is unhealthy for the industry."

Cole declared that the nation's 18,000 theatres would have to ask the Congressional committee to decide whether or not the government's refund to the industry "has been confiscated inequitably, if not illegally, by the one branch of our industry which needed it least, contrary to the express intent of the Congress."

Cites "Drastic Step"

The exhibitor leader called it "a drastic step and one which is approached with reluctance." He called it inevitable "in view of the present attitude of distribution, which is exercising its power, seemingly without mercy."

While denying Cole's charges, Lichtman noted that despite his admiration for the Texas exhibitor, he considers the latter "misinformed" in his statements. He added that "there is no thought of taking away any portion of the exhibitor's income" and that "no distributor has any designs on anything but what he is entitled to."

The distribution chief added that he particularly resented Cole's statement that the tax campaign was "spearheaded and carried through to success by the great work done by hundreds of exhibitors all over the U. S." Lichtman declared that distribution financed half the cost of the campaign, and he added that he personally helped to raise funds.

In Cole's remarks, he noted that exhibition had been warned "during the course of hearings before congressional committees" that "relief, supposedly granted to theatres, would be siphoned off, and the producer-distributor would receive practically all the benefit."

Says Units Answered

Cole stated that the committees had been answered that the entire industry was suffering and that both exhibition and distribution would benefit from relief "in usual proportion." He stated that the "pessimistic predictions" have come to pass. The exhibitor leader pointed out that during the past eight years the box office has declined 35 percent while production-distribution's income only 23 percent.

This trend "is not only continuing but getting worse," he declared, predicting that "the relief accorded theatres is due to shrink more and shortly disappear." He called this possibility "unthinkable and quite short-sighed on the part of the distributor-producer."

Cole foresaw "further closings and the draining off of necessary theatre reserves, which should be devoted to new equipment, better theatres and new energy in the retail end of the industry."

Staff Reviews

"The Student Prince"

(M-G-M) CinemaScope Ansco Color 107 Min.

Cast: Ann Blyth, Edmund Purdom, John Ericson, Louis Calhern, Edmund Gwenn, S. Z. "Cuddles" Sakall, Betta St. John, John Williams, Evelyn Varden, John Hoyt, Richard Anderson, and the singing voice of Mario Lanza.

Credits: Produced by Joe Pasternak; Directed by Richard Thorpe; Screen play by William Ludwig and Sonya Levien; Music by Sigmund Romberg; Additional songs by Nicholas Brodszky and Paul Francis Webster.

"The Student Prince" probably leads all its rivals for the honor of being this nation's all-time favorite operetta, and its margin should be considerably lengthened by this superb CinemaScope-Ansco Color filmization of the Sigmund Romberg musical. A complete delight visually, with Edmund Purdom and Ann Blyth making an attractive pair of lovers, and equally as strong vocally, with the voice of Mario Lanza singing along with Miss Blyth, "The Student Prince" hits a high point in a company noted for its musicals. Grosses everywhere should be commensurate with the excellence of the product.

The advantages of the anamorphic medium are exploited to the fullest in the filming of sets and vistas that are breathtaking in their beauty. A blend of artistic design and technical know-how has succeeded in making the feature look like a picture book come to life on the screen. The university town of Heidelberg and the palace of the mythical kingdom of Karlsburg have provided the set designers with a field day for their talents, and the costume department has done its job well also. The picture is filled with scenes of hundreds of students marching and singing, and they stretch across the wide screen in striking beauty. A special nod must be granted the delicate tinting by Ansco Color, for it helps maintain the completely escapist mood of the picture.

But when all is said about how good "The Student Prince" looks, one must inevitably return to the ever-popular Romberg score that has kept this musical alive. Six of the original numbers have been included in this film version, and among them are such favorites as the "Serenade," "Deep in My Heart, Dear," "Drink, Drink, Drink," "Golden Days," and "Come, Boys, Let's All Be Gay, Boys." To these, three new songs have been added, with music by Nicholas Brodszky. The new numbers are in keeping with the spirit of the original. Most of the songs are rendered beautifully by Lanza and Miss Blyth, with exceptional help from some fine choral singing.

The venerable plot has been kept intact, and it is just as improbable and touching as ever. Purdom, called in to do the acting with Lanza having already completed the musical numbers, makes a handsome hero. The king, his grandfather, Louis Calhern, sends him to Heidelberg so that he may develop some "warmth and charm." At school he falls in love with Ann Blyth, a beautiful barmaid. The impulsive courtship can never lead anywhere, for Purdom is betrothed to marry a princess, and the two lovers must part forever. Miss Blyth handles her chores with distinction and style, having captured the spirit of a Romberg heroine. Edmund Gwenn, John Ericson and S. Z. "Cuddles" Sakall all contribute helpful performances to complete the over-all effect of this Joe Pasternak production.

An "M-G-M Jubilee Overture," comprising 11 all-time favorite songs from past musicals by this company has been prepared to accompany "The Student Prince." Running 10 minutes, the CinemaScope short presents the M-G-M Symphony Orchestra, in such numbers as "Singing in the Rain," "Baby It's Cold Outside" and "Somewhere, Over the Rainbow." The music is top-notch, and it is effectively packaged.

"The High And The Mighty"

(Warner Bros.) CinemaScope WarnerColor 147 Min.

Cast: John Wayne, Claire Trevor, Laraine Day, Robert Stack, Jan Sterling, Phil Harris, Robert Newton, David Brian, Paul Kelly, Sidney Blackmer, Julie Bishop, Gonzalez-Gonzalez, John Howard, Wally Brown, William Campbell, Ann Doran, John Qualen, Paul Fix, George Chandler, Joy Kim, Michael Wellman, Douglas Fowley, Regis Toomey, Carl Switzer, Robert Keys, William DeWolf Hopper, William Schallert, Julie Mitchum, Doe Avedon, Karen Sharpe, John Smith.

Credits: A Wayne-Fellows Production; Directed by William A. Wellman; Screen play by Ernest K. Gann; From Gann's novel of the same name.

"The High and The Mighty" is a walloping big dish of CinemaScope entertainment that should please millions upon millions of movie-goers the world over and result in grosses as resounding as its title. The story details in suspenseful narrative a trans-Pacific flight of a four-engine transport plane from Honolulu to San Francisco. During its almost two and one-half hours of running time, "The High and The Mighty" punches across a marathon of character melodrama as translated by one of the most powerful casts of the year. Performances are vivid and often compelling—aimed positively at box office values throughout. Popular names in this WarnerColor film are John Wayne, Claire Trevor, Laraine Day, Robert Stack, Jan Sterling, Phil Harris, Robert Newton and David Brian. All portray either passengers or crew members of the big transport.

Utilizing the vast technical know-how at his command, veteran director William A. Wellman has taken the script of the best-selling novel on which the film is based and come up with very strong cinema. The flight of the transport, which begins as a routine journey, very rapidly becomes fraught with danger and peril to its passengers. These include a cross-section of modern society. There is the honeymoon couple, the businessman and his wife returning from a vacation, the millionairess wife and her insecure husband, two women of uncertain past and hazy future, an atomic scientist turned to alcohol, etc. The various clashes among these characters make up the series of subordinate sub-plots which underly the disaster in which the plane becomes involved.

Brooding beneath these tales is the personal drama of the co-pilot, portrayed by Wayne. His is that of a man accustomed to over 35 years of aviation, the last five of which are marked by personal loss and loneliness. When the mechanical troubles develop in the motors of the transport, it is Wayne, playing his usual strong and silent self, who valiantly saves all from destruction, thus affording himself a new purpose in living.

There are valuable narrative assets to this film in the uses of CinemaScope and stereophonic sound. The wide, curved screen, besides aiding in the photographing of a plane in flight, is called upon also to capture multitudes of personal emotions. Under Wellman's direction, close-ups are made successful and capable of evoking sensations of intimacy. The multi-directional sound often brings the audience into direct contact with the roar of the plane motors. The drama of flight is thus enhanced.

The great bulk of the story takes place aboard the transport. After six hours of flight, engine troubles develop and Stack, the captain, decides to land in the ocean. Wayne, knowing from his aviation experience that a chance exists to save the ship, convinces Stack to slow down the speed and conserve gas. During a highly suspenseful climax, Wayne and Stack manage to ground the ship in San Francisco with no extra fuel to spare. Counterpointing this main story are incidents of fear, bravery and melodrama involving the many passengers as they react to their predicament.

There is also humor to relieve the tension of the story. Harris and John Qualen supply some broad kidding during the course of the proceedings while Miss Trevor, as one of the two easy women, lets loose a few bitter cracks as a change-of-pace. Wrapped up in a sumptuous Wayne-Fellows production, "The High and The Mighty" should fly home to a stratosphere of heady grosses wherever played.

"Secret Of The Incas"

(Paramount) Technicolor 101 Min.

Cast: Charlton Heston, Robert Young, Nicole Maurey, Yma Sumac, Thomas Mitchell, Glenda Farrell, Michael Pate, Leon Askin, William Henry, Kurt Katch.

Credits: Produced by Mel Epstein; Directed by Jerry Hopper; Screen play by Ranald MacDougall and Sydney Boehm; Story by Boehm.

Filmed largely against the awe-inspiring backgrounds of the Andes Mountains in Peru, and utilizing native customs which date back to the ancient Incas for atmosphere, this Technicolor adventure-romance should serve adequately to whet escapist tastes in entertainment. Action fans should find the treasure-hunt story to their liking. Healthy box office returns should be the result. Star value is present in the names of Charlton Heston, who plays a fortune-seeker with little scruple, and Robert Young, absent too long from the screen. Romance is to be had via the presence of Nicole Maurey, European charmer, and a taste of the exotic and strange is delivered by Yma Suma, Peruvian songstress known for her vast range of octaves. A touch of spectacle is also dished up in massive crowd scenes in which natives rush to defend the violated tomb of one of their ancient gods.

Story finds Heston, a tourists' guide in Cuzco, Peru, hot on the heels of an ancient treasure of the Incas, with Thomas Mitchell, an aging trouble-maker, on his tail. Through the aid of Miss Maurey, refugee from behind the Iron Curtain, Heston appropriates a plane and reaches the Inca territory. An archaeological expedition led by Young impedes his progress. Meanwhile, Young falls for Miss Maurey, who, in turn, tries to reform Heston. Latter is apprehended by Mitchell, who seizes the upper hand and clashes with Heston when the treasure is discovered. Natives chase Mitchell, who falls off a cliff to his death, and Heston returns the treasure. He and Miss Maurey clinch.

"Man With A Million"

(United Artists) Technicolor 90 Min.

Cast: Gregory Peck, Jane Griffiths, Ronald Squire, A. E. Matthews, Wilfrid Hyde White.

Credits: A J. Arthur Rank Organization presentation; Produced by John Bryan; Directed by Ronald Neame; Screen play by Jill Craigie; Based on Mark Twain's short story, "The Million Pound Note."

Here is an engaging romantic comedy from J. Arthur Rank which spotlights for humorous effect the reactions of people in general to millionaires in particular. The film, "Man With A Million," is based on a short story by Mark Twain, a factor which may help at art houses. For general audience runs, the name value of Gregory Peck, who plays the title role, should serve as a considerable asset. Box office results should be moderate. Filmed in Britain, this comedy is played against a one-gag situation: a pauper receiving a million pound bank note is treated like a prince for the sake of his money. But after the first sequence, events run pretty

(*Continued on page* 20)

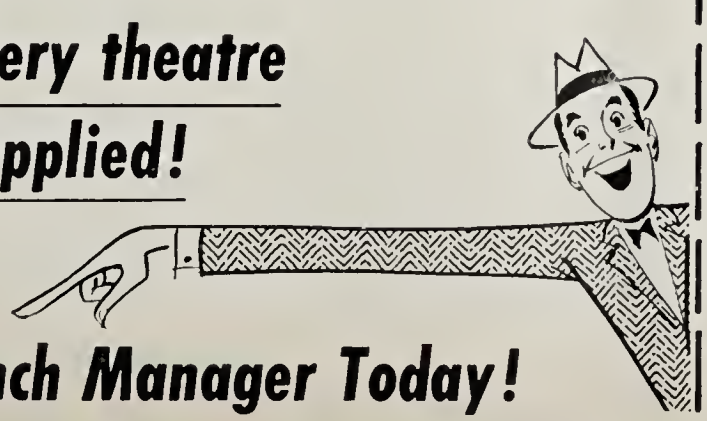
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New Faces · in Glorious Color
Night People · color by Technicolor
Prince Valiant · color by Technicolor
River Of No Return · color by Technicolor
3 Coins In The Fountain · color by DeLuxe
Demetrius and The Gladiators · color by Technicolor

**

The Raid · print by Technicolor
The Rocket Man
Gorilla At Large · color by Technicolor
The Siege At Red River · color by Technicolor
Man In The Attic
Racing Blood · Supercinecolor
Man Crazy
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Thy Neighbor's Wife
Inferno · color by Technicolor
Vicki
A Blueprint For Murder
Sailor Of The King

***

Inferno · color by Technicolor
Gorilla At Large · color by Technicolor

Technicolor In Quarterly Boost; Affiliate In France Given Name

While revealing final plans for the establishment of a Technicolor plant in Paris, Dr. Herbert T. Kalmus, company president, disclosed that the firm's consolidated net profit after taxes for the quarter ended March 31 is estimated at $363,493. This figure is equivalent to 19 cents per share of new outstanding stock, as compared with 14 cents per share for the last quarter of 1953.

Kalmus reported at the annual stockholders meeting that the name of the new company to be established in France is Societe Technicolor. It will have a capital of 1,000,000,000 francs, he disclosed.

Commenting on the internationally strong position of Technicolor, the executive revealed that Technicolor, Ltd., the British affiliate, showed a net profit after taxes of $299,149 for the first quarter of 1954. This is an increase over the $231,837 net profit of the last quarter of 1953. The company's net profit for the year 1953 was $937,148, he stated.

Technicolor expects that its color process will be used in 112 Hollywood feature films during 1954, as compared with a total of 106 in the previous year. Kalmus stated that he expects earnings for the rest of 1954 "better than enough to cover the dividend which it has been paying at the rate of 25 cents per share per quarter."

William G. Rabe and James Bruce have been elected to the Technicolor board. Rabe is a director of Manufacturers Trust Co., N. Y., and Bruce was formerly U. S. Minister to Argentina. These men replace the late Eversley Childs and George F. Lewis.

Filmakers Set Up New Exhib Guarantee System

An "exhibitor guarantee" plan is being put into effect by Filmakers Releasing Organization, which is offering its next production to exhibitors before filming has begun on the feature. Picture is "Private Hell-36," which will star Ida Lupino, Steve Cochran and Dean Jagger.

The company reports that it has received requests for the film from several of the major circuits, including American Broadcasting-Paramount Theatres, Stanley-Warner Theatres, Skouras Theatres and others. Leonard Goldenson, A.B.-P.T. head, announced he believes he "expresses the hopes of all exhibitors in stating we will enthusiastically support you in this instance and in any future productions."

The circuit head added that exhibitors "must encourage not only Filmakers but all producers who are willing to recognize and help to alleviate the critical condition of our industry today." Other encouragement has come from Walter Reade Jr., Samuel Rosen of Stanley-Warner Theatres, Sol Schwartz, head of RKO Theatres, and others, according to a Filmakers report.

UA Buys British Picture

United Artists has acquired for release "Hobson's Choice," comedy starring Charles Laughton and John Mills, according to Arthur B. Krim, U.A. president. The feature was produced and directed by David Lean, whose past films include "Brief Encounter" and "Great Expectations."

AA Net Constant As Grosses Gain

Net profit, before taxes, of Allied Artists Pictures Corp. has remained almost constant, with $585,289 reported for the 39-week period ended March 27, 1954, while $585,127 was reported for the same period of last year. Gross income amounted to $8,290,681 for the 1954 period, which was higher than the $7,147,360 of one year ago.

With a reserve of $304,000 having been put aside for taxes, the net profit of the 1954 period amounted to $281,289, as compared with $316,127 for the 1953 period, according to Steve Broidy, company president. The latter noted that very little of the earnings of "Riot in Cell Block 11" were included in the 39-week period cited. "Riot" appears to be one of the highest grossing films in A.A.'s history, he stated.

High Hopes Expressed

Broidy stated that he has high hopes for forthcoming A.A. films "Arrow in the Dust," and "The Adventures of Hajji Baba," a CinemaScope production made under an agreement with 20th Century-Fox. "Baba" will be followed by another CinemaScope film, "The Black Prince," also made via a deal with 20th-Fox.

Following a meeting of the company's board, directors authorized payment of 13¾ cents per share for the first quarterly dividend on the 5½ percent cumulative convertable preferred $10 par stock of the company payable June 15 to holders of record June 5.

Meanwhile, the entire personnel of AA's New York headquarters were united on one large central floor of 1560 Broadway.

Trade Speculates Over Atlas Buys In RKO Pictures

Speculation has arisen in the trade concerning the continuing purchases, over a period of a few months, by the Atlas Corp. of RKO Pictures Corp. stock. Atlas owned at press time 1,250,000 shares of RKO common, which is equal to about 31.9 percent of the total outstanding common stock. Howard Hughes, RKO chairman, owns just slightly more, with his holdings being equivalent to 32 percent of the total.

The Atlas purchases have stimulated discussion since they came about so quickly, with an increase of about 800,000 shares since the first of the year. Floyd B. Odlum, Atlas president, stated that the purchases were made so that the picture company can be "maintained as a going concern, using its cash to operate for a profit."

Odlum indicated that while Atlas does not contemplate any more immediate purchases, his corporation would like to get control of RKO Pictures and operate it as a subsidiary, taking advantage of a special situation. He did not elaborate further on the Atlas plan.

Discussions Held

Hughes and Odlum have been holding a series of talks, the latter disclosed, in which he suggested to the principal stockholder that the company be continued. Hughes is reportedly willing to keep the company going as long as he does not have to concern himself with its management and if he is granted the opportunity to sell his shares at $6 a share, the privilege given to other RKO stockholders.

Odlum disclosed that he has made the public announcement so that "any stockholder of RKO Pictures Corp., who wishes to do so can refrain from turning in his stock for cash until he has further information as to whether RKO Pictures Corp., following its complete divorce from the motion picture business, is going to be maintained for other types of business or is going to be dissolved."

UA Theatre Chain Buys Into Magna

Theatre circuits continue to show interest in new technological advances, with United Artists Theatre Circuit having revealed that it has invested approximately $1,000,000 in the Magna Theatre Corp. UA Theatres has invested $850,000 for preferred stock and $40,000 for 40 percent of Magna's outstanding common stock, the company reported in its annual financial statement to stockholders.

The chain netted a profit of $177,324 for the year ended Aug. 31, 1953, as compared with net earnings of $491,013 in the preceding year. The report states that tests of the Todd-AO process, in which Magna is shooting Rodgers and Hammerstein's "Oklahoma!" have "produced results exceeding original expectations."

Another chain, National Theatres, has reported that CinemaScope has been installed in 220 of its 375 theatres. Charles P. Skouras, president, reported to stockholders that the circuit must divest itself of 15 additional houses. One year earlier, the chain operated 411 theatres. Circuit had 43 theatres closed in March, 1953, against 51 a year earlier.

Eastman Kodak Quarterly Profits Rise 24 Percent

Consolidated net earnings of Eastman Kodak Co. for the first quarter of 1954 rose to $12,297,275, an increase of 24 percent from $9,916,028 in the first quarter of 1953, according to Thomas J. Hargrave, chairman, and Albert K. Chapman, president. The quarterly earnings are equal to 70 cents per share, against 59 cents per share for the quarter of one year ago. Reason cited for the increase was the removal of the excess profits tax. Earnings before taxes were 14 percent lower than the quarter of the previous year. A quarterly dividend of $1.50 on preferred stock and 45 cents per common share was declared payable July 1 to owners of record June 4.

Loew's 20 Cent Dividend

Loews, Inc. has declared a regular dividend of 20 cents, payable June 30 to holders of record June 11.

AB-PT Studying Product Shortage To Ease Problem

The current product shortage has resulted in excessive film rentals and a forced extended playing time for many pictures, Leonard Goldenson, president of American Broadcasting - Paramount Theatres, told his company stockholders at their annual meeting. He stated that exhibitors, forced to hold a picture for a second week, frequently lose any profit made in the first week of a film's run.



LEONARD GOLDENSON

In answer to a stockholder's question about the product shortage, Goldenson noted that the company "is aware of the scarcity of films" and that it might decide to enter into film production if the problem is not solved. He revealed that arrangements have been completed for the importing of six to nine "A" Italian pictures this year.

He stated additionally that he is going to Germany this summer to try to stimulate production in that country, where he will urge producers to make use of American talent. Goldenson revealed that he would try to make some arrangements with the UFA studios.

Theatre business of AB-PT is running behind last year, the stockholders were informed, but the company president noted that prospects for improvement "look promising" for the third quarter. Theatre grosses are holding close to 1953 levels, but earnings are down, the executive revealed.

Explains Lower Earnings

Goldenson named three factors causing the lower earnings—higher film rentals, increased depreciation charges due to the installation of new equipment, and the effect of television, especially in the south and midwest. Another factor cited is that this year's pictures "have not been comparable to last year's product."

While explaining that he predicted an improvement for the third quarter, the AB-PT head stated that many distributors are holding back releases until this third period. He decried this practice, claiming that theatres need product at all times.

As for the playing of re-issues in an attempt to solve the product problem, Goldenson frowned on that practice, explaining that it is keeping a vast segment of the theatre-going public away from motion picture houses. Entertainment is thus provided for a minority of the public, rather than the majority, he stated.

The speaker declared that the elimination of the 20 percent federal admission tax will considerably aid business. He noted additionally that the TV problem is lessening, and that the medium will not offer "prolonged" competition, even in new areas where it has been recently introduced.

The ABC division of the company "is continuing to make satisfactory progress," the stockholders were told. In accord with this, Goldenson revealed that AB-PT has a 35 percent interest in the Disneyland project. The company will pay $500,000 for this percentage, he disclosed.

The company has paid, or prepaid an $8,750,000 bank debt down to $1,750,000, of which one-half is payable July 1, 1955, and the remainder on Jan. 1, 1956, the president revealed. With $1,000,000 remaining on an ABC debt, the company owes $2,750,000 to four banks, for which a $5,000,000 loan was entered into for refinancing.

At the meeting, the stockholders re-elected the present board of directors to serve for another year.

New Appointments

BARNEY BALABAN, president of Paramount Pictures, Corp., was elected a director of Manufacturers Trust Co. of New York. Balaban, head of Paramount since 1936, has been active both in industry and charitable activities, having held executive posts in many organizations.

HOWARD DIETZ, vice-president in charge of advertising, publicity and exploitation of Loew's, Inc., was elected a director of the company. Dietz succeeds William F. Rodgers, who resigned to form his own company.

HARRY K. MCWILLIAMS was elected president and appointed general sales manager of Air Programs, Inc. His first project will be the national syndication for radio of the "Original Amateur Hour," starring Ted Mack. McWilliams recently resigned from Screen Gems, Inc.

LEE FERRERO, former head of the International New Service Los Angeles bureau, was signed to handle unit publicity for Warner Bros.' "The Silver Chalice." Ferrero was active as a war correspondent during World War II and the Korean conflict.

GEORGE BERTHELON becomes an executive member of Jaguar Productions, the Alan Ladd film company. Berthelon will start work on "Drum Beat," for Warner Bros. release. He has served as production manager at Paramount for many years.

MERVIN HOUSER, eastern director of advertising, publicity and exploitation at RKO Radio for the past year and a half, transferred to Hollywood to become executive assistant to Perry Lieber. Latter is RKO's national ad-pub-exploi director. At the New York office, Ben Grimm will serve as ad manager; Dave Cantor, head of exploitation, and Al Stern, in charge of publicity.

THOMAS F. DUANE succeeds Mike Simon, resigned, as manager of Paramount's Detroit branch. Duane is a former Paramount employe, having worked with the company in booking and sales positions from 1924 until 1946.

HERMAN KASS was promoted to the newly-created post of eastern exploitation manager at Universal Pictures. Kass has been supervising and co-ordinating field exploitation activities since March, 1953. He joins Universal's eastern promotion cabinet headed by Charles Simonelli, eastern advertising and publicity department manager.

ARCHIE LAURIE received the post of exploitation and publicity representative for United Artists in Canada. He will headquarter in the company's Toronto office, where he will work under the supervision of exploitation manager Mori Krushen.

JAMES O'NEILL was appointed eastern publicity representative for Hecht-Lancaster Productions. O'Neill will help launch the company's "Apache," to be released through United Artists. He will also begin advance publicity on "Vera Cruz" for the outfit.

ELSA AYLWARD was chosen assistant advertising manager for the Filmack Studios, Chicago. Mrs. Aylward will do special customer service copywriting in the company's theatre and television departments as well as assist in editing the firm's house organ.

J. JOSHUA GOLDBERG joined the Mitchell May, Jr. Co., a firm of general insurance brokers, as a vice-president. Goldberg is a vice-president of Raybond Theatres and secretary of Independent Theatre Owners Association.

WILLIAM MOCLAIR, former senior manager of the Roxy Theatre, N.Y.C., is managing the theatre temporarily, following the withdrawal of Dick Dickson as managing director.

BENEDICT BERENBERG was named executive producer of Screen Gems, Inc., a subsidiary of Columbia Pictures. He will head all eastern production for video of the company. M. PETER KEANE, veteran color specialist, was appointed director of technological development for Screen Gems. He will handle research on color video.

JOHN JARVIS was appointed southeast district manager for IFE Releasing Corp. and DAVID WILLIAMS was named southeast sales manager for the company. Both will work from Atlanta. Jarvis was formerly with Selznick and Columbia.

JAMES M. CUNNINGHAM was appointed western regional sales manager for General Precision Laboratory. Headquartering in the Glendale office, Cunningham will be in charge of all commercial sales work for TV transmitters, cameras, projectors and allied equipment.

45 M-G-M One-Reelers

M-G-M will release 45 single reel shorts and 104 issues of "News of the Day" during the 12-month period starting Sept. 1, according to William B. Zoellner, sales head for shorts and newsreels. List includes 16 Technicolor cartoons, four of which will also be made available in CinemaScope. There will also be five Technicolor "Musical Gems" in CinemaScope, eight "Gold Medal" reprint cartoons, six "Fitzpatrick TravelTalks" in Technicolor and ten Pete Smith Specialties.

New "Ana-Ta-Han Title"

Because of the difficulty many people have had in pronouncing the name, "Ana-Ta-Han," Josef von Sternberg's new film, it's title has been changed to "The Devil's Pitchfork" by the film's American distributor, Arias Pictures of 1501 Broadway

TOA's Levy Advocates Arbitration For Legal, Trade Problems Alike

LAKE OF THE OZARKS, MO.—"Whatever matters can be litigated should be arbitrable," Herman Levy, TOA general counsel, told a joint meeting of Missouri-Illinois Theatre Owners and Kansas-Missouri Theatre Association at Arrowhead Lodge here. He added that matters which cannot be litigated but can be arbitrated should be included too.

Levy argued that "distribution must appreciate that the greatest concessions must come from it since agreement to the widest possible scope of arbitrability is its obligation. He stated that it would be best if the industry conference "commence with the most and then lessen the scope of arbitrability if it become necessary."

The speaker emphasized the effectiveness of "the policing effect of a system of arbitration." He explained that "parties who know that they may be summoned" to arbitrate matter "will be less inclined to commit offenses which are arbitrable."

More than 200 theatre owners, managers, equipment dealers and their wives gathered to hear the discussions and exchange views on theatre operations. In addition to Levy, other speakers included Leo Hayob, KMTA president; Lester Kropp, MITO head, and Mike Simons, of the Loew's sales promotion staff.

Additional speakers included Senator Ed Long, Ed Harris, Peter Gloriod, Tom Edwards and Ed Lachman of Lorraine Carbons. The meeting was highlighted by a forum on drive-in operations, under the guidance of Jack Braunagel and Bill Powell. The group also took some time off for socializing, with a two-hour cruise on the lake.

AA Enters Filming Pact With Huston; Others Seen

(*Continued from page* 10)

because of the demand for additional sources of top product." He explained that the three names have received a total of seven Academy Awards for their work during the years.

The deal was initiated by Harold J. Mirisch, vice-president, who was associated wth Huston in "Moulin Rouge," Broidy revealed. Processes to be used on the films "would be dictated by the subject matter of each production," he stated.

In a telegram sent to Mirisch, Huston stated the belief that "we are entering a golden age of motion pictures in which truly fine and important product will have greater audiences than were ever dreamed of in the past." He added that he "cannot imagine an organization better able than ours to furnish such product."

Broidy declared that the "superimposing" of the "grossing potential of this new product upon the profitable production and distribution performance of AA can only result . . . in further progress for the company and assurance of a major contribution to outstanding entertainment on the theatre screens throughout the world."

Montana Unit Joins TOA

GREAT FALLS, MONT.—The Montana Theatres Association has voted unanimously to become affiliated with Theatre Owners of America, making a total of 28 regional units associated with the national group. The state unit made its decision at its convention.

Theatre Boycott Attempt Of Decency League Nets Attack By Upstate Cleric

BUFFALO. — Attempts by the Catholic Legion of Decency to effect a boycott of the Lafayette Theatre and "affiliated" theatres for showing RKO's "The French Line" have been attacked in a morning service of the Rev. John Pallas, pastor of the Hellenic Eastern Orthodox Church of the Annunciation. He called the efforts "hitting democracy below the belt."

Father Pallos told his congregation that the attempted boycott is "reaching the stage of a Spanish Inquisition and then takes on the proportions of infringing upon the rights of free legal enterprise." The pastor explained that while he ordinarily would "discourage attendance" by his church members of an immoral film, he found "French Line" a "lively and tuneful" film.

The churchman added that the picture had been fully approved by the Board of Regents of the state. He accused groups involved in attacking the film of acting "without any direct knowledge of what it was about" and added that the "highest religious authority of the objecting group" had refused to see the film.

The reverend noted that the Legion had been promised that any portions of the film to which it objected would be deleted before the picture was shown in this city. Father Pallos stated that he wondered how the objectors would feel if they in turn were "boycotted" for "what we might consider an unfair boycott of our fellow parishioners." He asked "God help us never to reach a point where we may prefer censorship to free discussion."

Precedents In Anti-Trust Seen Set In JJ Ruling

Two precedents for the handling of anti-trust cases have been set by the reversal by the U. S. Court of Appeals of a District Court dismissal of the suit of J. J. Theatres Inc. and Luxor Group, Inc., it is thought by legal experts. Court ruled that a distributor has no right to discriminate against competing theatres and that if one competing theatre wants clearance removed, he need not ask for competitive bidding.

Defendants in the suit are 20th Century-Fox and Skouras Theatres. Case was originally dismissed in Federal District Court one year ago, but has now been sent back to the lower court for a new trial. Suit seeks $3,000,000 damages for discrimination against the Luxor Theatre in favor of the Park Plaza Theatre, both in the Bronx.

RKO Stock Bids Mailed

RKO Theatres has mailed invitations to its stockholders for the corporation to purchase their common stock at prices up to $6.50 per share. The circuit's directors have been authorized to spend a maximum of $5,000,000 for the purpose. It is expected that the period for tenders will expire early in June, company report reveals.

DISTRI–BITS

Para Releases Set

Paramount will release four pictures in the July-August period in answer to exhibitor appeals for top caliber product during the summer months, according to A. W. Schwalberg, president of Paramount Film Distributing Corp. Features include the re-release of "The Greatest Show on Earth," and the initial release of "Knock on Wood," Technicolor Danny Kaye starrer; "Living It Up," Technicolor musical with Martin and Lewis, and "About Mrs. Leslie," topcasting Shirley Booth and Robert Ryan.

Mayer Leaves Distribution

Arthur L. Mayer has disclosed that he has retired from the distribution activities of Arthur Mayer-Edward Kingsley Inc. and has disposed of his holdings. The company will continue as Kingsley International Pictures Corp. and will continue to specialize in the importation of foreign films. Mayer has stated that he plans to remain active in the field of foreign film production.

Gold Heads New Unit

Melvin L. Gold has resigned as director of advertising, publicity and television for National Screen Service to head his own company, Mel Gold Productions, Inc. His new company will produce video, industrial and theatrical films as well as TV commercials. It will also package and produce live video shows. Gold has been at National Screen for 11 years, during which time he established the company's TV department.

Para Earns $1,404,000

Paramount Pictures Corp. estimates earnings of $1,404,000 after taxes for the first quarter as compared with $1,374,000 for the same period of the year before. These figures include the corporation's domestic and Canadian subsidiaries. The 1954 quarter represents 63 cents per share, compared with 59 cents per share for the quarter of one year ago.

Fox Names Kniffen

Reville Kniffen has been named assistant western division manager of 20th Century-Fox succeeding Bryan D. Stoner who resigned. Western division head is Herman Wobber. Formerly assistant branch manager in the Los Angeles exchange, Kniffen assumes his new duties immediately and wil make his headquarters at the Los Angeles office.

Decca Offers Shares

Decca Records announced this week that it is offering to the holders of common stock of Universal Pictures 954,474 shares of Decca capital in exchange for their shares of Universal common at the rate of 2¼ shares of Decca for each share of Universal common. The offering will expire June 30.

Goldwyn Sells Films

Seven Samuel Goldwyn pictures have been made available for re-release through State Rights distributors in 32 exchange cities, according to James A. Mulvey, president of Goldwyn Productions. May releases include "The Westerner," starring Gary Cooper, and "Dead End," with Sylvia Sidney and Humphrey Bogart. Features to follow include "Barbary Coast," "Come and Get It," "Adventures of Marco Polo," "Nana" and "The Cowboy and the Lady."

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WILLIAM A. WELLMAN'S

THE HIGH AND THE MIGHTY

CINEMASCOPE

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CLAIRE TREVOR
LARAINE DAY
ROBERT STACK
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PHIL HARRIS
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DAVID BRIAN

. KELLY · SIDNEY BLACKMER AND INTRODUCING DOE AVEDON KAREN SHARPE · JOHN SMITH

Screen Play by ERNEST K. GANN

Music Composed and Conducted by Dimitri Tiomkin

A WAYNE-FELLOWS PRODUCTION

Directed by WILLIAM A. WELLMAN

DISTRIBUTED BY WARNER BROS.

Fox Slates 18 CinemaScope Releases To Round Out Year

Twentieth Century-Fox, the company that has pioneered CinemaScope, will demonstrate its faith in the new anamorphic medium by a production schedule that has been heavily slanted toward the CinemaScope side. The company will have a total of 18 features available in that medium by the end of 1954.

This total includes 10 CinemaScope productions to be released between May and December, and an additional eight features placed in release before May. All CinemaScope pictures on this list are in color. An additional 12 conventional films, of which 10 were produced for 20th-Fox release by Panoramic Productions, will be issued by the end of the year.

Starting off the CinemaScope release schedule for May is "River of No Return," an outdoor romantic Technicolor drama. "River" stars Robert Mitchum, Marilyn Monroe, Rory Calhoun and Tommy Rettig. It was produced by Stanley Rubin and directed by Otto Preminger.

Also being released in May is the CinemaScope "Three Coins in the Fountain," in Deluxe color. The story of three American girls in Rome, the film stars Clifton Webb, Dorothy McGuire, Jean Peters, Maggie McNamara and Louis Jourdan. It was produced by Sol C. Siegel and directed by Jean Negulesco.

"Demetrius" In June

In June the company will offer "Demetrius and the Gladiators," in CinemaScope and Technicolor. The Biblical drama, which is a sequel to "The Robe," topeast: Victor Mature, Susan Hayward, Michael Rennie, Debra Paget, Jay Robinson and Anne Bancroft. Frank Ross produced and Delmer Daves directed.

The CinemaScope-Technicolor "Garden of Evil" will be released in July. This feature presents an outdoor adventure drama in which a pretty woman vies with three soldiers of fortune in Mexico. The film stars Gary Cooper, Susan Hayward, Richard Widmark and Cameron Mitchell. Charles Brackett is the producer, and Henry Hathaway, director.

Spencer Tracy heads the cast of names in the August offering, "Broken Lance." With Tracy in the saga of a ruthless pioneer-father and his sons in the Southwest are Richard Widmark, Robert Wagner and Arlene Dahl. Siegel is the producer, with Edward Dmytryk having done the megging.

The fall movie season will be ushered in with the world premiere of "The Egyptian," which marks the first personal CinemaScope production of Darryl F. Zanuck, studio production chief. Based on the best-selling novel by Mika Waltari, the CinemaScope-Technicolor spectacle has been granted a cast that includes Edmund Purdom, Jean Simmons, Victor Mature, Gene Tierney, Michael Wilding, Bella Darvi, Peter Ustinov and Judith Evelyn.

Production Being Completed

Michael Curtiz is serving as director on this feature, which is now in its final stage of production at the 20th-Fox studio. Costing more than $4,000,000 to produce, this film is being shot with Bausch & Lomb's improved CinemaScope lens. From the standpoint of set construction, the studio claims this is the most expensive picture ever undertaken in Hollywood.

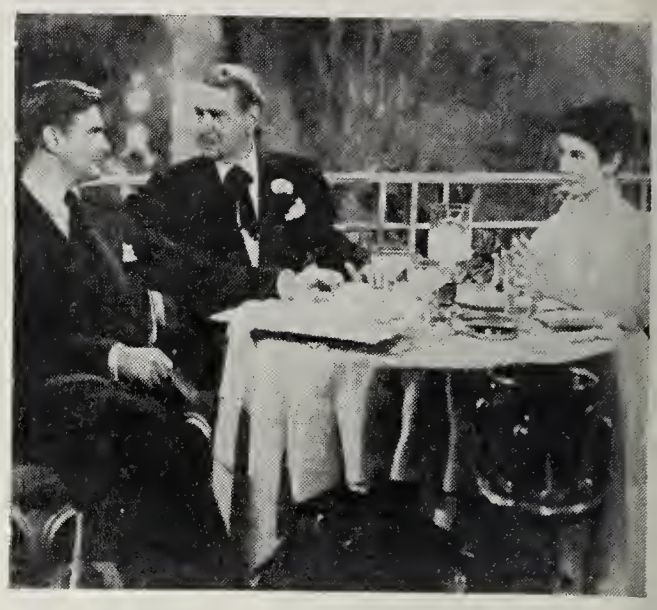
In October the company will offer a modern comedy entitled "A Woman's World," in CinemaScope and Technicolor. This film is based on the complications developing among thre young and ambitious wives who are determined to win a vice-presideney of a company for their husbands.

Topeast in "Woman's World" are Clifton Webb, Cornel Wilde, June Allyson, Fred MacMurray, Van Heflin and Arlene Dahl. The comedy is being produced by Charles Brackett and directed by Jean Negulesco.

(*Continued on next page*)

June Releases

Coins In A Fountain



Princess Of Nile



June CinemaScope release is "Three Coins in the Fountain" (top), which stars Louis Jourdan, Clifton Webb, Maggie McNamara, Dorothy McGuire and Jean Peters in a romantic drama set in Rome. The 2-D "Princess of the Nile" (bottom), a Panoramic Production starring Debra Paget and Jeffrey Hunter, will be released the same month.

Current Releases

Gorilla At Large



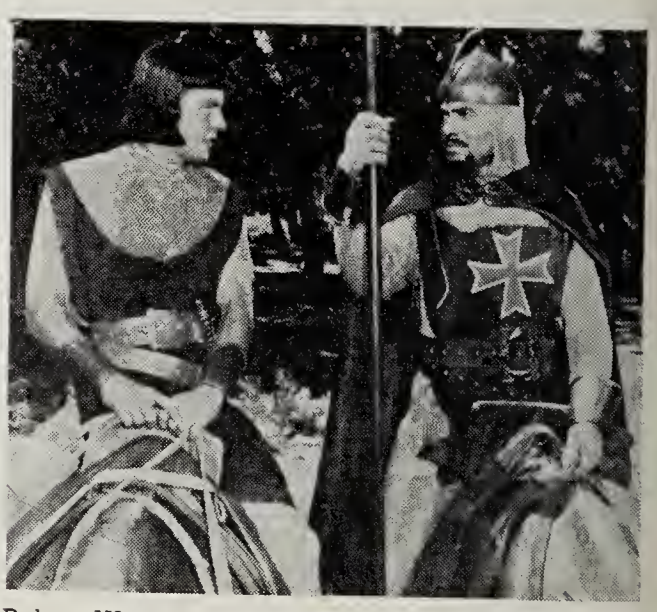
A gorilla figures importantly along with stars Anne Bancroft and Cameron Mitchell in "Gorilla At Large," Technicolor mystery available in 3-D or 2-D.

River Of No Return



Marilyn Monroe and Robert Mitchum have the leads in the outdoor romantic Technicolor-CinemaScope "River of No Return," also starring Rory Calhoun.

Prince Valiant



Robert Wagner and James Mason vie for the love of Janet Leigh in "Prince Valiant" in CinemaScope-Technicolor, based on the comic strip character.

Extra 12 Pictures Complete Schedule

(Continued from preceding page)

Also set for October release is "The Adventures of Hajji Baba," a CinemaScope action drama in Teehnieolor produeed by Walter Wanger for distribution by 20th-Fox. Direeted by Don Weis, the film stars Elaine Stewart, Johm Derek, Linda Christian and Thomas Gomez.

The CinemaSeope pieturization of the best-selling novel "Desiree" will be issued in November. A romantie drama set in the days of Napoleon, the top-budgeted feature stars Jean Simmons as Desiree, Marlon Brando as Napoleon and Vietor Mature. Henry Koster will direct the Julian Blaustein produetion.

Rounding out the year's CinemaSeope produet will be a lavishly-mounted Technicolor musieal, Irving Berlin's "There No Business Like Show Business." This musical includes in its east sueh names as Ethel Merman, Marilyn Monroe, Dan Dailey, Donald O'Connor, Mitzi Gaynor and Johnny Ray. Siegel is the produeer, with Walter Lang direeting.

Additional Stories Set

Other titles scheduled by the company for future filming in the anamorphie proeess are film versions of sueh books as "Lord Vanity," "Sir Walter Raleigh," "Pathway to the Stars," "Tigero," Prince of Players," and "The Enehanted Cup." Negotiations for rights to additional popular books are pending.

During the May to December release period the eompany has seheduled a wide array of eonventional films, most of whieh are in eolor by Teehnieolor. They have been designed to fit every type of theatre situation, aeeording to a 20th-Fox report.

Ineluded in the 2-D lineup is "The Siege at Red River," in Teehnieolor, starring Van Johnson, Joanne Dru and Riehard Boone. This aetion film was produeed by Leonard Goldstein and direeted by Rudolph Mate.

September Release

The Egyptian



The CinemaScope-Technicolor spectacle, "The Egyptian," marks the first personal production in the anamorphic medium of Darryl F. Zanuck, 20th-Fox production chief. Based on the best selling novel of the same name, the film stars Edmund Purdom, Jean Simmons, Victor Mature, Gene Tierney, Michael Wilding, Bella Darvi and Peter Ustinov. Lavish sets have been built to give a proper background to the star names. In scene at left, Miss Simmons watches Mature help Purdom, intoxicated with wine. At right, Miss Darvi and Purdom in one of the film's love scenes. Michael Curtiz is handling the direction.

Next on the list is the Goldstein produetion of "Gorilla at Large," Teehnicolor suspense mystery that will be available in both 2-D and 3-D versions. Cameron Mitehell, Anne Bancroft, Lee J. Cobb and Raymond Burr are topeast in this story of earnival life that has been direeted by Harmon Jones.

Another Panoramic Produetion, in Teehnicolor, to eome from 20th-Fox in this period is "Prineess of the Nile," whieh Robert L. Jaeks has produeed and Jones direeted. In this film, Jeffrey Hunter, Debra Paget and Michael Rennie have the top roles.

"Prineess" will be folowed by "The Raid," starring Van Heflin, Anne Baneroft, Riehard Boone and Lee Marvin. This is another Jaeks produetion and has been direeted by Hugo Fregonese.

Completing the list are "The Gambler From Natehez," in Teehnieolor, with Dale Robertson, Debra Paget, Kevin MeCarthy and Thomas Gomez, produeed by Goldstein and direeted by Henry Levin; and an outdoor adventure drama entitled "Hawk of the Desert," which is another Panoramic Produetion.

In addition to this line-up of CinemaSeope and 2-D pietures to eome from the 20th-Fox organization in the eoming months, the eompany has eight CinemaSeope-eolor productions eurrently in release. Beeause it is expeeted that many more theatres will equip for the showing of CinemaSeope films now that the eompany has relaxed its sound restrietions, there films are all possibilities for additional bookings.

Heading this list is the first picture released in the anamorphie medium, "The Robe." Following is "How to Marry a Millionaire," "Beneath the 12-Mile Reef," "King of the Khyber Rifles," "Hell and High Water," "New Faees," "Night People" and "Prinee Valiant."

Summer Releases

Demetrius



Victor Mature faces his captors in "Demetrius and the Gladiators," the CinemaScope-Technicolor sequel to "The Robe," also starring Susan Hayward.

Garden Of Evil



Gary Cooper and Susan Hayward in a tender scene from "Garden of Evil," an outdoor adventure drama filmed in CinemaScope and Technicolor, set in Mexico.

Broken Lance



Spencer Tracy shares his water with Robert Wagner as Richard Widmark looks on, in "Broken Lance," a CinemaScope-Technicolor tale of the Southwest.

Staff Reviews

(Continued from page 12)

thin. Neat direction serves to draw much needed humor from succeeding reels.

Photographed in tasteful hues of Technicolor, the film boasts a handsome production along with generally satisfactory performances. Jane Griffiths portrays a winning leading lady while several lesser known British actors contribute able comic support. Due to the thin plot line, attempts at satire are only partly successful. Peck, struggling as an impoverished American in England, is offered a job of his choice on condition that he hold a million pound bank note intact for an entire month. This situation becomes complicated once Peck falls in love with Miss Griffiths, daughter of a nobleman. She loves him despite his wealth. Peck loses and finds his bank note, returns it intact, and wins the hand of Miss Griffith plus a healthy sum as a result of a stock market enterprise.

"Black Horse Canyon"

(Univ.-Int'l.) Technicolor 81½ Min.

Cast: Joel McCrea, Mari Blanchard, Race Gentry, Murvyn Vye, Irving Bacon.

Credits: Produced by John W. Rogers; Directed by Jesse Hibbs; Screen play by Geoffrey Homes; Based on the novel, "The Wild Horse," by Les Savage, Jr.; Adaptation by David Lang.

A superior tale of man's desire to tame the wild horse of the western plains is unfolded with human interest, action and romance in this outdoor Technicolor film. Fortified with strong performances, particularly by Mari Blanchard as the girl in this piece, and the box office name of Joel McCrea, handsome action house returns should result. Picture, because of its theme, will find appeal also with the younger set. Adolescents will additionally be attracted to "Black Horse Canyon" since it introduces an actor by the name of Race Gentry; young, winning and imbued with naive charm.

Although there are no real heavies in this film, a degree of dramatic clash is visualized as horse breeders fight for possession of "Outlaw," the wild stallion and central character. Murvyn Vye tries to steal the horse from Miss Blanchard, who recruits McCrea and Gentry to retrieve the animal. After brushes with Vye, those on Miss Blanchard's side are successful. The job of taming "Outlaw" begins. Meanwhile, Gentry has become enamored with Miss Blanchard, who shows that she really loves McCrea. Realization of this by Gentry comprises the emotional climax of the film.

"Victory At Sea"

(George Schaefer) 97 Min.

Credits: A Production of the N.B.C. Film Division; Executive Producer, Robert W. Sarnoff; Produced by Henry Salomon; Written by Salomon and Richard Hanser; Narrated by Alexander Scourby; Score by Richard Rodgers.

From the footage of the NBC television series "Victory at Sea" has been created a fascinating 97-minute documentary for theatrical release that should rate playing time in the nation's art theatres. The film could also provide considerable support on a double bill in the general market. The feature, consisting of highlights of the original 13-hour video series, has been smartly edited so that it tells a complete story of World War II. A new narrative makes the breaks as smooth as possible, and the notable Richard Rodgers score has been reorchestrated for this film. As a TV series, "Victory" garnered a host of bouquets, and it stands to repeat this feat in its new form.

The feature attempts a recap of the past war, with emphasis placed on the contributions of the Navy and Marines to the final victory. The battle scenes are framed by a narrative that presents a statement of the "feel" of the period, with the scene shifting frequently from battle to civilian episode. The effect of war upon people is the underlying theme of the film, and this is shown in the final sequences as the camera moves from Nazi concentration camps to returning U.S. sailors. Of special note are a U-boat sequence in the North Atlantic and some Pacific battle scenes. NBC, which has already re-telecast the series, plans to continue doing so. This poses the question of whether the video programs will offer competition to the feature or else stimulate viewers to see the theatre version.

"The Egg And I"

(Univ.-Int'l.) RE-ISSUE 108 Min.

Cast: Claudette Colbert, Fred MacMurray, Marjorie Main, Percy Kilbride, Louise Allbritton, Richard Long, Billy House, Ida More, Donald MacBride.

Credits: Produced and screen play by Chester Erskine and Fred F. Finklehoffe; Directed by Erskine; Based on the book by Betty MacDonald.

When "The Egg and I" was originally released in 1947, THE INDEPENDENT called it a "light, delightful comedy which augurs to lay golden eggs at the box office." Judging from the audience reaction at a sneak preview of the film at the Garden Theatre, Patterson, N. J., the feature promises to do equally as well in its re-release. The audience laughed frequently at the antics of Claudette Colbert and Fred MacMurray as they attempt to turn a decaying ranch into an egg farm. Also, by now Marjorie Main and Percy Kilbride as Ma and Pa Kettle have become old, dear friends, and the audience reacted to them accordingly. It was their special success the first time around that inspired Universal to inaugurate a "Kettle" series.

In an issue of March 29, 1947, we stated that the film "is expertly sprinkled with laughs and will appeal to the entire family with its human warmth." Seven years later this still seems true, and the feature does not appear dated at all. We'll go along with our tribute to the acting of the film's stars and the "special applause" given Miss Main, Kilbride and Donald MacBride. Our original review summed up the feature as "egg-cellent," a joke that isn't nearly as funny as the picture.

"Captain Kidd And The Slave Girl"

(United Artists) Color Corp. of America 83 Min.

Cast: Anthony Dexter, Eva Gabor, Alan Hale Jr., James Seay, Richard Karlen, Noel Cravat, Lyle Talbot, Sonia Sorrell, Mike Ross.

Credits: A Reliance Production; Produced and written by Aubrey Wisberg and Jack Pollexfen; Directed by Lew Landers.

An exploitable title and the notable beauty of its female star should see "Captain Kidd and the Slave Girl," with tinting by Color Corp. of America, through the action market. The feature, topcasting Anthony Dexter and Eva Gabor, serves up routine fare, with the plot outline fairly predictable. It does provide some derring-do, handled mostly by Dexter, who battles several bands of pirates almost single-handed. Another action sequence involves a sea chase, with one of the ships being completely blown up for the climax. Both intrigue and romance are supplied by Miss Gabor, as a foreign lady who first spies on Dexter only to fall in love with him.

The action tends to bog down in spots, with a bit too much talk for the 83 minutes of running time. However, enough swordplay and heroics are interspersed between the dialogue to keep the yarn spinning. Dexter, as Captain Kidd, is engaged in trying to clear his name by returning to his buried treasure and bringing it to the King of England. An English nobleman, allied with a band of pirates, is out to get the treasure for himself, and Miss Gabor is used as bait. Dexter falls for her, but he eventually wins her to his side. After a battle, the treasure is lost forever at the bottom of the sea. However, with the enemies defeated, Dexter regains his good name, and he gets Miss Gabor along with it. Production values are modest.

"Jungle Man-Eaters"

(Columbia) Sepiatone 67 Min.

Cast: Johnny Weissmuller, Karin Booth, Richard Stapley, Bernard Hamilton, Gregory Gay, Lester Mathews, Paul Thompson, Vince M. Townsend, Jr., Louise Franklin, Tamba.

Credits: Produced by Sam Katzman; Directed by Lee Sholem; Screen play and story by Samuel Newman; Based on the King Features Syndicate feature, "Jungle Jim."

"Jungle Man-Eaters" is about average for the Jungle Jim films. It has action and the stock shots incorporated into the film blend in well with the proceedings. Johnny Weissmuller handles his role of Jungle Jim with his usual acting and physical prowess. There is quite a bit of exploitation fodder here in a fight between a bull and a lion and Weissmuller's to-the-death battle with a crocodile. Tamba the chimp provides more laughs than many a human comic. This series is a natural for the matinee trade and adults can take it on the lower half of a double bill.

Story revolves around Gregory Gay, a member of a big diamond syndicate, who happens onto Johnny Weissmuller and Dr. Karin Booth in the company of detective Richard Stapley. He tells them all that a diamond strike has taken place and if the diamonds are allowed to flood the market, it would threaten the stability of the world market. After quite a bit of treachery, it was discovered that Gay is trying to get all the diamonds and flood the market and make a huge profit for himself. Aided by Stapley, Weissmuller brings Gay to task and he gets his just desserts, while Stapley ends up with the pretty doctor, Karin.

"The Saracen Blade"

(Columbia) Technicolor 77 Min.

Cast: Ricardo Montalban, Betta St. John, Rick Jason, Carolyn Jones, Whitfield Connor, Michael Ansara, Edgar Barrier.

Credits: Produced by Sam Katzman; Directed by William Castle; Screen play by DeVallon Scott and George Worthington Yates; Based upon the novel by Frank Yerby.

Sam Katzman's screen version of Frank Yerby's best-selling novel is a rousing action adventure film and one of the best production jobs done by Katzman. It moves all the way with top performances by the principals Ricardo Montalban, Betta St. John and Rick Jason. Jason, who is a standout, is good star material and you should hear more of him in the future. Both the script by DeVallon Scott and George Worthington Yates, and William Castle's taut direction can take credit for the success of this feature as a swashbuckler. It should topline bills throughout the general market and do above average business. The Technicolor photography is very good and adds to the pictorial beauty of the picture. Production mantling of the film is excellent with sets and costumes capturing the period of the story well. The battle scenes are especially well staged for this type of film.

Ricardo Montalban has a quest to eliminate Michael Ansara and his son, Rick Jason, who

(Continued on page 34)

COLONEL COLE *puts his* FINGER on NATIONAL SCREEN SERVICE!

NEWS FROM THE TRADE PRESS

Cole Lauds NSS Trailer Handling

Col. H. A. Cole, board chairman of Texas Allied and co-chairman of Texas COMPO, revealed last week that a survey conducted in the Dallas office of National Screen Service showed the percentage of error in handling trailers and advertising accessories to be less than 1/20 of one percent. The exhibitor leader praised NSS for its contribution to the industry.

Survey showed that of 366,584 items shipped from the office during January, 187 complaints of error were reported. In order to get these materials out of the office and into the hands of the transportation companies, each item had to pass through nine NSS employes, the survey disclosed.

Among the elements found most responsible for error were similar titles, similar or wrong code numbers, transposition of booking data to billing and shipping records and transportation failures. Exhibitors neglected to return 465 trailers and 1,130 accessories, while 190 trailers and 545 accessories were irreparably damaged during the period.

Cole revealed that Texas Allied is issuing a special bulletin urging members to return all material promptly and to exert more care in the handling of NSS property. He added that he was firmly convinced that NSS is an "indispensable organization" to the industry and deserves its maximum support.

Thank You Colonel COLE!



REGIONEWS

ALBANY

Jules Perlmutter set June 15 for installation of CinemaScope in the Fort George Drive-In, Lake George, with cost estimated at $11,000, and the same date for first CinemaScope presentation in the Lake Theatre, Lake George Village. He is putting in new rectifiers and lamphouses and extending width of the screen from 46 to 76 feet at the former. . . . Harry Lamont is surveying installation costs for CinemaScope for one of his ozoners. . . . The Madison, an S-W second-run, has the distinction of being the first nabe in this area to install CinemaScope with seamless screen, at an outlay of $8,000.

Date of Variety Club's 12th annual golf tournament and dinner at Shaker Ridge Club was moved up a week and will be held June 21. Harry Alexander, U-I salesman, and Aaron Winig, are co-chairman of arrangements. . . . Joe Saperstein, veteran Fabian booker, was removed to Albany Hospital after suffering a heart attack at his desk. Irwin Ullman,Mohawk Drive-In mgr., took over temporarily. . . . Joseph Gins, new U-I dist. mgr. paid a two?day visit to the local exchange for conferences with mgr. Leo Greenfield. . . . Strand Theatre Bldg. in Johnstown was demolished to make way for a store. Mr. & Mrs. Leland Warner were most recent lessees of the house.

ATLANTA

About 2,000 Atlantans turned out for the premiere of "Gone With the Wind" on wide screen at Loew's Grand. Ann Rutherford, who played the youngest of the O'Hara sisters in the film, was on hand for the occasion. . . . Martin & Thompson circuit installed CinemaScope equipment in their theatre at Warren Field, Ga. . . . George Cochran resigned from Columbia's booking dept. to take a similar post with Allied Artists Southern Exchanges. . . . J. C. Millirons, an exhibitor from Snyder, Okla., is new owner of the Florida Theatre at Daytona Beach, which he took over from W. R. Shafer. . . . James Karantios, owner of the Mount Vernon Motel at Titnsvile, Fla., is seeking a permit to build a drive-in there. . . . William T. Murray, part owner of the Hilan Theatre, who retired from operation of the Rialto in 1950, passed away.

Fox Theatre Co. of Chattanooga, Tenn. is new owner of the Skyway Drive-In, Oxford, Ala. . . . LaMar Sarra appointed a v.p. of Florida State Theas., Jacksonville. . . . Herbert Roller, mgr. of the Ritz Theatre, Sanford, Fla., was named pres. of the Junior Chamber of Commerce of Seminole County. . . . Bryan Cooper, Sr., for many years mgr. of the Capital, Plant City, Fla., died of a heart attack on the steps of the theatre. His son, Byron, Jr. is mgr. of the Roxy, Lakeland, Fla. . . . George B. Odlum, who resigned as mgr. of the Cleveland Drive-In, Cleveland, Tenn., will announce future plans after a trip to N.Y.

The Censorship Board which was set up by the City Commission last year to screen lewd books on Miami, Fla. bookstands, is seeking to expand its activities there to include films. . . . J. H. Thompson, pres. of Martin & Thompson Theas., Hawkinsville, Ga., began his eighth term as pres. of MPTOO of Georgia, while Richard Kennedy, Ala. and Tenn. theatre owner, was installed as pres. of Alabama Theatre Owners at the recent joint convention of both gronps. . . . Independent Theatres of Chattanooga, Tenn. added to their new kiddy playground at the Skyway Drive-In several rides and a merry-go-round. . . . Princess Theatre, Cross City, Fla., reopened after complete renovation.

BOSTON

Winners of New Eng. Theas. "Top The Score For '54" managerial contest, which was divided into three groups under supervision of dist. mgrs. Chester Stoddard, Robert Sternburg and Harry Browning, were James Davis, Paramount, Lynn; Alex Gastoldi, Paramount, Newton, and Lawrence J. Burke, Capitol, Pittsfield. . . . The M.P. Salesmans Club is formulating plans to send children of industryites to college via scholraships. Pres. Jack Gubbins named Maynard Sickles of National Screen to head a committee which includes Joseph Wolf, Embassy Picts.; Irving Farber, Regal Picts.; John Peckos, 20th-Fox, and Wm. Kumins, Warner's . . . Lawrence G. Laskey has been appointed Regional Chairman for the Bonds For Israel.

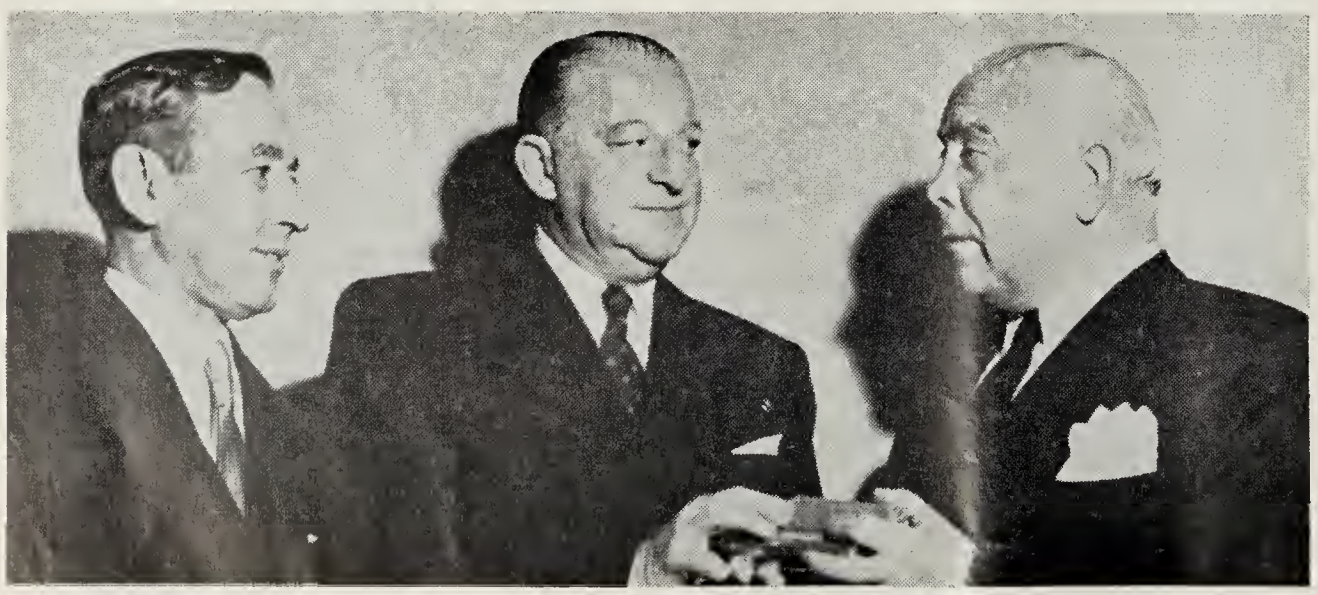
The Quonset Drive-In at Quonset, R.I., owned by Joe Stanzler, opened its gates on May 28. The new theatre was designed and constructed by Michael Angeles of Rochester, N.Y. and has a large CinemaScope screen. . . . Frank Boschetti, owner of the Star, Lawrence, is recovering from surgery at New England Baptist Hospital. . . . When "Duffy" Lewis reopens his Provincetown Theatre on the tip of Cape Cod, Joseph Cohen will handle buying and booking for this summer situation. . . . Howard Duffy, 54, former exhibitor of Old Orchard, Me., passed away.

The "walkie-talkie" radio system for traffic control tested at Redstone's Neponset Drive-In, Boston, proved so successful that it has been added to the circuit's Whitestone Drive-In, Bronx, N.Y., and the Sunrise, Valley Stream. N.Y. . . . When George Roberts was installed as president of Sentry Lodge, B'nai B'rith, at the annual dinner-dance, a "surprise" presentation of an Oscar was made to Samuel Pinanski as "Sentry's Man of Distinction for '54." Single awards were also given to Henri Schwartzberg and Benn Rosenwald. . . . James S. Latchis, son of the Spero Latchis', Brattleboro, Vt. circuit, was married to Marine Filides of Concord. N.H. . . . Hal Makelim addressed an all-exhibitor meeting at the Hotel Bradford, sponsored by Independent Exhibitors. the local Allied unit, on his production plans for 12 features a year.

BUFFALO

City Council prexy Elmer F. Lux, who also heads Elmart Theatres, cast the vote which broke the tie and defeated a resolution to have the Board of Regents review its licensing of "French Line." Councilman-at-Large Joseph J. Cooley, who introduced the resolution, had bitterly opposed showing of the film at Basil's Lafayette. . . . Blatt Bros. reopened the Midway Drive-In at Maple Spring with space for 250 cars. . . . Schine's 1,026-seat State at Rochester was closed.

Nine area drive-ins contributed an evening's receipts in the second of a series of five annual contributions to the Children's Hospital Bldg. Fund. A total of $3,048.03 was turned over by Marvin Gross, representing the Aero, Broadway, Buffalo, Delaware, Lake Shore and Niagara Skyways, Park, Sheridan and Star ozoners. . . . Todd-AO cameras developed by American Optical Co. have been shipped to Hollywood where they will be christened by director Fred Zinne-



Industry leaders pledged $418,920 to the current United Jewish Appeal drive at a luncheon honoring Spyros P. Skouras, president of 20th-Century Fox, who is shown here (right) receiving a silver-bound copy of the Old Testament, printed and produced in Israel, "for his services to motion pictures and to humanity." Making the presentation is Simon H. Fabian, president of Stanley Warner Corp., and looking on is Adolph O. Schimel, v.p. of Universal and industry chairman for UJA.

BUFFALO (cont'd.)

man on July 7 in the filming of "Oklahoma." . . . The Automobile Club and local theatres are presenting Police Commissioner De Cillis with a new series of safety films which will be shown as part of a citywide safety drive.

Paramount's Center Theatre, managed by Leon Serin, will telecast the Marciano-Charles fight on June 17. . . . All downtown theatres are cooperating with the Chamber of Commerce during the annual May-June Paint-Up Clean-Up campaign. Trailer distribution is being handled by Bill Graham, 20th-Fox office exec. . . . Edward D. Whalen was commended by Fire Dept. and city officials for his quick thinking in preventing panic among the 150 children attending the Walden Theatre when fire broke out in the projection room. Damage was estimated at $3,000. . . . Virginia Callahan, M-G-M booker, recovered from her recent illness, is back at her desk.

Downtown theatre matinee prices are now reduced to 50¢ following federal tax cut. . . . Enoch Rose, a projectionist with Shea theatres for many years, is retiring to his farm in Conn. . . . The Capitol Theatre, closed by Joseph Siegel early this month, was reopened by Wadsworth Konezakowski, new owner. . . . Kenneth R. Caldwell, 54, inventor of the Halo Screen, passed away. He was pres. of National Theatre Screen Refinishing Co. and a member of M.P. Operators Union for 32 years, continuing as projectionist while operating his own company.

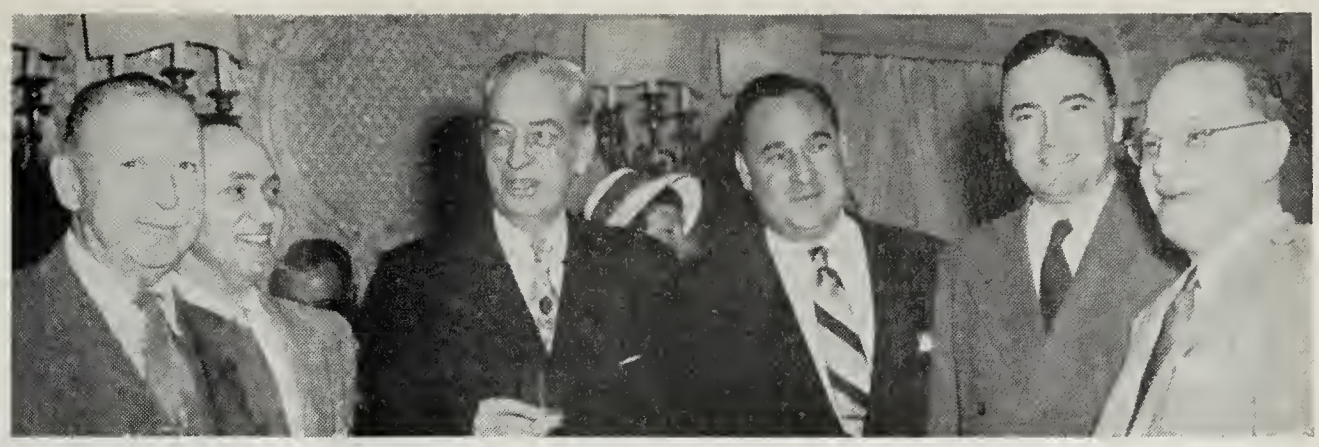
CHARLOTTE

The Ocean Drive-In at Ocean Beach, S.C. expects to have its new CinemaScope equipment by June 1. . . . Mr. and Mrs. Al Jennings reopened their Roxy Theatre at Old Fort, N.C. after a remodeling job. . . . John Ritchie and his son took over the York Clover Drive-In at York, S.C. from Fresh Air Theatre Co. of Charlotte, N.C. Ritchie formerly owned the Moonlight Drive-In at Mt. Holly, N.C. . . . The new Riverside Drive-In at Burnsville, N.C. was opened by Frank, John and Jess Cooper. . . . E. C. Sanderson of Wallace, N.C. and T. D. McGowan of Willard, have purchased the Gatesville Theatre at Gatesville, N.C.

CHICAGO

Producers of the independent "Salt of the Earth" film have filed a $25,000 damage suit against Schoenstadt circuit, charging that their Hyde Park Theatre broke contract to show the film. Kermit Russell, gen. mgr. of the circuit, notified Herbert Biberman, IPC pres., that owing to outside pressure, the theatre would not show the film. Co-operation from the Operators Union was reported to be lacking. . . . Vermont, Ill. businessmen are backing the reopening of K. C. Kessler's Vermont Theatre by giving tickets to their customers. . . . Kay Simmons was named mgr. of the Gold Coast Theatre.

The California Theatre was closed by internal revenue agents because of arrears in federal taxes. . . . Motiograph Co. is celebrating its 60th anniversary. . . . Val Portwood was named mgr. of the Capitol Theatre, Canton, Ill. . . . The 66 Drive-In opened with a new panoramic screen and a free Kiddieland. . . . Starlite Drive-In also installed a giant screen and is using premiums for the kiddies. Latest gift was space guns. . . . Film trade congratulating Atty. Seymour Simon on his marriage to Roslyn Biel of Cleveland, O.



Midwest showmen and United Artists sales chiefs attend area convention in Chicago to discuss forthcoming product-promotion plans. Shown here (l. to r.): Abe Teitel, owner of World Playhouse, Chicago; Art Gould, buyer and booker for Barger Circuit; Jack Barger, owner of Barger Drive-In Circuit; James Velde, UA western div. mgr.; Duncan Kennedy, gen. mgr. of Publix Great States, and Lou Cochovety, owner of Avon Theatre, South Bend, Ind.

Tom Dowd succeeds Fred Mindlin as mgr. of the Ziegfield Theatre. . . . M. A. Terman planned to open "Salt of the Earth" at his Cinema Annex despite protests of Ill. American Legion. . . . Paramount Exchange scheduled a trade showing of VistaVision at B&K's Chicago Theatre for June 2. . . . James Donohue, who is retiring as central div. mgr. for Paramount, will be tendered a farewell luncheon before leaving for the coast on June 5. . . . Edward H. Wolk, theatre equipment dealer, and his wife will be back from their round-the-world trip in Sept.

New World, Catholic Diocese official weekly, attacked current sex film advertising in a front page editorial. . . . B&K reports good results in lobby colections for Cerebal Palsy. . . . Allianee's Starlite Drive-in, Kankakee, is granting the Lutheran Church free use of its grounds for Sunday morning services. . . . James Thompson, former mgr. of B&K's Nortown, is in Veterans Hospital for surgery. . . . Abe Fisher, former Republic exchange mgr., joined RKO's central div. dept. as asst. to Herbert Greenblatt.

Frank Smith, RKO labor chief, moved his office to 139 N. Clark St. His territory has been extended to the entire area west of the N.Y. headquarters section. . . . Rollin Stonebrook, theatre div. mgr. for Cole Products, reports a deal with Tri States, Central States and Iowa United theatres to use Cole-Spa drink vendors. . . . Jndge Michael Igoe took under advisement B&K's request for permanent relief from Jackson Park decree, which has been suspended for past six months. . . . M-G-M will withdraw "Julius Caesar" from subsequent run showings until opening of fall school semester.

Edward Mooney, appointed to succeed the late James Gorman as pres. of Chicago Operators Union, plans to add more young blood to the Union's membership. Pension funds of the organization are at a high water mark. . . . Bob Howe is handling publicity for Marks Circuit drive-in theatres. . . . Elaine Goldman, daughter of the owner of the Cort Theatre, Saul Goldman, will marry Monroe Roth, Jr. on June 6 at Sinai Temple. . . . Nate Slott, Chicago theatre owner, is at Michael Reese Hospital for surgery. . . . Van Nomikos' Empress Theatre is being modernized in every department. . . . Tom Ventriss, formerly with 20th-Fox, joined Si Greiver's independent booking service. . . . Sherman Wolk joined managerial staff of Avalon Theatre. . . . Passed away: Agnes Norman, Columbia exchange; George Van Ness, veteran member of Operators Union; Peter Shayne, a former pres. of Union 110.

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CINCINNATI

The new drive-in recently opened in Cynthiana, Ky. by Louis Marcks, is the 48th ozoner built by contractor Leslie Judd in this area. . . . Gus Babalis is readying the Salem Theatre, Dayton, for summer opening House has been closed for the past six months and will be one of the best equipped suburban houses in the area. . . . Theatre Owners Corp. has added the Smithers Theatre, Smithers, W. Va., recently purchased by Frank Sandor, to its booking and buying accounts. , . . Fred Blackburn, Sr., Wheelwright and Bypro, Ky. exhibitor, pas ed away after a lingering illness. Fred Jr., who has been operating the houses during his father's illness, will continue to do so. Tri-State Theatre Service handles booking and buying.

Bud Wessel of States Film Service was in the Indianapolis office last week, where new automatic inspection machines were installed. Such machines have been in operation in the Cincinnati office for the past six months. . . . Drive-In operators witnessed a demonstration of stereophonic sound in Max Millbauer's Belmont Auto Theatre, Dayton, with Mid-West Theatre Supply's H. B. Snook on hand. . . . Leonard Howard closed his Millersburg Theatre, Millersburg, Ky. Conditions in the area are poor due to closing of mines.

RKO is making plans for a territorial premiere of "Sins of Rome" starting June 23, in Cincinnati, Columbus and Dayton. It will play the RO Palace here. . . . Installation of a Photo Rapid Copy Craft machine was made in the U-I office here and two other cities, where the company is experimenting with this equipment. . . . John Gentile, Paramount's Columbus salesman, was transferred to the Detroit branch as sales mgr. It is expected that the local branch will cover the territory with its present sales staff. . . . The local UA branch is eagerly awaiting results in the Arthur B. Krim drive. At this writing the branch was in fourth place.

DALLAS

More than 800 exhibitors and other film industryites attended Paramount's showing of VistaVision at the Majestic in Dallas, one of a series to be held in major cities. "White Christmas," first VistaVision film, is due for release Oct. 15. . . . Lester B. Isaac, national director of exhibition for Cinerama, and Wm. O'Donnell, gen. mgr. of Trans-Texas circuit.

DALLAS (cont'd.)

reported that the Melba Theatre in Dallas will be converted to No. 13 of 20 Cinerama theatres planned for the country. A $100,000 renovation of the Melba has already begun. . . . Alfred Sacks, mgr. of the Coronet, Dallas, reports that the German meldodrama, "Sunderin," which opened its first American engagement there, broke all weekend records in the six-year history of the house.

Interstate Theas. of Houston installing CinemaScope in three more of their neighborhood theatres—Santa Rosa, Garden Oaks and Eastwood. . . . A state commission has been appointed in Austin to determine the role of TV in educating Texas children. . . . Ideal Theatre in Fort Worth is showing 7 first run shorts at one time—all in 3-D. . . . San Antonio's Aztec Theatre advertised: Come at 5:45 and see "Witness to Murder" and "sneak" (Technicolor Western), both for the same price, without mentioning the name of the "sneak."

Louis Novy, pres. of Trans-Texas Theas. closed his Rialto, Dallas, for refurbishing and will reopen it as a regular first-run house. . . . Air-Vu, first all Negro drive in has opened in Houston, where there are 13 other other ozoners. . . . Power of suggestion was proved recently when Ellis Ford of the Delman Theatre, Houston, had to turn off the air conditioning during showing of "The Conquest of Everest," though the thermometer registered 75 degrees.

DENVER

The $300,000 triple damages anti-trust suit filed by L. K. Lee, pres. of Kar-Vu, against United Artists and Wolfberg Theatres, claiming inability to get as favorable terms for second-run UA films for his drive-ins as were enjoyed by the Wolfberg interests, was settled out of court for an undisclosed amount. . . . Twice in the past month, four first-run houses have been using reissues. . . . Nate Eastman opened his new 300-car Panhandle drive-in at Kimball, Neb. . . . Robert Patrick, Preferred Pictures exchange owner, is father to his second daughter, named Marian Jo.

Alex Kling is building a 300-car ozoner at Belle Fourche, S.D. and aiming at a June opening. . . . Ralph Roe, city mgr. at Nampa, Idaho for Intermountain, has been upped to city mgr. at Pocatello, Idaho, succeeding Robert Sweeten, who was made mgr. of the new Centre, Denver. The Nampa post went to Robert Vanderpool, asst. city mgr. at Pocatello. . . . R. L. Stanger, exhibitor in Windsor, Colo., and Cecil Willars, Denver, are building a 500-car ozoner in the southwest part of Denver. This will make nine drive-ins in and adjacent to Denver.

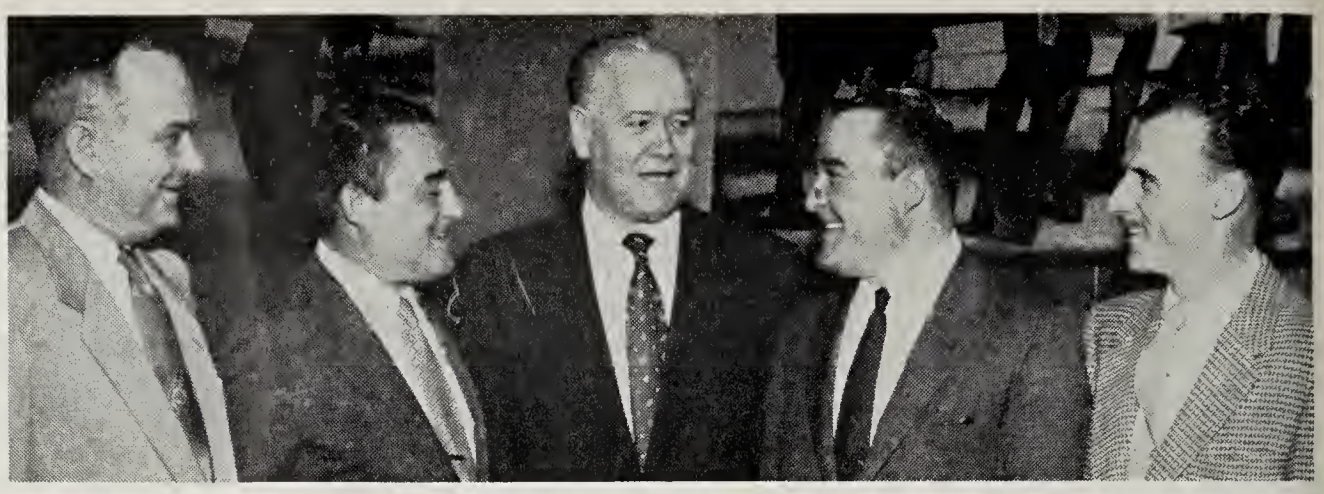
Vic Love has taken on distribution of the films of the British Information Service, which run 10 to 38 minutes each. He has the western part of the U.S. while Hall Baetz, former F-I dist. mgr. here, will distribute them in Seattle. . . . Ben Benda has resigned as mgr. at the Santa Fe. . . . Mrs. Alma D. Simpson, contract clerk, with Metro for 26 years, has retired and gone to Calif. to live with a sister.

DES MOINES

Formal opening of Albia's new drive-in on Hyway 34 was held recently. The theatre has a 30x50-foot screen, new-type plastic speakers and room for 250 autos. Robert Morton is mgr., assisted by Edward Sights. . . . The Strand Theatre in Council Bluffs will present a children's summer movie series beginning June 9, according to mgr. Darrell Shelton. Twelve features have been selected to be shown each Wednesday. . . . F. W. Gardner, who has been asst. mgr. of the Paramount in Waterloo, was named acting mgr. of the Strand there, both Tri-States houses. Gardner succeeds James Wren, who transferred to the circuit's Bonham Theatre at Fairbury, Neb.

Horace Spencer, mgr. of the Ritz in Chariton, was transferred to Oelwein, where he will manage two theatres and a drive-in for Central States. Spencer succeeds Paul Scholer, who was recalled to active army duty in April. W. F. Stolfus, who has been the interim mgr. at Oelwein, was named mgr. of the Ritz in Chariton. . . . Harold Field, pres. of Pioneer Circuit, held a manager's meeting in Carroll, Ia. . . . Mgr. D. W. Oakes of the Columbus Theatre in Columbus Junction announced plans to open the house three evenings a week during the summer. . . . George Mart, mgr. of the Iowa Theatre in Grinnel, reports that he will install CinemaScope in his theatre soon. . . . The Legion Post in Waucome has purchased the theatre in that town for $1,750 and will take over on June 1 for use as clubrooms.

Members of the board of directors of Elm Theatre Bldg. Corp. met recently to discuss various types of buildings to replace the structure destroyed by fire in Elma on March 4. Tentative plans center on either a Quonset style structure similar to the one destroyed or a cement block building. Board members include John Beecher, pres.; Abe Kozlen, Reuben Tuchek, Francis Merrick, Clarence Gansen and Charles Garmen. . . . The Star Theatre in McGregor installed a large curved screen and new sound equipment. . . . South Drive-In, located on Hyway 63 south of Ottumwa, was opened by Jake Cohen, who plans special weekly events during the second season of the ozoner's operation.



Thomas F. Duane, who recently took over as Paramount's Detroit branch manager, is seen here with some of the large group that gave him a welcoming luncheon. L. to R.: Harold Brown, gen. mgr. of United Detroit Theatres; Adolph Goldberg, exhibitor; Duane; Irving Goldberg, exhibitor, and Jack Haines of United Detroit.

DETROIT

Clair Townsend, veteran of Film Row, resigned his post as branch mgr. for Dezel Productions. . . . Mrs. Ida Klatt, widow of William Klatt, who had one of the first nickelodeons in town, has sold the Amo Theatre, closed since the death of Bill Bennie, for conversion to church use. . . . Leonard Salerno, former operator of the Keno Theatre, is moving to San Diego, where he plans to return to the business with an art film house. . . . Mrs. Gloria Kaftan is taking over active management of the Temple Theatre, operated by Kaftan-Porvin Ents. . . . Bruce Harsen returned to the industry after several years' absence as mgr. of Bert Penzien's Shores Theatre in St. Clair Shores.

Jack Callier and Mrs. Mazie Smith are now in charge of the Callier Theatre at Belding and the Saranac at Saranac for Callier Ents., following the death of Harvey Callier. Administrative details are being handled by Clive Waxman of Independent Exhibitors Service. . . . Sol Krim, Highland Park exhibitor, headed for New York to buy product for his artfilm policy while brother Mac was in town from his Beverly Hills, Cal. home looking after details. . . . Ernie Forbes provided a thrill for Film Row when he called out the Fire Dept. squads to squelch his burning awning and window. . . . C. E. O'Bryan, mgr. of the Palms Theatre, has put tickets on sale for the Marciano-Charles fight telecast on June 17. . . . Michael Badarak, operator of the Nortown passed away at 51.

KANSAS CITY

Russell Benton, owner of Jewel Theatre at Clarence, Mo., is now associated with Wm. Zimmerman, operator of Vita Theatre and Moto-Vue ozoner at Waynesville, Mo. . . . The new 750-ear Starvue ozoner on U.S. 61 near Cape Girardeau, Mo. has dual system. Owners Howard Bates and Carl Milne also operate Cape Drive-In at Cape Girardeau. . . . Starlite Dude Ranch Drive-In at Maryville, Mo. has new donut machine. . . . Orpheum Theatre, built as a vaudeville house in Leavenworth, Kans. in 1900, is being dismantled. . . . Belt Drive-In at St. Joe, Mo. has added a new concrete patio with canvas cover to kiddieland and a 50-foot highway sign.

Commonwealth's new 300-car Wood Lane at Waynesville, Mo. has modern sound and lighting. . . . Lyric Theatre at Plattsburg, Mo. has new lamps and rectifiers. . . .Armour at No. K.C. has new popcorn machine. . . . Geo. Plybon is now mgr. of Woodland, Kans. ozoner. . . . Louise and Ernest Black opened Memaha 250-car Drive-In at Sabetha, Kans. . . . The Belle Plaine at Belle Plaine, Kans., operated by U. V. Eckhart, has a new high intensity screen. . . . Owen F. Hitchler is new mgr. of the Waldo Theatre in K.C.

Commonwealth announced its 20th annual King of the Sun contest for mgrs. and employees in the circuit. . . . Atty. Chas. Johnson bought the Admiral Theatre in K.C. and Mrs. Mildred Blackmore is mgr. . . . Durwood family firm, known as L.H.P. Co., has withdrawn application for Channel 13 in Jefferson City, Mo. in favor of Jefferson TV Co. to expedite video service for the capital city. The Durwoods operate theatres in K.C., St. Joe, Jefferson City and Leavenworth, and KEDD-TV in Wichita. . . . Tower, Uptown, Fairway and Granada theatres in K.C. area promoted "New Faces" through postcard appeal to legitimate theatre patrons. Plaza used similar advertising on music in "Rhapsody."

LOS ANGELES

Ground was broken for a 1,000-car drive-in for the Edwards Theatres in San Gabriel. . . . Leon Blender, booker at Realart, has adopted a baby boy. . . . Wally Wolf, son of Fanchon & Marco exec. Rube Wolf, joined the staff of F&M's Hollywood Paramount as asst. to mgr. John Gageby. . . . Bill Zimmerman's Arden Theatre in Lynwood has undergone extensive remodeling. . . . Spence Wyatt, who manages the Gilmore Drive-In, has a new baby daughter.

Recent managerial changes in National Theatres here put Phil Henry in the California, San Bernardino; Bob Cazan switched from the El Rey, Alhambra, to the Maywood, Maywood, and Earl Swanstrom assigned to the Alhambra. . . . Al Olander installed a CinemaScope screen in his Garmar, Montebello. . . . Arthur Bianco reopened the long dark Azteca Theatre in San Bernardino. . . . Al Bruno, Fox West Coast booker, is recuperating at home after major surgery. . . . Henry Pines assumed operation of the Towne Theatre in Bell Gardens, formerly under the Fox West Coast banner. . . . Replacing Harry Stern, who resigned, Gus Acosta appointed Art Burnham the Chicago mgr. for Azteca Films there.

Transferring from Glendale, where he managed the FWC Gateway, Ed Winslow is at the Fox, Santa Paula. . . . United Artists Theatres moved their offices from the Block Bldg. to their Egyptian Theatre Bldg. . . . The City of Beaumont, which has been without an operating theatre for the past two years, welcomed opening of the Beaumont Theatre by Harry Kunninger, who is operating on a 7-day schedule. . . . Sam Klein, theatre broker, celebrated his 25th wedding anniversary. . . . M-G-M is completing an addition to its exchange on Film Row. . . . Larry Goldberg, son of Earl Goldberg of Film Transport, was inducted into the Army.

Floyd Lewis returned from an air tour of key exchange centers in line with his new chores as head of Modern Film Distributors, in which Kroeger Babb is interested. . . . Dick McKay, formerly booker and buyer for Arizona Paramount Theas., and more recently a salesman for Realart, resigned to join the Cal Pac Corp. . . . John Danz, Seattle circuiteer, was in town for conferences with Matt Appleman, his local mgr. and representative for the Hastings and LaMirada drive-ins.

MILWAUKEE

The local Variety Club has scheduled two important social events. On June 3, Tent #14 is sponsoring a dinner at the Pfister Hotel in honor of the Milwaukee Braves and on June 7 a whole section in the grandstand is reserved for Variety to watch the Braves play the N.Y. Giants. John Mednikow is program chairman. . . . Billy Pierce of the Savoy Theatre was a pallbearer for Floyd Woodsmall, 42, projectionist at the Princess Theatre here, who died unexpectedly at his home on Nagawicka Lake, Nashotah. Woodsmall had been a member of Projectionists Local 164 since 1935.

The Comet Theatre, operated by A. J. Honthaner, was looted by a burglar who had apparently remained in the theatre when it was closed. . . . The Royal Theatre held an auction after it closed its doors. . . . Sam Miller, Rialto Theatre, Gladstone, Mich. was in town to do his booking. He dorve here with his wife from California, where he is now making his home. . . . Jeanette Lindquist, formerly with RKO, is now with United Artists branch office.

MINNEAPOLIS

Louella Parsons gave the Terrace Theatre in suburban Robbinsdale a 6-paragraph mention in her syndicated column out of L.A. William and Sidney Volk are owners of the ultra-modern house. . . . "Gone With the Wind" will be re-released in this area sometime in July. . . . The RKO Pan cut its top admission from 85 to 75¢ and Minn. Amuse. Co. trimmed 10¢ off the top admission for CinemaScope pictures in eight key situations in the territory. . . . House staff at the loop Gopher is sporting new uniforms — Kelly green jacket with dark green trousers, both trimmed with gold braid. . . . Nancy Peek, M-G-M bookers clerk, resigned.

Free movies are being sponsored periodically by the local businessmen at Zumbro Falls, Minn. . . . An armed bandit got off with $1,000 at the Corral Drive-In near W. St. Paul as asst. mgr. Don Fritz and two employees were awaiting a deputy sheriff to escort them to the bank. . . . Independent Film Service has taken over the shipping and inspection for Republic. . . . C. K. Wauttke, operator of the Lakeside Drive-In, Regent, N.D., flew in in his Piper Cub Plane to do some buying and booking.

Dale Ronnig opened his new 200-car D & R Drive-In at Phillips, S.D. on May 27. Other outdoor stands which opened recently were the Paul Bunyon Drive-In at International Falls, Minn., operated by Eugene Tacke, and the Triad at Ashland, Wis., operated by Frank Hahn. . . . Ben Berger installed CinemaScope eqnipment in his Fergns, Fergus Falls, Minn., and his State, St. Peter, Minn. George Johnson did likewise in his Stanley, Stanley, Wis. . . . Harris Duttelson, Midwest representative for Buena Vista Films, was in negotiating contracts for "The Living Desert."

NEW HAVEN

The shoreline town of Groton will have two new ozoners functioning in June. Completing construction are Route 12 Drive-In for Groton Open Air Theatre, Inc., headed by J. Lawrence Peters; Isadore Fishbone, v.p.; Harry Picazio, secy.; Anthony Albino, treas., also the Bridge Drive-In for Associated Mgmt. Corp., headed by Edward F. O'Neill, former gen. mgr. of Markoff Bros. Theas. The latter will be wired not only for car speakers but for electric blower type fans to provide warm or cool air. . . . Livio Dottor, mgr. of Perakos' State Theatre, Jewett City, was upped to mgr. of the Plainville Drive-In, where John Perakos had been serving as temporary mgr. William Hoddy was upped from asst. to mgr. of the State.

Harry F. Shaw, Loew's Poli div. mgr. in New Haven, is expected back from Calif. in mid-June, where he substituted for vaca-

Watch These Dates!

June 8: Seattle—Theatre Owners of Washington, Northern Idaho and Alaska convention.

June 8-10: Old Point Comfort — Virginia Motion Picture Theatre Assn. annual convention—Chamberlin Hotel.

June 10: New York — Cinema Lodge of B'nai B'rith golf tournament and dinner Vernon Hills Country Club, Tuckahoe.

June 15-16: Wawasee, Ind.—Allied Theatre Owners of Indiana spring meeting—South Shore Hotel.

June 17-19: Los Angeles—TOA board meeting.

June 27-29: Edgewater Park, Miss. — Mississippi Theatre Owners Assn. convention—Edgewater Gulf Hotel.

Jnue 28: Albany—Variety Club 12th annual golf tournament and dinner — Shaker Ridge Country Club.

Aug. 9-14: Cincinnati — I.A.T.S.E. 42nd Convention—Music Hall.

Oct. 10-11: Milwaukee—Allied States Assn. fall board meeting—Schroeder Hotel.

Oct. 12-14: Milwaukee—Allied States Assn. annual convention — Municipal Auditorium.

Oct. 31-Nov. 4: Chicago — TESMA Trade Show—Conrad Hilton Hotel.

Nov. 14-16: Charlotte—Theatre Owners of N. and S. Carolina—Hotel Charlotte.

Nov. 16-17: Indianapolis — Allied Theatre Owners of Indiana fall convention—Marott Hotel.

Dec. 5-7: Oklahoma City—Theatre Owners of Oklahoma convention.



CinemaScope showing of Warner's "The Command" on the huge 116-foot wide screen installed at the Perakos Circuit's Plainville (Conn.) Drive-In is viewed by (l. to r.): John Perakos, Perakos Theatres; Allen M. Widem, Hartford Times; Peter Perakos, pres. of Perakos Theatres; Sperie Perakos, gen. mgr.; Max Birnbaum, Warner exchange mgr., and Max Hoffman, booker for Perakos Theatres.

NEW HAVEN (cont'd.)

tioning mgr. Boyd T. Sparrow at Loew's Warfield in San Francisco. Mrs. Shaw accompanied him on the trip. . . . Frank Daley was named asst. mgr. at E. M. Loew's, Hartford. . . . A stage and screen show, sponsored by the motion picture industry and associated groups, was presented at Loew's Poli, New Haven, for benefit of Troop 3, Handicapped Boys of New Haven. . . . The Conn. Cancer Society is recipient of the check presented to Barney Pitkin of RKO at his recent testimonial dinner.

S-W's Circle Theatre in Manchester has been sold to House & Hale Corp., who will convert the building to commercial use. . . . Harry Finger has been named gen. mgr. of Mansfield Drive-In, Mansfield, operated by General Theas. He was formerly on the food staff at the Hotel Bond, Hartford. . . . Sal Adorno, Jr. has started construction of his first outdoor project, a 750-car unit on the Middletown-Saybrook road, to cost $125,000. It will feature a 100-foot screen and is scheduled for a July opening. Brother Michael has taken over Sal's former post of asst. gen. mgr. of M&D Theas.

NEW ORLEANS

A 135x65 ft. CinemaScope screen has been built for the new Twin Do Drive-In at Metairie, La., which utilizes a curve not being used anywhere else in the area. The ozoner also has a 500-seat air-conditioned auditorium for walk-ins. . . . Henry Bayard, mgr. of the Meyer Theatre, Biloxi, Miss., announces installation of CinemaScope equipment as part of a renovation project which included complete decoration and painting. . . . Producer Hal B. Wallis and Daniel Mann are in town looking for suitable locations for filming of "The Rose Tattoo" by N.O. author Tennessee Williams, with shooting to start in Oct. or Nov.

The Mississippi Theatre Owners open their annual convention June 27 at the Edgewater Gulf Hotel, Edgewater Park, Miss. . . . Hal R. Makelim was here to discuss his plan with Allied Theatre Owners of the Gulf States, in which non members may also participate. . . . Reported that the Fox, Jonesboro, will reopen under new management. . . . CinemaScope installations were made in the Rose Theatre, Bastrop, La., and the Cave, Natchitoches, La. . . . Beach Theatre, Fairhope, Ala., reopened. . . . The Avenue Theatre here held over its double billing of La Traviata and Cavalleria Rusticana—two operas in color, shown here for the first time.

NEW YORK

Three Walter Reade theatres in N.J. will present the Marciano-Charles bout on June 17. The circuit has its own TRAD TV installation in the St. James, Asbury Park; has mounted its own RCA unit on a truck for the Atlantic Drive-In, Pleasantville, and is renting a General Precision set from National Theatre Supply for its Lawrence Drive-In, Trenton. The only other showing in N.J. will be in a Camden theatre. . . . The 1,800-seat Stoddard Theatre at B'way & 90th St. was leased to Garden Markets for 21 years and plans for converting it into a supermarket have been announced. Bernard Zimetbaum is owner of the property.

Paramount will be allowed to keep the N.Y. Paramount Building under terms of an order entered by the N.Y. District Court recently. There were a few minor conditions attached to the order, aimed at making sure continued occupancy by Paramount Pictures would not transgress the spirit of the decree, which required the company to vacate the premises. . . . Harold Rinzler and Marvin Kirsch were named co-chairmen, and Milton Livingston, Don Mersereau and J. Milton Saltzberg named members of the general committee of the Third Annual Film Industry Golf Tournament sponsored by Cinema Lodge at Vernon Hills Country Club, Tuckahoe, on June 10. More than 200 participants are expected to compete.

OKLAHOMA CITY

Fire destroyed the Frontier Theatre in the 2400 block N.W., with damage estimated at $50,000. Fortunately, no one was in the building at the time. This theatre was the scene of a $20,000 fire last year. . . . Okla. City's IATSE Local 380, headed by Bob Croasdale and among the first to back Roy M. Brewer in his current candidacy for the international presidency, tendered him a midnight dinner at Beverly's Drive-In which was attended by Oklahoma and Arkansas theatre technicians.

Otis Mooney was named to succeed Don Lassiter as mgr. of Video's Blaine, Hilltop and Morgan theatres at Henryetta, when Lassiter was transferred to the circuit's home office in Okla. City. . . . R. Lewis Barton reopened the Capitol Theatre, with Verrol Johnson as mgr., after a redecoration job and installation of popcorn and drink machines. He recently purchased the house from Cooper Foundation.



Producer Leonard Goldstein (second from right) and brother Robert (far left) discuss production and promotion plans for ten films to be released by United Artists in New York home office huddle with UA President Arthur B. Krim and chairman of the board Robert S. Benjamin (far right). Ten-picture package by newly-formed Leonard Goldstein Productions represents an estimated negative cost of more than $10,000,000.



Among those on hand for the formal opening of Universal's new exchange in Des Moines were (l. to r.): Charles J. Feldman, v.p. and gen. sales mgr.; Frank Rubel, gen. mgr. of Central States Drive-In, and Foster M. Blake, Universal's western sales mgr.

PITTSBURGH

Handicapped persons in the Tarentum area were guests of Michael M. Cardon at the Stanley-Warner Harris Theatre for a showing of "Prince Valiant." . . . Projectionists Local 703 of St. Marys, Pa. elected Charles Fleming as its business agent. . . . School directors of Sewickley township, Allegheny County, voted to continue the 10% admission tax. The Harmar township school board also gave final approval to a 10% tax. . . . Donna Reva, daughter of M-G-M salesman Eddie Moriarty, will be married to John W. Harvey on July 10. . . . All 23 Jur Circuit houses are now in operation. Joe Raad, circuit head, reports recent opening of the Star Theatre at Wellsburg, W. Va.

PORTLAND-SEATTLE

Mgr. Hughes of the Orpheum Theatre, Portland, advised that "River of No Return" went into a third successful week despite unusually hot summer weather. . . . An armed robber got only $125 when he held up Raymond McCall, mgr. of the Embassy Theatre, after knocking him down. . . . A service station will take the place of the once-famous Keylor Grand Theatre at Walla Walla, Wash., which was closed some nine years ago by Midstate Amuse. Co.

A $50,000 renovation program will soon get under way at Peter Barnes' Avalon Theatre at Okanogan, Wash., to include exterior changes and an increase in seating capacity. Barnes is also remodeling the outside of his Oroville Theatre and installing a wide screen. . . . Arnes Anderson was named mgr. of Evergreen's American Theatre at Bellingham, Wash. . . . Mr. & Mrs. C. L. Kendall have purchased the Liberty Theatre, Condon, Ore. from D. S. Rice.

ST. LOUIS

At Alton, Ill., the Norside and Uptown theatres reopened after reaching agreements with th local IATSE union for a reduction in booth staffs from two operators at $64 per week to one at $90 per wek. The State, owned and operated by Charley Goldman and Harry H. Beck, has not yet announced plans for reopening. . . . A giant, all-steel parabolic wide screen was put into operation at the Airway Drive-In, operated by the Phil Smith interests. . . . F&M's first-run houses have a new 42¢ admission for teenagers; 21¢ for unaccompanied children

(*Continued on page* 35)

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NEW TYPE OF THEATRE DEBUTS See page 30

MILLION-DOLLAR THEATRE

LITS ANAMORPHIC EPOCH

OZONER TESTS TECHNIQUES

See page 28

Modern Methods Of Operation, Projection; Speaker Processes

OMAHA.—A drive-in theatre dedicated to experimental studies of equipment and ozoner operational methods has been opened here by J. Robert Hoff, general sales manager of the Ballantyne Co. The ozoner, called the Airport Drive-In, has been equipped to show CinemaScope pictures with stereophonic sound and premiered with 20th Century-Fox's CinemaScope "Beneath the 12-Mile Reef."

Hoff decided to build the experimental open-air situation because the problems of operating a drive-in theatre "just can't be learned unless you are doing the job yourself," he explained. He pointed out that the 750-car theatre will serve to educate Ballantyne officials, engineers and sales personnel in many of the intricacies of drive-in operation.

New Designs Created

The equipment executive explained that new designs are constantly coming out of experimental projects but that they could not be given "the acid test of actual patron use." The company lacked "really documented material" to prove the worth of its equipment and it could not study its products "first hand, in relationship to how the patrons react" to them.

With the Airport Drive-In, Hoff revealed that he and the equipment company will be able to "field test and do much broader experimenting." He added that he hopes to speed up production on future new equipment because he will find out faster "what works and what doesn't; what patrons like and dislike." He stated enthusiastically that "the possibilities are unlimited."

The theatre opened with the CinemaScope picture before an invited audience of industryites, civic officials and members of the press. An enthusiastic reception was given the theatre, with comments of praise for the stereophonic sound and the brightness of the screen and clarity of the picture, according to a company report.

Hoff stated in a telegram sent to Spyros P. Skouras, president of 20th-Fox, that his patrons were thrilled with "giant screen pictures and stereophonic effect." He added that many commented that "drive-in stereophonic sound gives an even better illusion than the conventional indoor theatre." Attendance has been good since the opening, Hoff revealed.

One month later, speaking at the 20th-Fox forum on CinemaScope, Hoff reported on his experience to date with stereophonic sound in a drive-in theatre. At that time, Hoff declared that although the stereo sound does add considerably to the effect of a show, he does not believe that the two-speaker system adds enough in ozoners to justify its expense in an open-air theatre.

Advocates Magnetic Sound

Hoff stated that he definitely advocates magnetic sound over optical, but that he thinks that drive-in theatres could do well with single-track magnetic sound so long as they install a CinemaScope screen and anamorphic lenses for proper projection.

Commenting upon his experiences with the two-speaker system, the equipment expert revealed that despite explicit instructions, many of his patrons were still confused about the placing and using of the two-speaker systems.

He reported that after having made initial corrections throughout the ozoner, a second check one evening revealed that approximately 30 percent of the cars had either misplaced the two speakers or were using only one.



J. Robert Hoff's Airport Drive-In, Omaha, has a giant curved CinemaScope screen tower that is 70-feet wide and as high as a five-story building.

The Airport makes use of a giant curved CinemaScope screen tower that is 70-feet wide and as high as a five story building. The picture area is 40-feet by 80-feet and curved on a 250′ radius. The tower is constructed of concrete block with steel reinforcing. It has been painted with Raytone outdoor screen paint.

In line with modern design planning, the space within the framework of the tower has been put to use. First story of the building is used as a garage and office. The second story serves as an apartment, and the top three floors are used for storage.

The Omaha ozoner is the third drive-in in the world to be equipped with stereophonic sound. Theatre makes use of a double speaker system, by which each car gets two Ballantyne Dub'l-Cone speakers. Four speakers are mounted on a standard Ballantyne junction box.

the speakers . . .



Two Ballantyne Dub'l-Cone speakers are held up by Robert Huntling, manager of the Airport Drive-In. Each driver is directed to take two speakers. The one with the shorter cord is placed on the window nearest the speaker post. The one with an extension cord is placed on the opposite window.

Speaker Instructions

To avoid confusion, two of the speakers on each box have been painted blue and white, and the other two gray. Each car driver is instructed to take two speakers of the same color. The patron is directed to place the one speaker with the standard coiled cord on the window nearest the speaker post. He places the other speaker, which has a coiled cord plus a four-foot straight extension on it, on the opposite window.

The Ballantyne standard junction box accommodates the four speakers, and it is not necessary to build extensions or special hangers. Two transformers and terminal strips are mounted in the junction box. In the Ballantyne system, magnetic channels one and two are connected to the left speaker and channels two and three to the right

(*Continued on page* 34)

Lorraine SUPER-CHARGED ORLUX Carbons
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Ampex builds complete stereophonic sound systems for theaters of every size. From one reliable source, you get everything you need — magnetic soundheads, amplifiers, speakers, monitors and controls — to provide your CinemaScope patrons with the finest in multi-directional sound.

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- **THE MASTER SYSTEM**

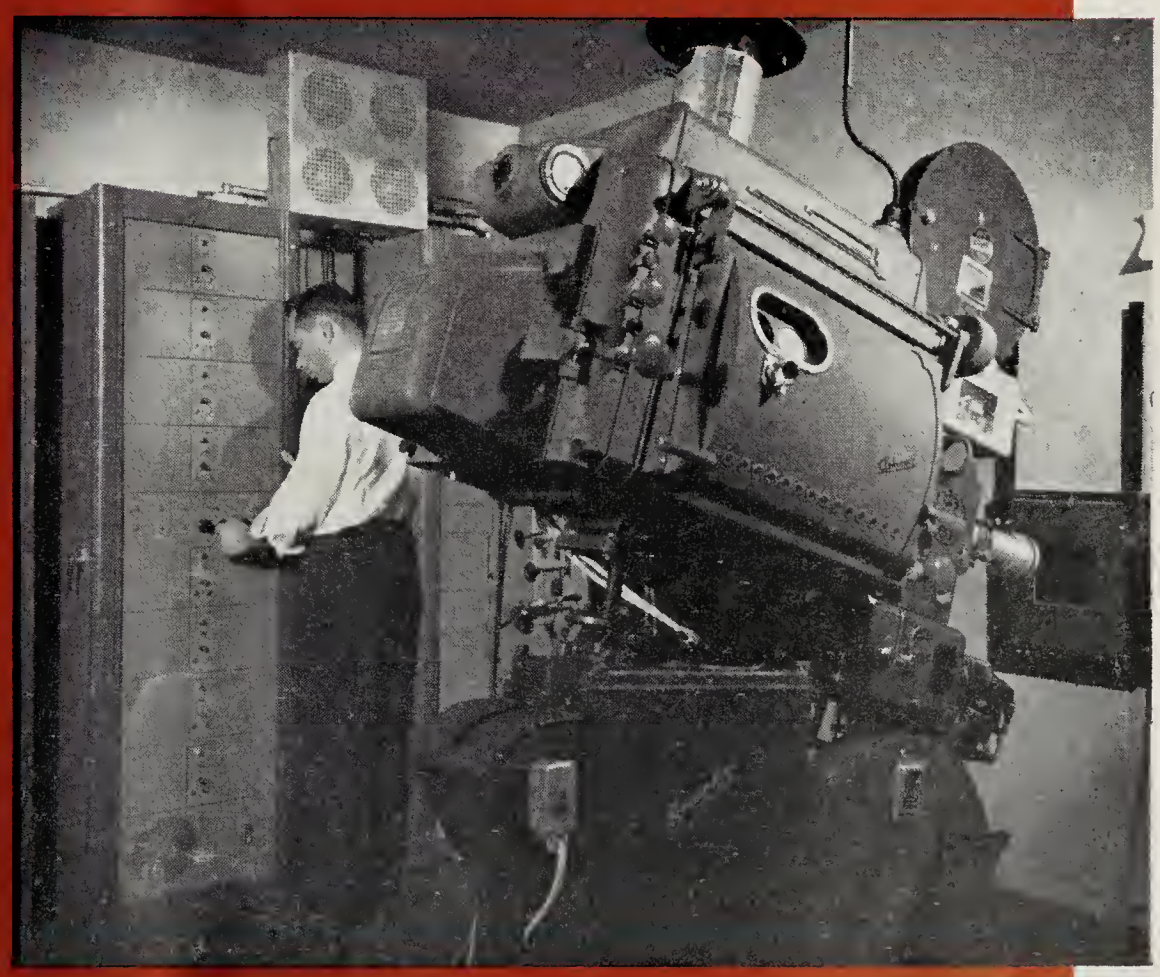
  A simplified system that occupies minimum booth space and is priced for the smaller theater. It uses the three stage speaker channels of standard CinemaScope film with optional use of the fourth channel auditorium speakers. It gives adequate protection against loss of dialogue in any emergency by converting to single-channel operation.

- **THE DE LUXE SYSTEM**

  A system primarily for larger theaters. Quick plug-in preamplifiers and dual high voltage power supplies provide additional protection to maintain sterophony under many emergency conditions. Each channel is separately monitored from an individual speaker in the projection booth.

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  The finest stereophonic sound system built. It gives the fullest possible protection against all emergencies plus the ease and convenience of operation essential to the de luxe theater. Ultra-quiet switching with an absolute minimum of maintenance is assured with a separate bank of preamplifiers for each projector. Electronic change-over from one projector to another and provisions for a third projector are included.



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Every Ampex system uses identical magnetic pickup heads to give the world's finest and most precise reproduction of sound. Equipment is easy to install, easy to maintain, and is pleasingly free of all "stray" parts.

AMPEX CORPORATION

REDWOOD CITY, CALIFORNIA

A Symbol of Faith:

Designed For Anamorphic Age, Million-Dollar House Premieres

DENVER.—The world's first conventional theatre built for the purpose of exhibiting CinemaScope pictures is more than a million-dollar movie palace. The new Centre Theatre stands as "a symbol of the motion picture exhibitor's renewed faith in the future of the movie industry," according to Frank H. Ricketson, president of Fox Inter-Mountain Theatres, which built the house.

The Centre, which made its debut in a Hollywood-style opening with the world premiere of 20th Century-Fox's "River of No Return," is the only first run theatre to be built in this city in the past 20 years. The 1,247-seat house rises in the midst of Denver's new skyscraper area, and its designer, Carl Moeller, has kept this fact always in mind.

From its massive marquee to the rear exits, the house contains the latest in theatre design and technical equipment. Equipped with a complete Ampex Stereophonic sound system, the situation is designed to be able to utilize other multi-sound-track controls.

The Centre is considered the first theatre in the world in which the stereophonic sound system was worked into the architectural design of the building.

Uses Simplex Speakers

The theatre is equipped with Simplex sound equipment, three Simplex stage speakers and Hertner converters. Film is transported to the booth by means of a dumb waiter installation. Much of the house's equipment came from National Theatre Supply.

The screen is 28x60 feet, making it one of the largest CinemaScope screens in the country. A curved screen, it is built on a radius of 140 feet, and is of the Miracle Mirror type. The screen, without the metal frame, cost $3,500. Adjustable masking makes it possible to show a picture of any size or ratio.

The booth, 40 feet wide, is built for any type of operation. It is now equipped with three Simplex XL projectors, Simplex LL-1 pedestals and National Excelite lamphouses, 136 ampmeter. It has been arranged to allow the installation of Ediphor theatre television and was planned to be able to use any new projection system, including Todd-A-O.

The stadium-type auditorium, 81x162 feet, is filled with deluxe self-rising spring back loge seats from the American Seating Co. The chairs, of wine plush with rubberfoam cushioned arms, blend with the carpeting, in tones of gold, black and raspberry.

Patron Comfort Considered

The chairs are 21 to 23 inches wide, which is two to three inches wider than most theatre seats. With a total of 38 inches from back to back, the seats have been designed to provide ample leg room for the comfort of the patrons.

Sight lines have been adjusted for the most advantageous viewing of CinemaScope films, and the auditorium has been designed so that the tapering toward the front eliminates all wide-angle seats. The stadium-type design allows for easier viewing over the heads of the people in front.

The interior of the auditorium is dominated by extensive use of ornamental plaster, designed by Ralph Wilson, of California. Decorator Edward Arnold has finished the plaster in gold and silver leaf so that the interior design reflects a combination of the ultra modern with conventional theatre design.

The large plaster plumes reach 60 feet above the floor, and are backed by an expanse of coral colored waterfall stage draperies from Grosh & Sons Scenic Studios, Hollywood.

This plaster is used to provide a coved lighting effect on the two-level ceiling, so designed that a total of 24 color combinations can be used in setting up a mood for any type of program. All lighting is indirect and designed primarily to give the utmost in beauty, luxury and comfort to the patrons.

The stage drapery is one of the most out-

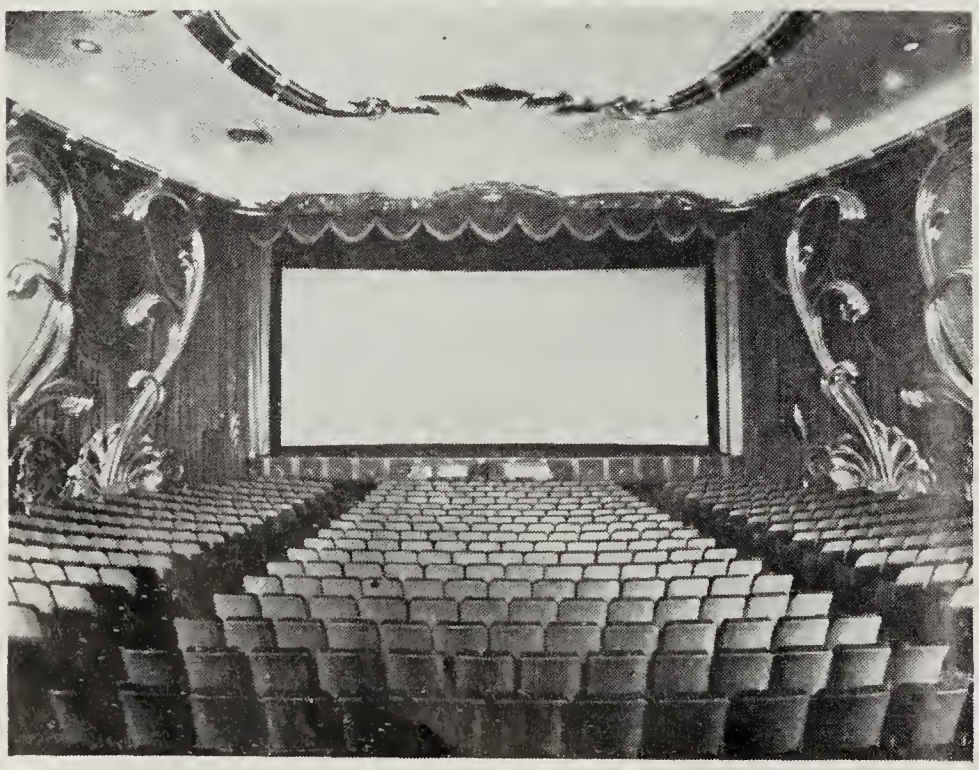
(*Continued on page* 32)

the front



Marquee and front of the new Centre Theatre, Denver, the world's first conventional theatre built for the showing of CinemaScope films.

from the rear



Filling the width of the proscenium is the Centre's giant CinemaScope screen, which is 28 x 60-feet. Curved on a radius of 140-feet, it is of the Miracle Mirror type. With adjustable masking, it can show a picture of any size.

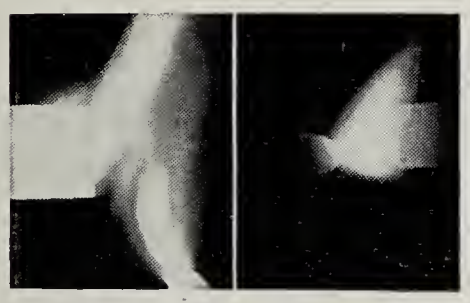
from the screen



The stadium-type auditorium, 81 x 162-feet, has been designed for the most advantageous viewing of CinemaScope pictures. Sight lines have been adjusted, and the house is tapered in the front to eliminate all wide-angle seats.



Hitch your bandwagon to a brighter star with NATIONAL TRADE-MARK CARBONS



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GIVE IT ALL YOU CAN
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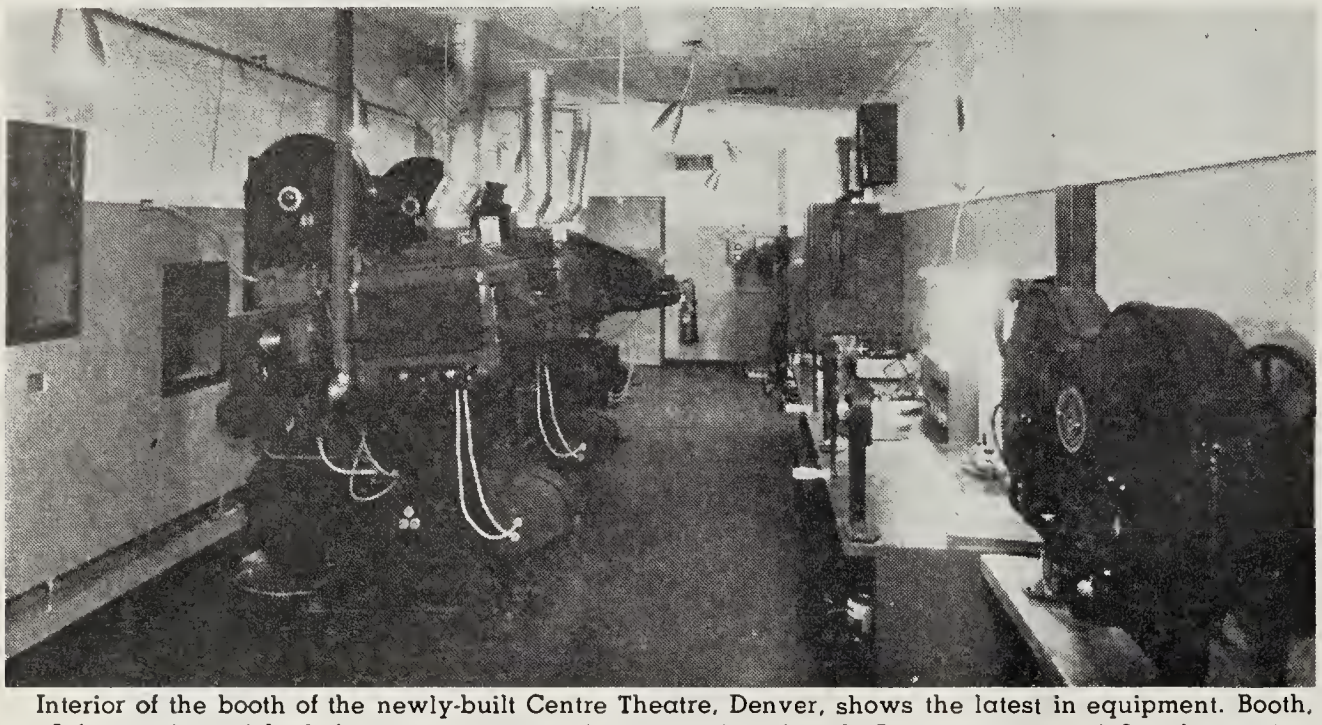
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WITH THE LATEST impressive developments in wide-screen, 3-D and stereophonic sound, with the flurry of new stars and *really* better movies, exhibitors have more to work for—and more to work *with*—than ever before. In *your* efforts to capitalize on the new projection techniques, don't overlook these important facts:

THE PICTURE IS LIGHT — This is a fact exhibitors should know and remember. Every tone of light and shadow, every hue and shade of color on the screen are contained in the light *behind* the film. The film itself cannot *add to* the picture. It creates the screen-image only by filtering or *holding back* certain elements of the projection light.

LOW-COST IMPROVEMENT — Your "National" carbons deliver maximum screen-light at, or near, maximum recommended operating currents. *Only by operating at peak current can you get all the screen light your present equipment is capable of delivering.* So, while you're figuring new lamps or awaiting delivery, don't miss this inexpensive means of improving your position in a highly competitive market. *Light* is box office, too!

Designed For Anamorphic Epoch, Million-Dollar Situation Preems



Interior of the booth of the newly-built Centre Theatre, Denver, shows the latest in equipment. Booth, 40 feet wide and built for any type operation, is equipped with Ampex sound and Simplex projection system.

(*Continued from page* 30)

standing decorative features of the Centre. The curtain directly in front of the screen is one of the conventional type, but another curtain drops completely to the floor, covering entirely the front of the stage.

This same curtain material extends 40 feet beyond the stage, in either direction behind the gold and silver ornamentation. With a 60-foot wide stage, there is almost 150 feet of drapery around the front of the auditorium. The draperies cost approximately $12,000.

Carpeting throughout the theatre has been custom designed for this particular house. It was made by Alexander-Smith & Sons, and is underlaid with a ⅛ inch thick rubber padding, which is topped with thick hair padding.

Walls of the auditorium are sprayed with asbestos fiber to insure perfectly engineered sound and accoustical control. The front-of-the-house is eqnipped with a high fidelity music system. Music and sound can be "piped" to the lobby, lower lounge, concession counter and the box office and outside the theatre. The system is designed so that music can be played in one section of the lobby, while special sound goes to another.

Coming to the concession bar, the theatre has one that evokes a sparkle in the eyes of many theatre managers. Approximately 30 feet long, it is made of glass and aluminum, etched into handsome designs, and built by Sinicrope & Sons, Hollywood.

Thermal Controls Installed

Air conditioning and temperature is regulated by a Minneapolis-Honeywell control system. Heating will be by natural gas, from two large boilers. During the hottest summer days the Centre will be cooled by a Westinghouse mechanical refrigeration unit, the largest theatre cooling system in the area.

The air conditioning is set to extract at least 95 percent of the pollen and dust from the air, with the system being so sensitive that it will switch instantly from heating to cooling and vice versa.

The furniture in the grand lounge and the lobby was custom made on the premises, and is built to conform to the curvatures of the walls. The rest rooms have been designed with a thought to eye appeal as well as to utility.

The men's smoking room has scenic wall paper with an outdoor golf and hunting scene, while the ladies is of a dogwood laurel design. This lounge has one long mirror covering the entire side of the wall, a mirror topped vanity bench the length of the same wall, and a half dozen swivel vanity stools.

Going from the interior to the exterior, one sees the marquee, with a lighting display that covers an area 60 feet wide and 100 feet high. It consumes 80 kilowatts of electricity, enough to light many small towns in the state.

Changing of the reader panels has been simplified by having the job done from the inside. This eliminates the unsightly method of using stepladders. The marquee uses two sizes of Bevelite letters, the 17 and the 10 inch.

The lower portion of the marquee front is covered by terrazzo blocks which look like pink marble. Massive stainless steel poster cases grace the entrance. The floor of the entrance way is covered with giant Columbines, the Colorado state flower, 14 feet high and seven feet wide, with 16 colors and shades being used in the designing of terrazzo.

Motiograph Sells Low-Cost Stereo

The Motiograph Co. is marketing "a new low-cost four-channel stereophonic sound system for theatres of 1,000 seats or less," according to a letter sent by Fred C. Matthews, Motiograph vice-president, to Al Lichtman, 20th Century-Fox distribution head. The letter adds that the system is "so complete there is absolutely nothing more to buy in the way of sound equipment."

Cost of the package, including installation, has been announced at $4,058, according to the Matthews letter. In the same note, he reported that the equipment firm has available a new three-channel system that could be purchased for $3,530, including installation charges.

Included in the four-channel system are two penthouse reproducers, four preamplifiers with tubes and cabinet, four 20-watt power amplifiers, one suppressor amplifier, one equalization and changeover switch, one system selector switch, one horn switching panel, one gang fader, one power unit, one monitor amplifier, six auditorium speakers and three Altec Lansing speaker systems, plus cables and cordage.

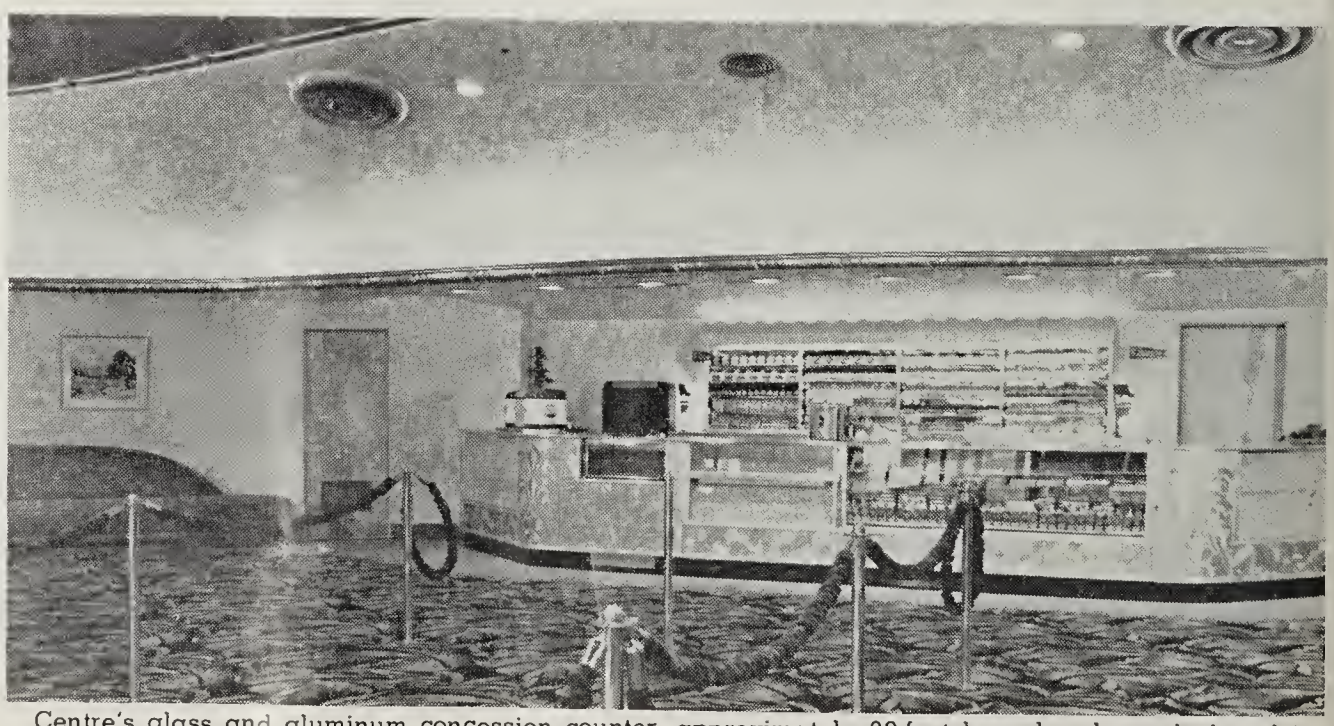
H. Thorwell Matthews, company president, has revealed that the firm has received many orders for a single-channel magnetic system following the special forum on CinemaScope held by 20th-Fox. He noted that he has such systems for use both in drive-in and conventional theatres.

Exhibit Record Expected At TESMA Trade Show

It is expected that there will be more exhibits at the coming TESMA Trade Show to be held at the Conrad Hilton Hotel in Chicago, Oct. 31st, through Nov. 4, than at any previous convention, according to Fred C. Matthews, TESMA president.

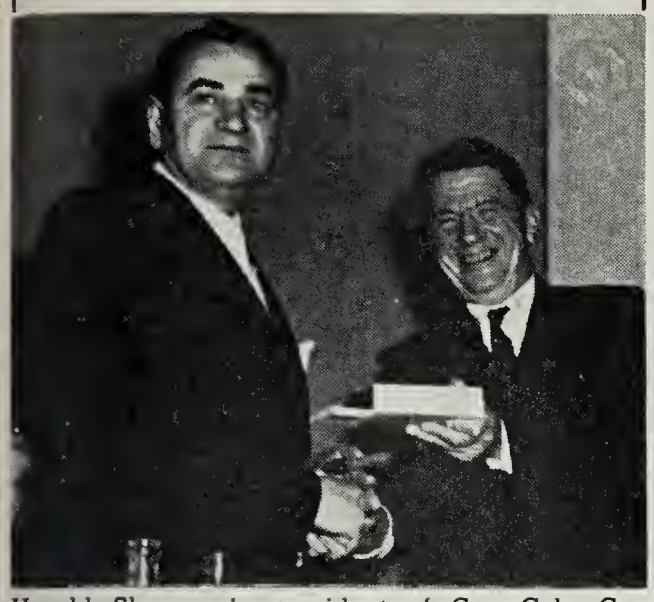
New makes and models of theatre concession and playground equipment and supplies will be shown in over 200 booths. Seminars will be held on new film presentation processes and the best methods of selling popcorn, candy and other concession items.

All exhibitors, whether affiliated with TOA or not are invited to attend the show without admission charge.



Centre's glass and aluminum concession counter, approximately 30-feet long, has been designed to provide both beauty and utility. Products sold are thus shown to best advantage.

Presenting Award



Harold Sharp, vice-president of Coca-Cola Co., Atlanta, in charge of national fountain sales, (right), presents a solid gold watch and diamond pin to Charles Okun, special theatre representative, for his 30 years service with the corporation.

Altec Negotiates Contract To Service 16 Southern Anderson Chain Theatres

Altec Service Corp. has announced the signing of a contract with Anderson Theatre Co., Mullins, S. C., involving 16 houses, conventional and drive-in type, located in North and South Carolina.

The contract, negotiated by Robert Curry, field engineer attached to M. G. Thomas' Altec division office in Atlanta, provides service for sound equipment in the following Anderson circuit indoor theatres: Anderson, Mullins; Rainbow, Marion; Anderson, Kingstree; Anderson, Hemingway; Pamplico, Pamplico; Carolina, Conway; Ocean Drive, Ocean Drive, all in S.C.; the Capitol, Fairmont; and the Carolina, McCall, N. C.

The Anderson drive-in houses contracting for Altec service include: "76," Mullins; Swamp Fox, Marion; "301," Dillon; "501," Conway; Myrtle, Myrtle Beach, all S.C.; the "211," Lamberton; and the "410," Tabor City, N.C.

CinemaScope Premieres In Jersey Area Ozoner

TRENTON.—CinemaScope will make its initial appearance in a drive-in in this area when Walter Reade's Lawrence Drive-In presents "The Robe" on June 6. The ozoner is now being prepared for the engagement, with the present 40x60-foot screen surface being enlarged until the screen image is "the largest in any theatre in the Trenton area," according to a Reade report.

Special anamorphic lenses and sound equipment are now being installed, with the work so scheduled that it will not interfere with regular evening performances now going on at the Reade drive-in. Walter Reade Jr., president of the circuit, revealed that he plans a long succession of CinemaScope films at the ozoner. SuperScope lenses, invented by the Tushinksy brothers, will be used.

Shor Heads Airer Forum

RICHMOND, VA.—Rube Shor, chairman of National Allied's drive-in committee, will head a drive-in open forum at the convention of Virginia Motion Picture Theatre Owners, scheduled for June 8-10 at the Chamberlin Hotel, Old Point Comfort, Va. Details were released by T. D. Field and T. I. Martin, V.M.P.T.O.'s ozoner committee chairmen.

STEP BY STEP

● There's an old saying "you must walk before you can run." Now, with the problem of showing wide screen product clarified, the exhibitor is in a position to take advantage of a "step-by-step" program of theatre improvement. If he wishes, he may start his program very simply — with a basic installation of wide screen only. He may then augment this with magnetic sound, and progress through the various equipment steps until a complete stereophonic sound system is realized.

● Your National Man is in a position to advise you "step-by-step" through your magnetic sound growth pattern. He is able to give you the benefits of background and experience gained through hundreds and hundreds of installations in theatres of every size and dimension. Not only that, he can show you how the program can include "dressing up your house."

● Contact your nearest National branch now for all the facts on your "step-by-step" program . . . and ask about National's convenient payment plan.

● Your patrons deserve the best, give it to them through this "step-by-step" plan.

NATIONAL
THEATRE SUPPLY
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Staff Reviews

(Continued from page 12)

are responsible for the death of his father. He goes into the service of Baron Edgar Barrier and falls in love with his daughter, Betta St. John. Barrier forces his daughter to marry Jason when Montalban is in prison. Used as prey in a hunt designed to amuse Emperor Whitfield Connor, without his knowledge, Montalban is befriended by Connor and taken with him. For revenge, when the Emperor asks him to choose a maiden in marriage, he chooses a cousin of Ansara's, Carolyn Jones. Montalban goes off to the Crusades with Jason, Ansara and Connor. Montalban becomes a knight in battle, wounded and taken prisoner by the Saracens. Pamela Duncan buys his freedom for him and they return to Montalban's homeland. Ansara kills Carolyn and Montalban attacks his castle, despite royal orders against it. He wins his battle, but Connor is forced to take away Montalban's knighthood, lands and titles, and Montalban leaves for Venice with Jason and Ansara dead. Betta goes with him.

"Le Plaisir"

(Mayer-Kingsley) FRENCH 90 Min.

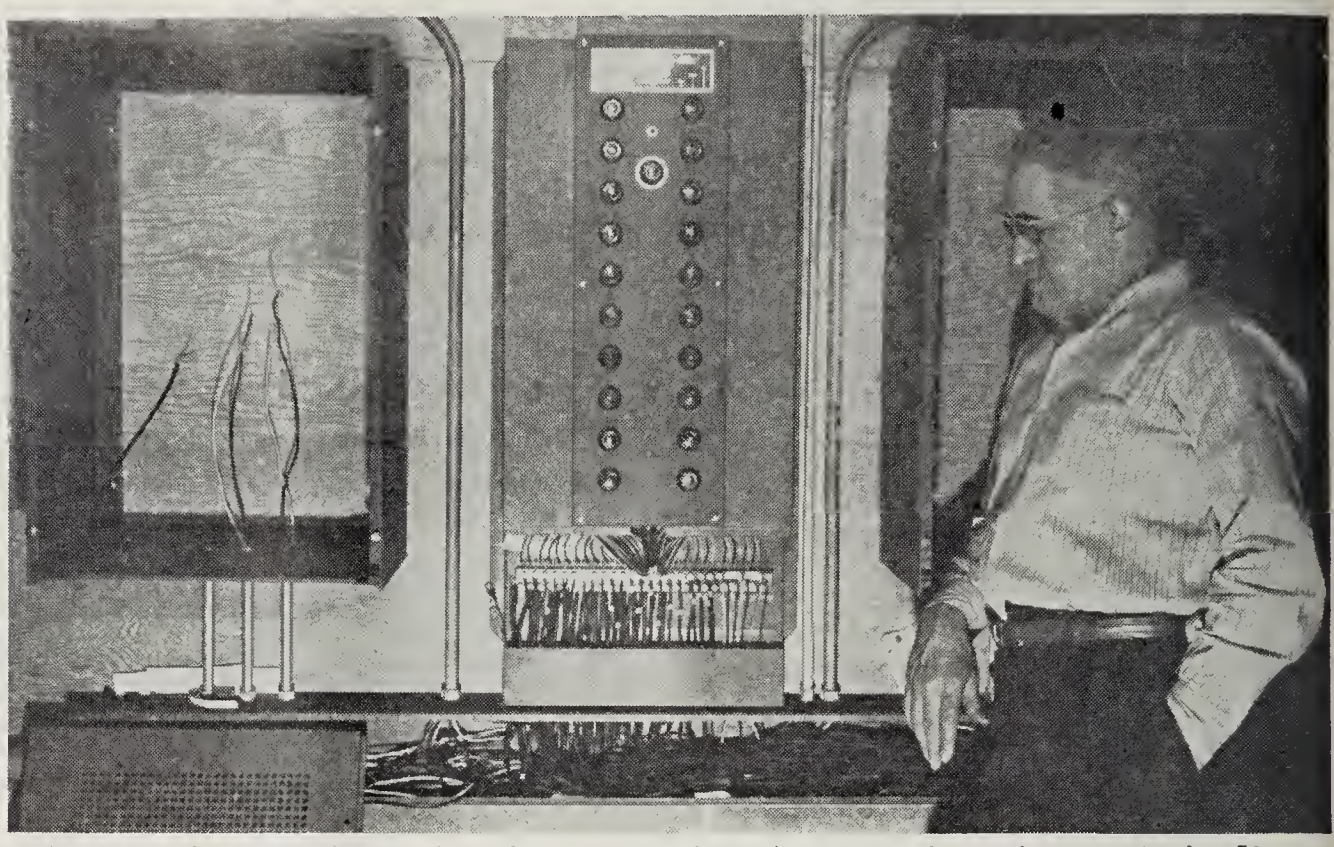
Cast: Claude Dauphin, Daniel Gelin, Simone Simon, Madeleine Renaud, Danielle Darrieux, Pierre Brasseur, Jean Gabin.

Credits: Produced and directed by Max Ophuls; Screen adaptation by Jacques Natanson and Ophuls; Dialogue by Natanson; Based on three tales by Guy de Maupassant; Narration by Peter Ustinov.

A gay art house delight is to be found in this trilogy of short stories of Guy de Maupassant, famous French author, as brought to the screen by Max "La Ronde" Ophuls. Filmed in the French language against tasteful settings which successfully capture the 19th century atmosphere, the theme of pleasure as opposed to love is accentuated, often spoofed, in each tale. Class audiences will be attracted by the considerable number of star names to be found in this film. Their performances are delightful in a script which, although light and sometimes slow-moving, is nonetheless entrancing and enjoyable. Art house returns should be pleasing, also.

The longest of the tales, dealing with the occupants of a brothel, is the most diverting. Here is seen the reactions of the citizenry to the shuttering of the house in question; the reactions, in turn, of the occupants to a religious ceremony in a farm area where they go visiting. All this is highly amusing in the familiar French manner; and photographed in good taste. First tale deals with an old man who disguises himself as a youth in order to recapture moments of ecstacy he long ago experienced. Sandwiched between these episodes is the story of an artist and his mistress, a tale of irony in which the artist, grown tired of the girl, soon accepts the fact that he must live with her forever. English titles are good.

Drive-In Theatre Tests New Types Of Projection, Sound Amplification



Examining the mass of wires from the two sets of speakers on each speaker post in the Airport Drive-In, Omaha, is J. I. Kelley, an I.A.T.S.E. member who is one of the two operators in the booth. Theatre is experimenting with the newest equipment.

(Continued from page 28)

speaker. Channel four is connected to both speakers.

Ballantyne also manufactures a Dub'l Cone Trio speaker. The unit contains three Dub'l Cone type speakers. Each speaker has an anchor that will attach to either the rear view mirror or the windshield frame defroster slots.

The theatre, located in East Omaha on the main road to Omaha's Municipal Airport, is within walking distance for several thousand nearby homes. To take care of this potential patronage, Hoff has built a large patio directly in front of the concession area with beach chairs and standard type stadium seats.

Tower Placed Behind

The large concession area serves cafeteria style from both sides of the building. Instead of placing the playground area to the front of the screen tower, it is fully enclosed and behind. Hoff explained that this placing gives a greater guarantee of safety for children in the area. The entire front of the tower is being landscaped with evergreens of all types.

In a full-scale public relations program, handicapped patrons are always admitted free as guests of the management. When a nearby Methodist church burned down recently, the congregation was invited to hold its services in the ozoner on Sunday mornings, using the drive-in speaker systems.

Although the theatre is avowedly experimental, Hoff is maintaining a strong promotional lineup to encourage business. In celebration of Arbor Day he gave away 500 Chinese elms to the first 500 cars attending the show.

Theatre Holds Extensive SuperScope Test, Finds System Pleases Audience

San Fernando, Calif.—The nation's first theatre to test the Tushinsky SuperScope lenses over a period of time is this city's Town Theatre, where the system has been in use for more than a month. The theatre has been exhibiting CinemaScope pictures of Metro-Goldwyn-Mayer and 20th Century-Fox with the variable anamorphic projection lenses invented by the Tushinsky brothers.

The Town is a theatre of average size 50-feet in width with a throw of 110-feet. The curved screen is 16x32-feet. Within these dimensions, George Ingham, theatre's booker, reports that the Town is getting greater quality with SuperScope "than with other anamorphic lenses previously used."

The theatre plays its CinemaScope pictures at a proportion of 2:1, making full use of the 16x32-foot screen. The house goes in for a bit of showmanship in its CinemaScope presentation by opening the film, with an aperture of 715x715 at a proportion of 1:1.

As the credits are projected on the screen, the image is gradually extended until it reaches the full 32-foot width. Ingham explains that this is accomplished without any distortion and it evokes a highly favorable public reaction. Once the full image is reached, the feature is shown with highly satisfactory definition, light and transmission, according to the theatreman.

FILMS TELEVISED MAY 15 to MAY 28

Editor's Note: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Back Trail	Johnny Mack Brown	Monog. 7-18-48
Broken Horseshoe	Robert Beatty	
Detour to Danger	John Day	
The Feathered Serpent	Roland Winters	Monog. 12-19-48
Forbidden Heaven	Charles Farrell	Rep. 2-1-36
Frontier Agent	Johnny Mack Brown	Monog. 5-16-48
G.I. Jane	Tom Neal	Lippert 4--1-51
Gun Justice		U 2-14-34
No Haunt for Gentleman	Sally Newton	
Side Show	Tracy Roberts	Monog. 6-18-50
Soho Conspiracy	Zena Marshall	
Ticket To Paradise	Wendy Barrie	Rep. 6-25-36

REGIONEWS

(*Continued from page 26*)



Howard Dietz (left), M-G-M v.p. and ad-pub-exp chief, as principal speaker at the Motion Picture Preview Group luncheon in Philadelphia, takes part in the ceremony honoring M-G-M's 30th Anniversary, during which a five layer cake was cut by Mrs. Arthur Goldsmith (left), president of MPPG, and Mrs. Robert Lynch, wife of M-G-M's Quaker City dist. mgr., who stands behind her.

ST. LOUIS (cont'd.)

and free admission for those under 12 when with an adult.

The 350-seat Community Theatre at Raymond, Ill., owned and managed by J. R. Thompson, was reopened for business. . . . Herman Tanner installed a hugh screen in his Liberty Theatre, Vandalia, Ill. . . . Tues. and Wed. family nights have been scheduled at Cluster's Drive-In, Salem, Ill., which plans to operate on a first-run basis for its Sun. and Mon. shows. . . . Ralph Puller, mgr. of the Fort Wood Theatre, Waynesville, Mo., is making a fine recovery from his recent illness. . . . Pirtle Amuse. Co. of Jerseyville, Ill., and Herman Tanner of Pana and Vandalia, Ill. have placed orders with National Screen for the new SuperScope lenses. . . . F&M and affiliates held their annual employees party at the Imperial Club.

The Silver Jubilee of Brentwood, Mo. was celebrated with a 3-day program arranged by Mayor Ray Parker, who has taken a sublease on the 530-car Quincy Drive-In at W. Quincy, Mo. . . . Keith Coleman transferred the American and Uptown theatres and the Carmel Drive-In near Mt. Carmel Ill. to the Indianapolis, Ind. booking area. . . . George Pliakos, owner of the Regal Theatre, St. L., is a patient in Jewish Hospital. . . . Egyptian Drive-In at Herrin, Ill., headed by Wayne Smith, came up with a dusk-to-dawn program which included six feature films and free coffee and doughnuts. John Marlow's drive-in countered with a program that included seven features plus coffee and doughnuts. These rival ozoners also have several "buck nights" a week.

The Metropolitan's opening night performance next fall will be shown here on closed circuit TV for benefit of St. L. Grand Opera Guild and the Metropolitan Opera Giuld. Loew's State is the only downtown house presently equipped for such showings. . . . An estimated 135,000 cash customers attended the St. L. Police Circus in its 11-day engagement at the Arena here. . . . Manchester Drive-In at Des Peres, Mo. now has a 103x48 foot screen. . . . Erman W. Alred, mgr. of the Orpheum in Marion, Ill. is back on the job following hospitalization. . . . Lester R. Kropp, pres. of Missouri-Illinois Theatre Owners, was named a member of the board of the local Muscular Dystrophy chapter. . . . Jack Campbell, 45, mgr. of the Globe in Christopher, Ill., passed away.

Edward B. Arthur, F&M exec and chief barker of the local Variety Club, had a prominent part in the formal dedication of the new bldg. of South Side Day Nursery, made possible by the Heart Fund activities of Tent #4. . . . George Barber opened his 350-car Drive-In at Tuscola, Ill. . . . The 400-car Park Drive-In at Benton, Ill. will be managed by Clifford Mantle, who last year did the booking and buying. . . . Commenwealth opened its 300-car Woodbine Drive-In at Waynesville, Mo. . . . Frisina circuit plans a 350-car ozoner for the Lawrenceville, Ill. territory, managed by Earl Stevens. . . . Due to industry layoffs in Alton, Ill., Goldman's State, Eigen's Northside and Joe Goldbarb's Uptown theatres were closed.

SALT LAKE CITY

The World Playhouse, operated by Irving Gillman and managed by Carl Sagrestrom, is in the midst of a "Music Festival," with special admission prices for the entire list of musical films. The World and Southeast, which is managed by Richard Frisby for the Joseph Lawrence chain, recently participated in the Sugarhouse Centennial with weekend festivities. . . . Industryites in this region are receiving reminders of the Variety Club Roundup to be held June 16-18, which will include a big golf tournament.

World premiere of "Arrow in the Dust," recently shown here, is being followed by many bookings and unusually good attendence due to the production having been made in this territory. . . . Phillip Speckart, of the Tower Theatre is instigator of the mushrooming movement to get high school students to sign pledge cards as members of Teenagers Safety Councils. . . . The Utah Drive-In Corp. is having large screens installed at some of its drive-ins. The circuit's downtown Gem Theatre, managed by Art Sutton, is being completely renovated.

J. Christensen, installed one of the first outdoor CinemaScope screens in the Intermountain region at his Motor-Vue Drive-In, Salt Lake City. . . . Mgr. Gordon went to Ogden, Utah to see the 104x40 foot screen installed at the Weber Motor-Vue Drive-In by Associated Amuse. Co., where Clyde Blasius is mgr. . . . U-I reports the resignation of Gene Bowles as head booker and his replacement Dale Haslam on the booking staff. Dale's place has been filled by David Wilkins, former head shipper. . . . Bill Turgen, Paramount booker, is postponing his vacation until Sept. in order to attend the wedding of his daughter Peggy-Ann to Robert Wiley in San Francisco.

"Hell Below Zero" will open July 4, simultaneously at the Lawrence chain's Villa Theatre, managed by Jimmy Needham, and the Rialto, under Frank Davis. . . . Salt Lake City will see the return engagement of "Gone With the Wind" on large screen within the next few weeks, according to M-G-M branch mgr. Carl Nedley. . . . Station KUTV Channel 2, is expected to start operation here on Aug. 15.

Industry Seeks Arbitrable Topics

(*Continued from page 6*)

As in procedure for arbitration conferences of 1951-52, the Department of Justice was notified of intent. The Senate Small Business Sub-Committee investigating industry trade practices also received notice of the scheduling of arbitration meetings.

Early hopes that National Allied would reconsider its decision to boycott the procedings were scotched by Abram F. Myers, board chairman and general counsel of that organization. He stated that any Allied member attending sessions would appear only as an observer and not in an official capacity.

Besides 20th-Fox, other distribution companies represented at sessions were M-G-M, Universal, RKO Pictures, Paramount Film Distributing Corp., Allied Artists, Columbia and Warner Bros.

General sessions were held with Ralph Hetzel, MPAA vice-president, as permanent chairman and Levy as secretary. An opening address was given by Eric Johnston, MPAA president.

Majority of sessions were held in open forum to which the trade press was invited. Closed caucuses, in which exhibition and distribution privately discussed various aspects of arbitration, punctuated the general sessions.



Al Hanson, representing the Southern California Theatre Owners Association, making a point at the arbitration conference, while Max Cohen, representing Independent Theatre Owners Association, listens attentively.

Says Exhibs Hit Hardest By TV

The exhibitor end of the picture bnsiness is taking more of television's impact than Hollywood itself is in an over-all sense, although Hollywood is putting forth an all-out effort to counter TV's gains, Don Siegel asserted last week as guest speaker before the Harvard Clnb of Southern California.

"Aetnally, Hollywood directly or indirectly derives some gain from the fact that most TV films are being made there," the director stated. "This does not imply that the major studios themselves are encouraging TV production as against the interests of the picture bnsiness generally."

"Also it is trne that mnch if not most of TV prodnction is the work of men and groups which were not prominently identified with big pictnre prodnction previously. But nevertheless, the over-all picture is that most TV film is made in Hollywood."

"As an example, Hal Roach Studios this year will turn out more footage in TV films than the total output of M-G-M, 20th Century-Fox and Warners all put together."

Hollywood has been unrelenting in offsetting TV's box office inroads by improving the general quality of picture entertainment, by improved and intensified selling, by technical developments like 3-D, and in other ways, Siegel declared.

Siegel also talked on his experiences in directing "Riot In Cell Block 11" for Walter Wanger and A.A. release.

Disneyland Opening Date Slated As 1955 Summer

Hollywood.—Disneyland, a project of Walt Disney, American Broadcasting-Paramount Theatres and the Western Printing and Lithographing Co., will be opened in mid-summer of 1955, according to a report from Disney Productions. The $9,000,000 project will be headed by Walt Disney as president and board chairman.

Other officers include Sidney Markley and C. V. Wood, Jr., vice-presidents; George D. Klimmer, secretary, and O. V. Melton, assistant secretary-treasurer. Board members include Disney, Wood, Markley, Earl J. Hudson, Robert S. Callender, Paul L. Pease and Lloyd Wright.

Title Changes

Allied Artists: "**Home From The Sea**" is the new title for "Sons of the Navy." (Stars Neville Brand and Jan Sterling; Scott R. Dunlap produced).

Columbia: "**Human Desire**" is the new title for "The Human Beast." (Stars Glenn Ford and Gloria Grahame; Fritz Lang directed).

Paramount: "**Sabrina**" is the new title for "Sabrina Fair." (Stars William Holden and Audrey Hepburn; Billy Wilder directed).

U-I: "**The Yellow Mountain**" is the new title for "Nevada Gold." (Stars Lex Barker, Howard Dnff and Mala Powers; Ross Hunter produced).

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Producer Bert E. Friedlob and writer Casey Robinson have formed Friedlob-Robinson Productions to produce eight films, the first scheduled to start in October. Robinson has completed the screen play based on Charles Einstein's novel, "The Bloody Spur," and is now working on his original, "Seven Nights in Paris." Friedlob's current production for 20th Century-Fox is "Untamed," now shooting under Director Henry King on location in Znluland, Durban, South Africa. The company will return to the studio to complete the production starring Susan Hayward in September. Friedlob and Robinson will begin their production program with either of the two major properties, which they own.

* * *

Colleen Miller had her old contract torn up at U-I and was handed a new one by Edward Muhl, vice-president in charge of production. . . . Scott Brady has signed for a starring role in "Mannequins for Rio," to be directed by Kurt Neumann in Italy and Germany for Lippert Pictures release. Both Brady and Raymond Burr, who is also starred in the film, have planed out to Rome, where two weeks of exterior shooting starts May 31, to be followed by six weeks of interiors at Hamburg.

* * *

Beverly Garland was signed for the feminine lead in Allied Artists' "Killer Leopard," Johnny Sheffield starrer which Ford Beebe is directing and producing. . . . Robert Roark, who had a key role in Leonard Goldstein's 20th Century-Fox production, "Princess of the Nile," snagged a top role in John Ford's "The Long Gray Line" at Columbia. . . . Dana Andrews co-stars with Greer Garson in Mervyn LeRoy's "Strange Lady in Town," his first picture under his Warner Brothers contract. It will be made in WarnerColor and CinemaScope.

* * *

Leonard Goldstein has signed Edward G. Robinson to star and Hugo Fregonese to direct "Black Tuesday." This will be the initial picture for the producer under his new United Artists release. "Black Tuesday" is an original story by Sydeny Boehm. The title refers to execution day in New Jersey, and will mark the return of Edward G. Robinson to the screen in the role of an underworld czar. Director Fregonese has postponed his announced production to be made in Spain in order to direct "Black Tuesday," which is scheduled to start June 15.

* * *

Mai Zetterling, Swedish actress, has been signed by Warwick Productions to co-star with Richard Widmark and Nigel Patrick in the Technicolor Columbia release, "A Prize of Gold," which Mark Robson will direct in Berlin and London, with Irving Allen and A. R. Broccoli producing. Miss Zetterling will be seen as Maria, the German girl for whom Widmark steals a fortune in gold from the Berlin air lift. A second feminine star is now being songht for the part of the British girl with whom Patrick is involved. The screen play of the Max Catto best seller was written by John Paxton.

Agnes Moorhead will play John Wayne's mother in "The Conqueror" at RKO. Dick Powell is producing and directing the film, which is the story of Genghis Khan. Miss Moorhead just completed a three months tour in her one woman show, "The Fabulous Redhead," for Paul Gregory. . . . Elaine Edwards has been set to play the female menace in Enterprise Cinema Productions' "The Dark Angel," which rolls in July. Miss Edwards is a former N. Y. stage actress.

* * *

Irving Gertz has been put under contract at U-I to compose and conduct original background music for five films currently in production. . . . Dan Duryea, one of the busiest stars in Hollywood, is now at work co-starring in Allan Dowling Productions', "This Is My Love" with Linda Darnell. Duryea has five major films in release at this writing. . . . Rodney Bell landed a role in 20th Century-Fox's "Woman's World," which stars Van Heflin, June Allyson and Clifton Webb. . . . Actress Vonne Godfrey is being paged for the lead in the independent film, "McGraw's Moment," which is slated to roll this summer.

* * *

"Bull Fight," based upon the hit play by Leslie Stevens, will be the first film to be made by Fiesta Productions headed by Sidney Lumet. Plans are set to film the picture in a small Mexican town this August. . . . John Agar was signed to a seven year exclusive contract at Universal-International. . . . Mark Stevens was signed by Producer Lindsley Parsons for the star role in "Ketchikan," which is scheduled to roll for Allied Artists release in July near Ketchikan, Alaska. . . . Keenan Wynn was signed to a new long term M-G-M contract. Wynn was originally signed by the studio in 1942. He has appeared in 40 films during the 12 years with the studio.

* * *

Robert Bassler will produce "Gentlemen Marry Brunettes," in association with Richard Sale, from the screen play by Sale

(*Continued on next page*)



Director Delmer Daves and star Alan Ladd look over an old map of the west which will be the locale of Warner Bros. forthcoming production, "Drum Beat."

Jean Negulesco Sees

Magic Of Title, Personalities Of Actors As Key BO Lures

By Richard Bernstein

"The public has an intuition on whether a picture is good or bad," Director Jean Negulesco said in his 20th Century-Fox office. He pointed out further that the public is changeable in regard to motion pictures and a director can only do what he believes in—and hope for the best.

One of Hollywood's top directors, Negulesco's story of his career is a plot for a movie in itself. He started as an artist and after receiving more than $19,000 for an exhibition, he decided to come to Hollywood from Seattle to make a motion picture.

The picture found its resting place in a Hollywood storage company vault, but Mischa Auer, who played the romantic lead, was impressed with Negulesco and introdnced him to Frank Tuttle at Paramount, who in turn signed him as technical advisor for the Cary Grant starrer, "This Is The Night." Through his work on this film, he impressed Producer Benjamin Glazer, who made him his assistant for three years.

He got his start as a director when he was assigned as co-director with Harlan Thompson for "Kiss and Make Up." After this he went to Universal as a writer and director.

He then went to Warners as a writer, then to M-G-M, then Warners again, where as a director his first assignment was a short. He did qnite a few shorts and then he made "The Mask of Dimitrios," which marked him as a comer.

"The important thing is what will make a person not stay home and go out to the theatre," the director answered in regard to what type of movies lures the public to theatres. "The lure of a picture is the magic of its title and the personalities in it."

Critics have singled out Negulesco's direction for a certain quality which has been referred to as "the Negulesco touch." His pictures, "The Conspirators," "Three Strangers," "Humoresque," "Deep Valley" and "Johnny Belinda," all Warner Bros. films, reflect this individuality of direction.

Need Proper Actors

"Every director has his way of doing things and it shows in his picture," Negulesco explained. "Today, it is important to get the proper actor for the proper part. A director can sense when a new actor or actress is heading for stardom by his performance. The important thing is not what you see on the set but what is on the screen. You judge from the screen. The camera is still the magic eye we haven't learned to completely master."

Negulesco, who recently completed "Three Coins in The Fountain" at 20th-Fox is now at work on "A Woman's World," CinemaScope and in Technicolor. Charles Brackett produces the film which has a cast headed by Clifton Webb, Fred MacMurray, June Allyson, Cornel Wilde, Van Heflin and Jean Peters.

Negulesco is impressed with a young actor, Elliott Reid, who is in the film. "He has a future," the director predicted. "He's a smart New York type actor."

Negulesco describes the film as a light comedy based on the premise: "may the best wife win." It deals with the situation where



JEAN NEGULESCO

three men are competing for a very important position. The famous writing team of Lindsay and Crouse wrote the script.

The director also has to his credit "Three Came Home," "The Mudlark," "Take Care of My Little Girl," "Lydia Bailey," "Lure of the Wilderness" and "Titanic." He also directed "How To Marry A Millionaire," one of this year's biggest grossers.

As a former writer, he has many scripting credits and this probably helps his judgment in selecting screen material. But, he added: "When I read I visualize pictorially how to tell the story." This visualization also comes from Negulesco's background as a successful painter.

What is the greatest problem a director has? "The greatest problem," Negulesco stated, "is making an actor keep a sustained performance. A director must hold actors to build for a climax."

He has great respect for the motion picture audience. "The audience is a brilliant human being. It is grateful if you can bring it up further than it is by teaching it something new or showing it something different."

The most important phase of movie-making is the handling of the theme by the director, Negulesco pointed out.

In closing, the director explained that he believes that a good film has to have a good opening, a twist in the middle and a strong climax."

Film Has Four Versions

Four different versions of "Sunderin," controversial film starring Hildegrade Neff, have been prepared by Cellini Films in order to meet censorship requirements af various state boards. Each version varies in the amount of nudity footage involving the star, ranging from an uncensored 12 minutes for two nude sequences to a 30 second longshot.

HOLLYWOOD

(Continued from preceding page)

and his wife, Mary. Sale will direct the production, which will star Jeanne Crain, starting on location in England this fall. Sale was to have directed "Suddenly," which Bassler recently finished shooting, but a prior commitment with Alexander Korda to direct "Around The World in 80 Days" intervened. Production goes on "Brunette" following the completion of "80 Days" and dependent upon Bassler's plans for the production of Allan Scott's script of "Kirsty." "Brunettes" will be filmed in London and Hollywood and is based on Anita Loos' stories.

* * *

Robert Mitchum has been set for the starring role in "Track of the Cat," which William A. Wellman will direct from a screen play based on the novel by Walter Van Tilburg Clark. The film will be made by Wayne-Fellows Productions for Warner Brothers. . . . Kathryn Grayson and the European tenor, Oreste Kirkop, have been signed by Paramount to star in "The Vagabond King." The film will go before the cameras in November.

* * *

Republic Studios is readying a summer production surge with one picture scheduled to start June 14 and two more during July. First before the cameras will be the Mickey Rooney starrer, "The Atomic Kid," with Maurice Duke as associate producer. "Silver Rock," to be directed by associate producer Joseph Inman Kane is set for July 7; and "Carolina Cannonball," with Judy Canova starred, will roll July 30 under the direction of Charles Lamont for associate producer Sidney Picker.

* * *

Director Joe Newman has checked into the Los Angeles Police Department for a week of research on his upcoming "Police Story" for Allied Artists. Hayes Goetz will produce for Allied Artists. Film is slated for a June start. . . . Jack L. Warner announced that June Allyson and Alan Ladd will star in "The McConnell Story," forthcoming Warner Brothers production based on the epic career of Captain Joseph McConnell, America's triple jet ace.

* * *

Henry Levin was signed by Allied Artists to direct "The Black Prince," CinemaScope.



Hollywood Editor Richard Bernstein with Ronald Reagan as he receives his Editors' Award presented by THE INDEPENDENT.

: Hollywood Production :

ALLIED ARTISTS

Shooting

JUNGLE GENTS
Cast: Leo Gorcey, Huntz Hall, Laurette Luez, The Bowery Boys, Patrick O'Moore, Woody Strode, Rudolph Anders, Harry Cording, Joel Fluellen, Murray Alper, Emory Parnell, Roy Glenn, Jett Norman.
Producer .....Ben Schwalb
Director .....Edward Bernds

Cutting

SONS OF THE NAVY
Cast: Jan Sterling, Neville Brand, Robert Arthur, Alvy Moore, Paul Langton, John Doucette, Don Haggerty, Pamela Duncan, Lloyd Corrigan, Walter Reed, Ward Wood.
Producer .....Scott R. Dunlap
Director .....Lesley Selander

ADVENTURES OF HAJJI BABA
(Technicolor: CinemaScope, Shooting at Lone Pine)
(For 20th Century-Fox release)
Cast: Elaine Stewart, John Derek, Thomas Gomez, Amanda Blake Paul Picerni, Rosemarie Bowe, Melinda Markey, Laurette Luez, Peter Mamakos.
Producer .....Walter Wanger
Director .....Don Weis

WANTED BY THE F.B.I.
Cast: John Ireland, Dorothy Malone, Keith Larsen.
Producer .....William F. Broidy
Director .....Harold Shuster

THE GHOST OF O'LEARY
(Technicolor)
Cast: Yvonne De Carlo, Barry Fitzgerald, David Niven.
Producer ..... Mario Zampi
Director ..... Mario Zampi

TWO GUNS AND A BADGE
Cast: Wayne Morris, Beverly Garland, Morris Ankrum.
Producer .....Vincent M. Fennelly
Director .....Lewis D. Collins

HUMAN DESIRE
Cast: Glenn Ford, Gloria Grahame, Broderick Crawford, Kathleen Case, Edgar Buchanan.
Producer .....Lewis Rachmil
Director .....Fritz Lang

WATERFRONT
(Horizon Production)
Cast: Marlon Brando, Eva Marie Saint.
Producer .....Sam Spiegel
Director .....Elia Kazan

PUSHOVER
Cast: Fred MacMurray, Phil Carey.
Producer .....Jules Schermer
Director .....Richard Quine

THREE HOURS TO LIVE
(Technicolor)
Cast: Dana Andrews, Donna Reed, Dianne Foster.
Producer .....Harry Joe Brown
Director .....Al Werker

BAT MASTERMAN, BAD MAN
(Technicolor)
Cast: George Montgomery, Nancy Gates, James Griffith.
Producer .....Sam Katzman
Director .....William Castle

THREE FOR THE SHOW
(CinemaScope) (Technicolor)
Cast: Betty Grable, Marge and Gower Champion, Jack Lemmon, Myron McCormick.
Producer .....Jonie Taps
Director .....H. C. Potter

VIOLENT MEN
(Technicolor)
Cast: Randolph Scott, Jocelyn Brando, Alfonso Bedoya, Richard Boone, Leo Gordon.
Producer .....Harry Joe Brown
Director .....Bruce Humberstone

INDEPENDENT

Shooting

THUNDER PASS
(William F. Broidy Corp.)
(Shooting at Apple Valley)
Cast: Dane Clark, Andy Devine, Dorothy Patrick, Nestor Paiva, Tommy Cook, Tom Hubbard, Elizabeth Harrower, Charles Fredericks, Paul McGuire, Rick Vallin, Gordon Wynn.
Producer .....Robert A. Nunes
Director .....Frank McDonald

Cutting

THE DEADLY GAME
(Shooting in England)
Cast: Lloyd Bridges.
Producer .....Robert Dunbar
Director .....Dan Birt

A RACE FOR LIFE
(Shooting in England)
Cast: Richard Conte, Mari Aldon, George Coulouris.
Producer .....Mickey Delamar
Director .....Terence Fisher

Shooting

THE LAST TIME I SAW PARIS
(Technicolor) (Wide Screen)
(Shooting in Paris)
Cast: Elizabeth Taylor, Van Johnson, Donna Reed, Walter Pidgeon, Eva Gabor, Kurt Kaszner.
Producer .....Jack Cummings
Director .....Richard Brooks

ATHENA
(CinemaScope) (Technicolor)
Cast: Jane Powell, Debbie Reynolds, Vera Ellen, Louis Calhern, Vic Damone, Edmund Purdom.
Producer .....Joseph Pasternak
Director .....Richard Thorpe

GREEN FIRE
(CinemaScope) (Eastman Color)
Cast: Stewart Granger, Grace Kelly, Paul Douglas, John Ericson, Charlita, Mervyn Vye.
Producer .....Armand Deutsch
Director .....Andrew Marton

THE GLASS SLIPPER
(Eastman color; Wide Screen)
Cast: Leslie Caron, Michael Wilding, Roland Petit and the Ballets de Paris, Elsa Lanchester, Keenan Wynn, Estelle Winwood, Amanda Blake.
Producer .....Edwin H. Knopf
Director .....Charles Walters

JUPITER'S DARLING
(Eastman color) (CinemaScope)
Cast: Esther Williams, Howard Keel, Marge and Gower Champion, George Sanders, James Whitmore, Richard Haydn.
Producer .....George Wells
Director .....George Sidney

DEEP IN MY HEART
(Technicolor) (Wide-Screen)
Cast: Jose Ferrer, Merle Oberon, Helen Traubel, Walter Pidgeon, Doe Avedon, Paul Stewart, Jim Backus, Douglas Fowley.
Producer .....Roger Edens
Director .....Stanley Donen

Cutting

BEAU BRUMMEL
(Eastman Color)
(Shooting in England)
Cast: Elizabeth Taylor, Stewart Granger, Peter Ustinov.
Producer .....Sam Zimbalist
Director .....Curtis Bernhardt

VALLEY OF THE KINGS
(Technicolor) (Wide Screen)
Cast: Robert Taylor, Eleanor Parker, Carlos Thompson, Kurt Kaszner, Samia Gamal, Victor Jory.
Director .....Robert Pirosh

ROGUE COP
(Wide Screen)
Cast: Robert Taylor, Janet Leigh, George Raft, Anne Francis, Steve Forrest, Robert Ellinstein, Olive Carey, Alan Hale, Jr.
Producer .....Nicholas Nayfack
Director .....Roy Rowland

Shooting

STRATEGIC AIR COMMAND
(VistaVision) (Technicolor)
(Shooting in Florida)
Cast: James Stewart, June Allyson, Frank Lovejoy, Barry Sullivan, Alex Nicol, Bruce Bennett.
Producer .....Samuel J. Briskin
Director .....Anthony Mann

RUN FOR COVER
(Technicolor) (VistaVision)
(Shooting in Colorado)
Cast: James Gagney, Viveca Lindfors, John Derek, Jean Hersholt, Grant Withers, Jack Lambert, Ernest Borgnine, Irving Bacon, Ray Teal, Trevor Bardette, Gus Schilling.
Producers .....William H. Pine and William C. Thomas
Director .....Nicholas Ray

Cutting

SABRINA
(Wide Screen)
Cast: Humphrey Bogart, Audrey Hepburn, William Holden, Walter Hampden, John Williams, Martha Hyer.
Producer-Director ..... Billy Wilder

MAMBO
(Shooting in Italy)
Cast: Silvana Mangano, Michael Rennie, Vittorio Gassman, Shelley Winters, Katherine Dunham.
Producers .....Ponti—De Laurentis
Director .....Robert Rossen

THE BIG TOP
(Techniclor) (VistaVision)
Cast: Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor, Wallace Ford, Nick Cravat, Gene Sheldon.
Producer .....Hal Wallis
Director .....Joseph Pevney

THE COUNTRY GIRL
(Wide Screen)
Cast: Bing Crosby, Grace Kelly, William Holden, Anthony Ross, Gene Reynolds, Jack W. Reynolds, Eddie Ryder.
Prodcer .....William Perlberg
Director .....George Seaton

Shooting

20,000 LEAGUES UNDER THE SEA
(CinemaScope) (Technicolor)
(Shooting in Nassau, Bahamas Islands)
Cast: Kirk Douglas, James Mason, Paul Lukas, Peter Lorre.
Producer .....Walt Disney
Director .....Richard Fleischer

LONG JOHN SILVER
(Technicolor) (Wide Screen)
Cast: Robert Newton, Connie Gilchrist, Lloyd Berrell, Grant Taylor, Kit Taylor.
Producer .....Joseph Kaufman
Director .....Byron Haskin

CRASHOUT
(Palo Alto Productions)
Cast: John Ireland, Dorothy Malone.
Producer .....Roger Corman
Directors .....Ed Sampson and John Ireland

Cutting

DUEL IN THE JUNGLE
(Moulin Productions, Technicolor, Wide-Screen, Shooting in Johannesburg, So. Africa.)
Cast: Dana Andrews, Jeanne Crain, David Farrar.
Producers .....Marcel Hellman and Tony Owen
Director .....George Marshall

THE WHITE ORCHID
(Eastman Color) (Shooting in Mexico)
Cast: William Lundigan, Peggie Castle, Armando Silvestre.
Producer-Director ....Reginald LeBorg

THE BANDIT
(Shooting at KeyWest Studios)
(Eastman Color)
Cast: Arthur Kennedy, Betta St. John, Eugene Iglesias, Tony Martinez, Charlita.
Producer .....Joseph Shaftel
Director .....Edgar Ulmer

Hollywood Production

RKO RADIO PICTURES

Shooting

THE CONQUEROR
(Technicolor) (CinemaScope)

Cast: John Wayne, Susan Hayward, Pedro Armendariz, Agnes Moorhead, Thomas Gomez, John Hoyt, William Conrad, Jeanne Gerson, Leslie Bradley, Lee Van Cleef, Fred Graham, Pete Mamakos, Gregg Barton, Ken Terrill, Leo Gordon.

Producer-Director .....Dick Powell

Cutting

THIS IS MY LOVE
(Allan Dowling Pictures)
(Eastman Color) (Wide Screen)

Cast: Linda Darnell, Rick Jason, Dan Duryea, Faith Domergue, Hal Baylor, Mary Young, Jerry Mathers, Susie Mathers.

Executive Producer....Allan Dowling
Producer .....Hugh Brooke
Director .....Stuart Heisler

WHERE THE WIND DIES
(Benedict Bogeaus Productions)

Cast: Cornel Wilde, Yvonne De Carlo, John Dierkes.

Producer .....Benedict Bogeaus
Director .....Allan Dwan

THE BIG RAINBOW
(Technicolor)

Cast: Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith.

Producer .....Harry Tatelman
Director .....John Sturges

SUSAN SLEPT HERE
(Technicolor)

Cast: Dick Powell, Debbie Reynolds, Anne Francis, Alvy Moore, Glenda Farrell, Les Tremayne, Rita Johnson, Herbert Vigran, Maidie Norman, Mara Lane, Horace McMahon, Benny Rubin, Lela Bliss.

Producer .....Harriet Parsons
Director .....Frank Tashlin

Republic

Cutting

THE OUTCAST

Cast: John Derek.

Associate producer .....William J. O'Sullivan
Director .....William Witney

20th CENTURY FOX

Shooting

THERE'S NO BUSINESS LIKE SHOW BUSINESS
(Color) (CinemaScope)

Cast: Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnny Ray, Mitzi Gaynor.

Producer .....Sol C. Siegel
Director .....Walter Lang

WOMAN'S WORLD
(Color) (CinemaScope)

Cast: Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde, Elliott Reid.

Producer .....Charles Brackett
Director .....Jean Negulesco

Cutting

GARDEN OF EVIL
(CinemaScope)
(Shooting in Mexico City)

Cast: Gary Cooper, Susan Hayward, Richard Widmark, Cameron Mitchell, Hugh Marlowe.

Producer .....Charles Brackett
Director .....Henry Hathaway

THE GAMBLER FROM NATCHEZ
(Technicolor)
(Panoramic Production for 20th Century-Fox release)

Cast: Dale Robertson, Debra Paget, Kevin McCarthy, Thomas Gomez, Lisa Daniels, Douglas Dick, John Wengraf.

Producer .....Leonard Goldstein
Director .....Henry Levin

BROKEN LANCE
(CinemaScope) Technicolor)

Cast: Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark, Katy Jurado, Hugh O'Brian. Eduard Franz, E. G. Marshall, Carl Benton Reid, Earl Holliman.

Producer .....Sol C. Siegel
Director .....Edward Dmytryk

THE EGYPTIAN
(CinemaScope) Technicolor)

Cast: Edmund Purdom, Jean Simmons, Victor Mature, Gene Tierney, Michael Wilding. Bella Darvi, Peter Ustinov, Judith Evelyn, Henry Daniell.

Producer .....Darryl F. Zanuck
Director .....Michael Curtiz

UNITED ARTISTS

Shooting

VERA CRUZ
(Hecht-Lancaster Productions)
(Technocolor) (Shooting in Mexico)

Cast: Gary Cooper, Burt Lancaster, Denise Darcel, Cesar Romero, Sarita Montiel, George Macready, Morris Ankrum.

Producer .....James Hill
Director .....Robert Aldrich

SHIELD FOR MURDER
(Wide Screen)
(Schenck-Koch Productions)

Cast: Edmond O'Brien, Marla English, John Agar, Emile Meyer, Herbert Butterfield, Robert Bray, Claude Akins.

Producers .....Aubrey Schenck and Howard W. Koch
Directors .....Edmond O'Brien and Howard W. Koch

Cutting

SITTING BULL
(Color) (CinemaScope)

Cast: Dale Robertson, J. Carrol Naish, Mary Murphy, John Litel, Bill Hopper, Bill Cannon, Tom Brown Henry, Joel Fluellen, Douglas Kennedy.

Producer .....W. R. Frank
Director .....Sidney Salkow

AMERICANO
(Robert Stillman Productions)
(Shooting in Brazil)

Cast: Glenn Ford, Arthur Kennedy, Cesar Romero, Ursula Thiess.

Producer .....Robert Stillman
Director .....Budd Boetticher

THE PURPLE PLAIN
(Technicolor) (Shooting in Ceylon)

Cast: Gregory Peck, Maurice Denham, Win Min Than, Bernard Lee.

Producer .....John Bryan
Director .....Robert Parrish

THE BAREFOOT CONTESSA
(Technicolor) (Figaro Inc.)
(Shooting in Rome)

Cast: Humphrey Bogart, Ava Gardner, Edmond O'Brien, Valentina Cortese, Marius Goring, Rossano Brazzi, Elizabeth Sellers, Mari Aldon, Diana Decker, Warren Stevens, Tonio Selwart, Gertrude Flinn, Bessie Love, Sandro Stajola, Franco Interlengli.

Producer-Director.Joseph L. Mankiewicz

SUDDENLY
(Robert Bassler Productions)

Cast: Frank Sinatra, Sterling Hayden, Nancy Gates, James Gleason, Kim Charney, Paul Frees, Christopher Dark, Willis Bouchey, Charles Smith, James Lilburn.

Producer .....Robert Bassler
Director .....Lewis Allen

CASE FILE F.B.I.
(Shooting at Goldwyn Studios)

Cast: Broderick Crawford, Ruth Roman, Martha Hyer, Marissa Pavan, Casey Adams, Kenneth Tobey.

Producers .....Arthur Gardner and Jules Levey
Director .....Arnold Laven

Universal International

Shooting

DESTRY
(Technicolor) (Wide Screen)

Cast: Audie Murphy, Mari Blanchard, Lyle Bettger, Lori Nelson, Thomas Mitchell, Edgar Buchanan, Alan Hale, Jr., Wallace Ford, Mary Wickes, Lee Aaker, Walter Baldwin, George Wallace.

Producer .....Stanley Rubin
Director .....George Marshall

Cutting

THE FAR COUNTRY
(Technicolor)
(Shooting in Canada)

Cast: James Stewart, Ruth Roman, Corinne Calvet, Walter Brennan.

Producer .....Aaron Rosenberg
Director .....Anthony Mann

FORT LARAMIE
(Technicolor)

Cast: John Payne, Mari Blanchard, Dan Duryea, Joyce MacKenzie, Barton MacLane.

Producer ..... Ted Richmond
Director .....Jesse Hibbs

THIS ISLAND EARTH
(Technicolor) (Wide Screen)

Cast: Bart Roberts, Faith Domergue, Jeff Morrow.

Producer .....William Alland
Director .....Joe Newman

BENGAL RIFLES
(Technicolor) (Wide Screen)

Cast: Rock Hudson, Arlene Dahl, Ursula Theiss, Dan O'Herlihy, Torin Thatcher, Michael Ansara.

Producer .....Ted Richmond
Director .....Lasl Benedek

NAKED ALIBI

Cast: Sterling Hayden, Gloria Grahame, Gene Barry.

Producer .....Ross Hunter
Director .....Jerry Hopper

"SO THIS IS PARIS"
(Technicolor) (Wide Screen)

Cast: Tony Curtis, Gloria De Haven, Gene Nelson, Paul Gilbert, Mara Corday, Christaine Martel.

Producer .....Albert J. Cohen
Director .....Richard Quine

SHADOW VALLEY
(Technicolor) (Wide Screen)

Cast: Rory Calhoun, Collen Miller, George Nader. Walter Brennan, John McIntire, Nestor Paiva.

Producer .....William Alland
Director .....Richard Carlson

WARNER BROS.

Shooting

BATTLE CRY
(WarnerColor) (CinemaScope)

Cast: Van Heflin, Aldo Ray, James Whitmore, Tab Hunter, Dorothy Malone, Allyn McLerie, William Campbell, Glenn Denning.

Director .....Raoul Walsh

DRAGNET
(WarnerColor) (Wide Screen)

Cast: Jack Webb, Ben Alexander, Ann Robinson.

Producer .....Stanley Meyer
Director .....Jack Webb

Cutting

A STAR IS BORN
(Technicolor) (CinemaScope)

Cast: Judy Garland, James Mason, Jack Carson, Charles Bickford.

Producer ..... Sid Luft
Director ..... George Cukor

THE TALISMAN
(Warner Color) (CinemaScope

Cast: Virginia Mayo, Rex Harrison, George Sanders, Laurence Harvey, Robert Douglas.

Producer ....Henry Blanke
Director .....Robert Aldrich



The first pre-release opening of Columbia's

THE CAINE MUTINY

will be held at the Capitol Theatre, New York City June 24th, 1954

STARRING

Humphrey Bogart · Jose Ferrer
Van Johnson · Fred MacMurray

and Introducing ROBERT FRANCIS · MAY WYNN COLOR BY TECHNICOLOR

Screen Play by STANLEY ROBERTS · Based upon the Pulitzer prize winning novel by HERMAN WOUK

Directed by EDWARD DMYTRYK · A COLUMBIA PICTURE · A STANLEY KRAMER PROD.

THE Independent FILM JOURNAL

DEVOTED *to the* BEST INTERESTS *of the* MOTION PICTURE INDUSTRY

In this issue

NEWS

INDUSTRY PLEDGES CONTINUED BATTLE AGAINST WAGNER TAX

JANUARY VOTING SLATED BY COMPO ON PICTURE POLL

EXHIBITOR REQUEST FOR MORE TOP FILMS NETS TWO RESPONSES

EVENING TELEVISION PROGRAM ORIGINATES IN NEW YORK PARAMOUNT

REVIEWS

pages 12, 16

FUTURE PRODUCT

pages 18, 19

33, No. 11 June 12, 1954

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THE WAGNER TAX

AT this writing, Mayor Robert F. Wagner of New York City will hold a final public hearing some time next week on the measure calling for a 5 percent tax on admissions.

It is hard to believe that the Mayor intends to administer a dose of poison to a beleaguered industry which has just had its stomach pumped by Congress. But that is just what he is doing.

Barring a reversal, Mayor Wagner will sign the bill and it will become law. However, we cling to the slim hope that the Mayor will yet listen to our pleas and that sound judgment will prevail.

Surely the Mayor, who aspires to follow in his father's footsteps as a champion of labor and just causes, must have winced when theatrical union

(See Page 3)

GREATER WITH THE WIDE-SCREEN!

ATLANTA'S 5th TIME TOPS ALL BUT 1st!

Beats every showing of "GWTW" except the first, which the famous World Premiere! 2nd week beats New Year's W of "Knights of the Round Table." Tops 2nd week "Ivanh and "Quo Vadis."

FRISCO DITTO! TOPS ALL BUT FIRST!

"GWTW" takes Frisco by storm! Tops every other "GWT re-issue. Held over!

NEW YORK SETS NEW SHOW BIZ MARK

First 6 days at State theatre tops combined gross of original rele (which played at Christmas) in two theatres, Astor and Capi Long run ahead!

HOUSTON TOPS ORIGINAL RELEASE!

Tops original release. Imagine! The fifth time around beats very FIRST! Opening day tops "Quo Vadis," "Show Boat" a other M-G-M Big Ones!

SYRACUSE BEATS M-G-M's BIGGEST!

Sensational business. Crowds thrilled by Wide-Screen "GWTW Opening day tops M-G-M's very Biggest: "Knights of the Ro Table," "Show Boat" and others!

KANSAS CITY TOPS FAMED "IVANHOE"!

Very pretty. They're beating record-breaking "Ivanhoe" busin and so can *you!*

And Stereophonic—what a tonic!—Sound!

America loves GWTW again and again and again and again AND AGAI

June 12, 1954
Vol. 33 No. 11

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

leaders accused him point-blank at a public hearing before the Board of Estimate of having "cotton in his ears" and of a "double-cross" for reneging on campaign assurances that he understood the industry's plight and would do nothing to add to its distress.

Up to the present time the industry has conducted a campaign in opposition to the tax of which it can justly be proud. (See pages 4, 5 and 8.) No stone has been left unturned to convince the city administration of the soundness of our arguments, the unfairness of this discriminatory levy and of the fact that the yield would fall far short of the irresponsible estimate of the budget director and would not produce the desired result.

There was no exaggeration with emotional arguments of impending ruin. We put ourselves to the proof. The City Council refused to look at the figures compiled by Sindlinger & Co., the authority that previously prepared industry statistics for Congress. An offer to pay for the compilation of figures by any independent accounting firm to prove the industry figures was ignored. It became painfully obvious that the Budget Director was out to balance the budget—on paper only.

Appeals to reason were brushed aside because of political motivations. The cards were stacked right from the start. An "open-minded" Council—expressing sympathy on the one hand to industry representatives over this obnoxious tax and indignation on the other at "rubber stamp" accusations—promptly exercised its "independent judgment" by rubber stamping the bill in jig time. This—after a resolution of the Council filed by three incumbents when things were not as bad as they are now, memorializing Congress to eliminate the unfair and discriminatory admissions tax which is "inconsistent with sound principles of government." A mandate in the form of more than one million signatures of voters condemning the measure was virtually ignored. Experienced newsmen called every turn from the very beginning. All in all, it was rather sickening.

The political squeeze is on between New York and Albany, and the industry has been chosen as the scapegoat. "Go to Albany," the industry was told in an effort to shift the onus to Governor Dewey and the Republicans. Mayor Wagner cannot shift the blame for this tax even though he indicated that he will veto the admissions levy in the event the special session of the state legislature granted the city new taxing powers. No one industry should be placed in the middle of a political fight.

There is no escaping the fact that this proposed tax is the work of one man, and one man alone. It has already taken on his name as the "Wagner Tax." It is his baby and he cannot pass the buck. It is a monster with which this industry cannot live and goes far beyond New York City in its national significance. It will have a crippling effect on the state and local level. And what about its deterrent effect on the prospects of securing further relief from Congress?

The motion picture industry must never again become a political football, to be booted around at will. It cannot afford not to fight back. This is a crucial test and no self-respecting industry could do less than meet the challenge. That is why it is particularly gratifying to see that the entire industry has united and pledged a continuing fight that will go on and on until this discriminatory legislation is behind us.

We have lost the battle thus far but we will ultimately win this fight. It will take time—and the power of the screen will adequately display itself. We may be down on the canvas but we're not out by a long shot, and the industry will still be around after offending politicians have bitten the dust. The noises are getting louder and louder and anyone should be able to hear them, even with cotton in his ears.

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Industry Pledges Continued

Virtually certain that Mayor Robert F. Wagner of New York City would turn a deaf ear to its pleas at a final public hearing, the industry this week pledged a continuing fight for the elimination of the five percent admission tax. A long range battle has been forecast to bring about the repeal of the bill that is expected to be made law sometime next week. Exhibition is being joined by the entire industry in the fight, with a special meeting of the MPAA board of directors having taken place to plan strategy for the repeal of the law before it has even been signed by the Mayor. Eric A. Johnston, MPAA head, called for the "organization of every element of the industry to resist this impost which threatens disaster to our business." (*See statement on page* 26.)

Johnston explained that "since New York City is the business heart of the industry, with its home offices, laboratories, printers and suppliers, the closing of a substantial percentage of local theatres will affect the industry nationally."

Johnston, speaking at a press conference immediately following the special MPAA board meeting, pledged all-out support for local exhibitors in their campaign. He noted that the fight of the New York theatre owners has national significance, and he declared that the MPAA would join in the battle, using all of its resources to help.

Promises Complete Support

In the midst of the mobilization of the theatre people, an offer by the mayor to veto the five percent entertainment tax provided that Governor Dewey adopt the city's three-point fiscal program met with an immediate rebuff by the governor. The latter refused to put the matter on the agenda of the State Legislature which has been meeting in special session this week.

Mayor Wagner made the proposal of the veto in a telegram sent to the governor. The mayor claimed that his program would help the city to balance its budget and would not interfere with state economics. Governor Dewey called the proposal "in bad faith" and a "clumsy attempt to avoid both economies and the use of revenue properly."

Prior to the special MPAA board meeting, film company executives met earlier in the week with members of exhibition and the unions to plan strategy for an "all-out fight." Johnston advocated immediate mobilization of the entire industry to bring about repeal of this tax and prevent its spreading to other localities.

Already Taxing Theatres

He noted that Mayor Wagner had given his assurances that the city's theatres would not be burdened by any additional city taxes when they were already hard put to it to meet expenses. The MPAA head stated that the city is already collecting a three percent tax on film rentals and a one-fifth percent gross receipts tax.

Johnston added that the Wagner city tax, as the new measure has been labelled by the industry, "would gouge a third slice of five percent out of the revenue from admissions." Noting that the theatres could only supply a fraction of the amount the city claims it needs, Johnston declared "it is impossible to believe that such a paltry percentage is indispensable."

The industry leader stated that "it will result in the closing of more than 100 theatres, the loss of thousands of jobs, a falling off in the receipts of stores adjacent to theatres, and the destruction of other sources of revenue."

Notice that the proposed tax will be passed on to the theatre patron came out of the special meeting attended by exhibitor leaders, union leaders and the company presidents. Speaking of the "Wagner city tax," Harry Brandt, head of Brandt Theatres and the ITOA, promised the "term will become one of the best known and most disliked among the millions of New York moviegoers."

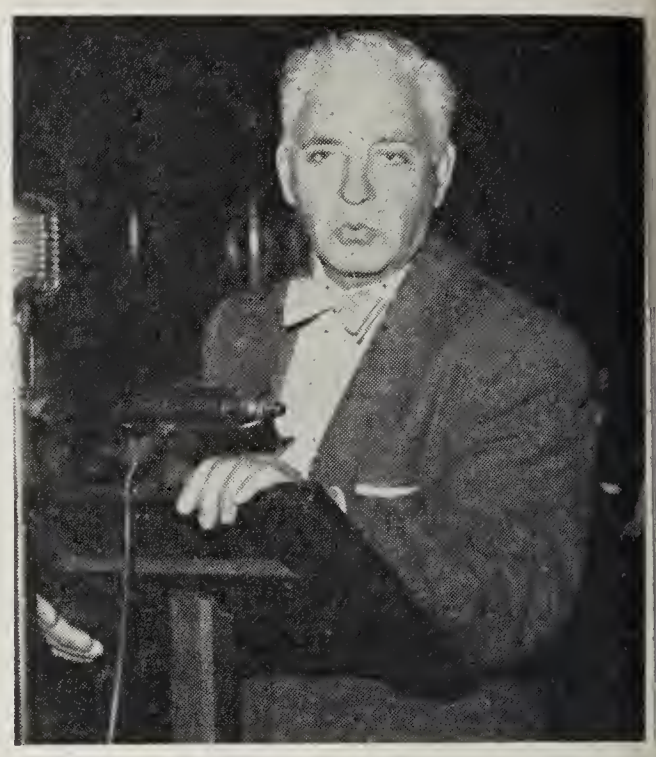
Emanuel Frisch, MMPTA head, stated that "if City Hall thinks that theatre owners will absorb this tax and that the public will accept it in their stride, they are as wrong as they are about the amount they expect to raise by this unfair tax." Frisch pointed out that "there isn't a neighborhood movie in town making a five percent profit."

Production, Exhibition Meet

Representing production-distribution at this meeting were Barney Balaban, Paramount president; Nicholas Schenck, Loew head; Jack Cohn, Columbia vice-president; Arthur Krim, head of United Artists; John O'Connor, Universal vice-president, and Al Lichtman, 20th Century-Fox vice-president.

The tax measure was passed by a unanimous vote of 16-0 by the Board of Estimate the day after the City Council passed it by 22-3. The bill would take effect July 1, due to an amendment tagged on by the City Council. Measure was originally intended to become law June 15.

The mayor cannot sign the measure into law until after the final public hearing. This could not take place until five work days after the Board of Estimate had passed the measure, but because of other duties, the mayor delayed the hearing until next week.



"Everyone of you here has cotton in your ears," Herman Gelber, president of Local 306, IATSE, charged the Board of Estimate. The tax is "one grand double cross by our friends," he told them. Earlier, Gelber addressed the City Council and warned of theatre closings and job losses.

Expected highlight of the upcoming hearing is a debate between the city's budget director Abraham Beame and Albert Sindlinger, statistician who has been hired by the film industry. Beame already clashed with Brandt at the hearing preceding the Board of Estimate vote.

At that time, Brandt, utilizing figures prepared by Sindlinger, claimed that the budget director was incorrect in his assumption that the tax would bring the city $9,000,000 from theatres alone. The exhibitor leader charged that the city would realize, at the most, about $3,500,000 from theatres.

At the hearing, Brandt presented a summary of the industry's case in which he predicted that 83 "fringe" theatres would definitely go out of business if the tax is passed in addition to 100 neighborhood



"Kill That Movie Tax" proclaimed a banner in Duffy Square, in the midst of the Times Square Theatre district. Monday night, when all theatres doused all their exterior lights, Times Square went black for the evening. At the time of the blackout, a spotlight was aimed at this huge banner, a symbol of the dramatic fight being waged by New York motion picture theatre people. Spectacular signs and theatre marquees in background are blacked out.

Fight Against Wagner Tax



"Stark! You make the tax too long" read the banners carried by theatre people picketing the Brooklyn clothing store of Abe Stark, City Council president. Picketing continued for several days during the campaign at homes of councilmen.

theatres now in the midst of closing down. "Don't put us out of business," the exhibitor pleaded.

During the course of the three and one-half hour meeting, Herman Gelber, president of Local 306, AFL projectionists' union, called the proposed tax "one grand double-cross by our friends." He told the Board that "everyone of you here has cotton in your ears." Helping Gelber present the case for labor was Tom Murtha, chairman of the 10th district, Local 4, IATSE.

Robert W. Coyne, COMPO special counsel who had asked the Board to delay passing the tax for six months, termed the city tax a "nullification of the act of Congress." He noted that the Federal government had just granted the film industry special relief and stated that the city was disregarding "legislative history."

Coyne pointed out that the city tax would hurt the industry's chances of having the Federal tax completely removed by Congress next year. He declared that a "proper collection of its sales tax" could net the city $30,000,000 in additional revenue.

Other speakers pleading the industry case at the Friday morning hearing included Sol A. Schwartz, head of RKO Theatres; Frisch, and exhibitors Ray Rhone and Leo Brecher.

Highlighting the hearing was some by-play occasioned by a remark of Councilman Joseph T. Sharkey, who stated at the Thursday hearing that the industry should take its fight to Albany. Coyne noted that "the theatre industry would make a sorry pilgrim to Albany with this gun against its head."

The Sharkey remark, along with other political maneuvering in the case, brought forth the charge by theatremen that they were being used as a political football kicked back and forth by the city and state. The New York state government is Republican, while the city has a Democratic slate in office.

Action in the City Council, completed one day before the Board voted, was held up one day while the Finance Committee considered a proposal that tax on movies tickets costing up to 50 cents be eliminated in the measure. Final decision was that such an exemption would be "discriminatory" against the other businesses that comprise the entertainment industry.

"Rubber Stamp" Plea

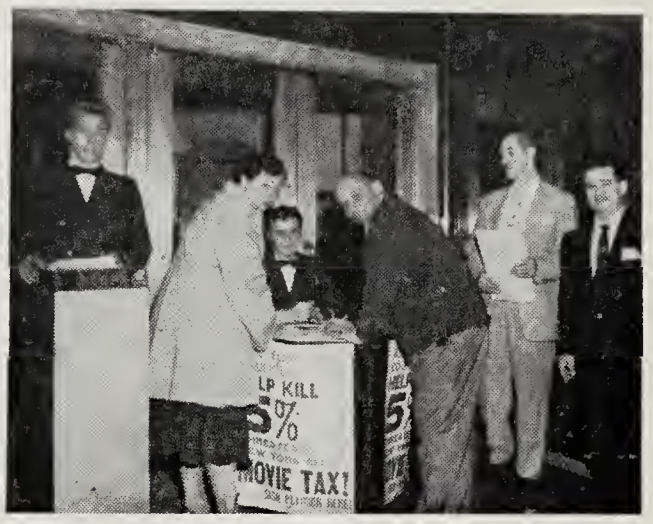
At the hearings, City Council members were urged not to be "rubber stamps" in carrying out the wishes of Mayor Wagner without asserting their own individuality. Final voting saw the two Republican members of the Council and one Democrat vote against the measure.

The request by city Democratic leaders that Governor Dewey call a special session of the state legislature to give the city additional taxing powers, thus making the present bill unnecessary, was called "an attempt to raise a counterfeit political issue for next fall" by State Comptroller J. Raymond McGovern.

McGovern added that "there is absolutely no need for the city administration to levy new taxes." The administration already has available almost $40,000,000 in "concealed funds and revenues which can be used to balance the budget," the official charged. He declared that "the political maneuvering with the financial welfare of the city is disgraceful."



The marquee of the Tribune Theatre, which faces City Hall, carried the slogan "Mr. Mayor, don't drive us out of business." Theatre employes massed here as they prepared for the demonstration on the day of the first hearing.



"Ask your city councilman to help kill the movie tax" was the request made of New Yorkers by ushers posted in front of the city's theatres as one measure of the campaign. More than 1,000,000 signatures were obtained.

Several certified public accountants pointed out that if the city administered its sales tax properly, it could collect from $15,000,000 to $20,000,000 annually that is owed to it but never paid.

The statement by McGovern that the imposition of the city tax "would come in ironic sequence to the Eisenhower Administration's recent reduction in the Federal tax on amusements" is expected to be useful in stopping the spread of local amusement taxes throughout the rest of the state.

The warning has already been sounded by Harry Lamont, a leader in Albany's TOA, that exhibitors throughout the state be on guard. All cities and counties in New York are empowered, under a state law, to vote an admission tax not to exceed five percent. Binghamton was the first city to enact such a local ordinance.

Earlier in the week the theatre people carried out the plans of the campaign drafted when they first received notice that the city was planning the new tax. Theatres began showing the specially prepared tax trailer which urged theatre patrons to sign the petitions objecting to the tax.

Marquees throughout the city carried the words "Help kill the movie tax," and ushers were posted in front to collect signatures.

On Monday night the announced blackout of all theatres took place, and at 9 p.m.

(*Continued on page 8*)
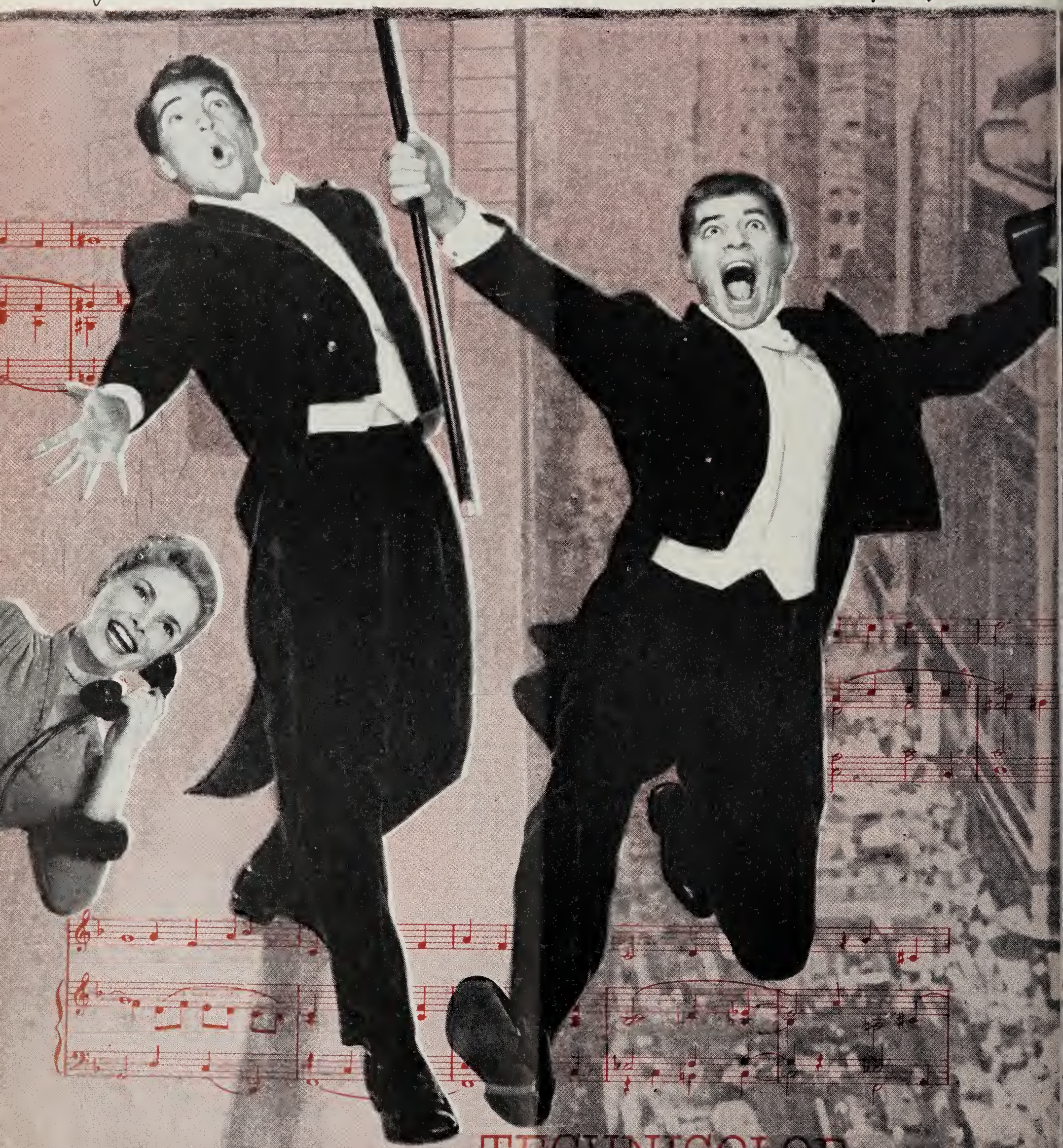


"I refuse to subscribe to the proposition that you are rubber stamps" — Harry Brandt, ITOA president, to members of the City Council. He pleaded with them not to pass the tax and to realize the crippling effect it will have on New York theatres. The exhibitor stated that 83 "fringe" theatres, as well as 100 others now closing, would be forced out of business by the tax.

DEAN

MARTIN and LEWIS

JERR



COLOR BY TECHNICOLOR

LIVING IT UP

PARAMOUNT'S JULY FIREWORKS!

It's headed to beat every Martin & Lewis gross to date—because it's their first show based on a smash musical straight from the Broadway stage. A barrage of big production, blazing color, hit songs, gags and fun fired by your top boxoffice stars teamed with scintillating Janet Leigh and sizzle-lating Sheree North.

SONGS

That's What I Like • Champagne and Wedding Cake • Money Burns A Hole In My Pocket Ev'ry Street's A Boulevard In Old New York • You Are The Bravest • How Do You Speak To An Angel • You're Gonna Dance With Me Baby.



Co-starring

JANET LEIGH

Edward Arnold

with

RED CLARK · SHEREE NORTH

Produced by
PAUL JONES · NORMAN TAUROG
Directed by

Screenplay by
CK ROSE & MELVILLE SHAVELSON

From the Musical Comedy HAZEL FLAGG
k by Ben Hecht • Music by Jule Styne • Lyrics by Bob Hilliard
Based on a Story by James Street

WHEN SHEREE SHAKES THE WHOLE TOWN QUAKES!

Anatomically speaking, boys, the gal's atomic. Stand back while she dances because she hits with a high voltage shock. First time on the screen—for the sensational personality who stopped the show in "Hazel Flagg" and made it the outstanding sell-out it was!

Picture Industry Pledges Continued Fight On Tax



More than 5,000 motion picture workers converged on City Hall to protest Mayor Wagner's proposed five percent tax on amusements. The throng, carrying banners and placards, completely encircled City Hall. Color was added to the demonstration with pretty usherettes and tall doormen in full uniform marching among the crowd as a union band played and sound trucks blared out their protest.

(*Continued from page 5*)

the city's theatres doused all exterior lights. They were joined by local merchants in many areas, with Broadway's famed "Great White Way" going dark for the occasion.

The next morning, time of the first City Council hearing, an estimated 5,000 industryites gathered in front of City Hall, many carrying placards protesting the tax. Represented were all phases of the theatre industry, with many present in ushers and matrons uniforms. Union members identified themselves as such.

As the pickets walked in front of City Hall, two bands of music played and sound trucks beamed forth "There's No Business Like Show Business." Inside, representatives of the industry presented their case, with the hearing going on into the evening.

George Murphy Speaks

Spearheading the industry contingent was actor George Murphy, past president of the Screen Actors Guild, who argued against a measure that he claimed the industry "could not stand." Murphy pleaded with the Councilmen to think about their consciences before signing the bill.

At this hearing, Brandt called the tax a "death sentence" that would "murder" New York exhibitors. Coyne, Gelber, Richard Walsh, IATSE president, and other industryites argued throughout the entire day to convince the Council that the tax was unjust and would play havoc with the economy of the city's theatres.

More than 100 industryites asked for permission to speak, and while most of them could not be granted the time, approximately 30 managed to present their views during the course of the hearing. Many of the speakers suggested to the Council other possible means of raising the needed revenue.

Myriad Of Autry, Rogers Oaters May Reach Video From Republic Subsidiary

SAN FRANCISCO. — Hollywood Television Service, a subsidiary of Republic Pictures, may put approximately 80 Roy Rogers films and more than 60 Gene Autry films on the market for use by television as a result of two decisions reached here by the ninth U.S. Court of Appeals.

Autry has revealed that he will not appeal the new decision, which he considers a "substantial victory" for him. Reason given is that he receives more protection in this decision, which forbids the company to "doctor" or "emasculate" his films, which can be licensed to video only in conformity with certain agreements.

The Court upheld a previous ruling which refused Autry the right to stop Republic from turning over his pictures to video. The Court also reversed another ruling which had granted Rogers the same right.

Washington Briefs

Omits Film Industry

WASHINGTON.—The Senate Finance Committee voted this week to cut out of the Omnibus Tax Revision Bill the sections providing for more favorable tax treatment of overseas earnings of most corporations, but excluding the film industry. The film industry had asked to be included in sections which would set up tax rates 14 percentage points lower.

Bill also allows deferral of tax payments until the earnings of overseas branches are actually remitted. New recommendations are being made ready in time for the Senate-House conference on the bill. Thus the action, in effect, merely defers a decision on whether film companies will be eligible.

Johnston's Eastern Trip

WASHINGTON. — Eric Johnston has returned to the Near East to resume conversations with four Arab states and Israel regarding development of the Jordan River Valley, the State Department has announced. Johnston, acting as an Ambassador and as the President's personal representative, has already presented a broad program for Valley development to the five nations.

Ambassador Johnston's aim in the forthcoming talks will be to define points of essential agreement and to narrow the differences on technical aspects of the irrigation and power project. The President has pushed for Jordan Valley development.

National Granted Extension

WASHINGTON. — A six-months extension until Dec. 7 for completion of divestiture by National Theatres has been approved by the Justice Department. National, under the Fox consent decree, was required to get rid of about 110 properties, all except some five being theatres. According to Justice officials, if the disposals contracted for in May have been completed, as assumed, National now has only about 16 theatres to divest.

Shubert Being Divested

WASHINGTON.—The Justice Department has approved an extension until Feb. 28, 1955, the deadline for RKO Theatres to dispose of the Shubert Theatre in Cincinnati. This action actually is academic, since RKO does not plan to renew its lease on the property, which expires on that date. The Shubert has not operated as a film house for two years.



Organized labor joined wholeheartedly in the campaign, with the union men out to protect their jobs, already endangered by the many theatres now closed. Film delivery trucks, here gathered in front of the exchanges, carried huge signs asking the city's help in saving their jobs. Union leaders were among the major speakers at City Hall, as labor and management united for their task.

January Balloting Set By COMPO For Picture Poll

First balloting in the national audience poll plan presented to the COMPO triumvirate by the specially appointed committee would take place next Jan. 1-15, according to a COMPO report. At that time the public would be asked to name the best picture released during 1954, the best male and female performances and the most promising new young male and female players of the year.

While emphasing that the poll must be given time in which to attain its full possibilities, the committee expressed the hope that 5,000 theatres would participate in the first balloting. The committee stressed that the cost to the individual participating theatre would be nominal, consisting largely of expenditures for minor accessories and printed ballots.

Presented For Approval

The group of theatre advertising executives met last weekend at the Astor Hotel, N.Y.C., finally coming up with the plan presented to the triumvirate for its approval. Final details are expected to be released once this approval has been received.

The committee stated that such an expression of movie patrons' opinions "would stimulate public interest in movies and have a pronounced beneficial effect on the box office." It noted that quarterly television shows, as well as video coverage of the annual awards, are included in its recommendations.

"We wish to make it absolutely plain," said Mrs. Alice N. Gorham of the United Detroit Theatres Corp., who was elected chairman of the poll committee, "that this in in no sense a contest. It is a free, untrammeled vote expressing the choice of the movie theatre patrons of America in the five categories designated on the ballot."

"There will be no gimmicks," she declared, "and the only prizes will be the symbolic awards that will be given the winners." At its opening session, the committee was welcomed by Wilbur Snaper, one of the COMPO governing committee; Robert W. Coyne, COMPO special counsel, and members of the COMPO press relations committee. Charles E. McCarthy, group's information director, also attended.

Given Free Rein

Snaper and Coyne emphasized that the committee had a completely free rein in its deliberations and that it was under no obligation even to recommend an audience poll unless it believed such a project was desirable. The committee was left to organize and carry on its discussions without interference, with Coyne and McCarthy joining it later as observers, according to a COMPO statement.

Besides Mrs. Gorham, the committee consisted of Ralph W. Russell of the Palace Theatre, Canton, O., who was elected secretary; Emil Bernstecker of the Wilby-Kincey Service Corp. of Atlanta; Paul Levi of the American Theatres Corp., Boston; Senn Lawler of the Fox Midwest Amusement Corp., Kansas City, and Willam A. Carroll, executive secretary of Indiana Allied, who represented Roy E. Kalver of Decatur, Ind., named to the group by National Allied.

Exhib Bid For More Top Pix Nets Broidy, Krim Responses

A plea for 26 additional "A" pictures for 1954-55, made to the leading executives of production and distribution by R. J. O'Donnell, executive of the Interstate Circuit, Texas, has been answered almost at once by Steve Broidy, Allied Artists president, and Arthur Krim, United Artists head, both of whom promised to help.

Broidy answered O'Donnell's letter at the same time that he made the announcement that his company had contracted for the services of John Huston and was doing the same for Billy Wilder and William Wyler. The AA president stated his "earnest hope and desire to add no less than six and possibly as many as eight pictures" to the supply of "A" films available for the year.

In addition to the films it expects from Huston, Wilder and Wyler, the regular AA program is being increased by 15 percent, the executive stated. He added that his company has been aware of the need for product and has been working to alleviate the shortage during the past year.

Pledges "Potential Blockbusters"

Krim declared that during 1954-55 UA's "delivery of potential blockbusters will be several times the number distributed by us this past year and far more than in any single year in the 35-year history of United Artists." He pledged "a proponderance of big ones" in the more than 50 pictures on the UA releasing slate.

The O'Donnell letter came at the suggestion of a group of Texas exhibitors who gathered to discuss the product situation. The theatremen, including both closed and drive-in theatre owners, elected the Interstate executive their spokesman to make the request to production-distribution executives.

O'Donnell argued against the idea of "fewer but better pictures" in his letter, claiming it to be impractical "in the smaller areas where saturation is reached in three or four days, maximum five days." He noted, however, that the people he represented differed from those who "are critical almost to the point of belligerence toward production because of lack of product."

The 26 additional "A" pictures would eliminate the shortage for Texas theatres and would "compound dividends to production, distribution and exhibition," he stated. Without them, there are 27,167 available playdates in Texas for the year, he disclosed. He estimated that a total of $3,899,722 could be earned by production and distribution during the 1954-55 season in Texas alone if they supplied the extra films.

O'Donnell's letter stated that "this being the case, it is reasonable to assume that the remaining 47 states are at least in comparable position." Based on this assumption, he estimated the production and distribution could gain nationally $74,798,493 and the box offices an additional $200,000,000 from the extra films.

Copies of the letter were sent, in addition to Broidy and Krim, to Barney Balaban, Harry Cohn, Jack Cohn, Walt Disney, Robert Fellows, Y. Frank Freeman, Samuel Goldwyn, James R. Grainger, William J. Heineman, Howard Hughes, Harold Mirisch, Edward Muhl, Milton R. Rackmil, Nicholas Schenck, Dore Schary, David O. Selznick, Spyros P. Skouras, Hal Wallis, Harry Warner, Jack Warner, John Wayne, Herbert J. Yates and Darryl Zanuck.

Disney Half-Year Profit Almost Double '53 Period

Los Angeles. — Walt Disney Productions has nearly doubled its six-month net profit over last year, with a consolidated net of $283,662 reported for the 1954 period against $142,723 for the corresponding portion of 1953. Figures, released in a letter to stockholders, show the 1954 net equivalent to 43 cents per common share, compared with 22 cents last year.

Scheduled for completion before the end of the year are two live-action features, one cartoon feature, one feature-length True Life Adventure, two "People and Places" shorts and seven cartoon shorts. Company will release in the fall "The Vanishing Prairie," and "The Littlest Outlaw." It will have "20,000 Leagues Under the Sea" in release by Christmas, Disney stated.

Demonstration Reel Set By Fox On Stereosound, CinemaScope Progress

A special industry report on CinemaScope and stereophonic sound is being prepared by 20th Century-Fox for a trade demonstration later this month, the company reports. Plans call for the demonstration reel to be shown in every exchange city in the U.S. and Canada on a five-city day-and-date basis.

The reel, now being scored and edited, covers the major advances made in CinemaScope and stereo sound in the last year. Included in the subject will be a comparison of four-track magnetic and optical sound, footage taken by the latest Bausch & Lomb lenses, and other technical information. Showings are expected to last for 10 days, with plans being made by home office, division and branch managers.

Meanwhile, Al Lichtman, 20th-Fox director of distribution, has accompanied Spyros P. Skouras, president, for conferences at the studio with production head Darryl F. Zanuck. The executives will see final footage on the CinemaScope reel.

Korda Plans Nine Films For Ensuing 18 Months

Sir Alexander Korda's London Films Productions will produce nine pictures, costing $15,000,000 in the next 18 months, according to Morris Halprin, LFP president. Robert W. Dowling, president of City Investing Corp., will participate in the productions, it was announced. Already completed is "The Man Who Loved Redheads," and ready to start is "Time of the Cuckoo," starring Katherine Hepburn.

Others on the list include Laurence Olivier in Shakespeare's "Richard III," two Alec Guinness starrers, Shaw's "Arms and the Man" and "Noah"; "Taj Mahal," topcasting Richard Burton; "Around the World in 80 Days," a film starring Vivien Leigh, and a version of Daphne Du Maurier's "The King's General."

New York Area Phonevision Test Completed; Results Please Zenith

A test by the Zenith Radio Corp. to make certain that Phonevision, its subscription television system, "would function efficiently under the rigid conditions that would be required with commercial operation" has been successfully completed a week ahead of schedule, according to Dr. Alexander Ellett, vice-president in charge of research, who personally directed the operation.

Test was centered on the New York area, but covered more than 150 locations with test receivers spotted throughout an area of 10,000 square miles. Included were such diverse locations as South Hampton, L.I.; Trenton, N.J.; Easton and Philadelphia, Pa.; Kingston, N.Y.; Hartford, Conn., and all other sections of the New York metropolitan area.

Zenith has been developing Phonevision during 23 years of laboratory research, Dr. Ellett revealed, but it has always been tested on a low powered transmitter in the Chicago area. The current test was performed via the high powered transmitter of New York's WOR-TV.

Transmits Dependably

The research head noted that his company was "particularly pleased to find that throughout this vast area, including many fringe locations, our 'jittered' picture was transmitted dependably and decoded reliably by our test receivers." The N.Y. test had been authorized by the FCC, he stated.

That Commission will receive detailed reports on the operation "when and if it considers authorization of subscription television," he disclosed. In expressing his joy at the results, Dr. Ellett stated that "the airborne coding method used in this extensive field test worked just as well as or better than we could anticipate from our laboratory and low-powered transmitter tests."

Charles Singer, chief engineer of WOR, stated that "the equipment which Zenith installed at the WOR transmitter was excellently engineered and could immediately be used commercially." He noted that the installation "proved both effective and simple."

TOA, Production Heads Set Talks

The special summer meeting of Theatre Owners of America's executive committee and board of directors at the Beverly Hills Hotel, Los Angeles, June 17-19, will be used for TOA leaders to "sit down with production heads of major companies and independent companies to discuss as intelligently as possible our mutual problems, and to seek a solution," according to Walter Reade Jr., president.

The exhibitor leader predicted that the meeting "may well be the most important in the history of TOA." He noted that "no sooner do we cope with one crisis in our efforts for survival then we encounter one equally difficult — the current shortage of product."

Meanwhile, in Seattle, Herman Levy, TOA general counsel, told the convention of Theatre Owners of Washington, Northern Idaho and Alaska that distribution has "failed to fulfill its obligation to have a steady flow of good product available."

Levy noted that "producers and distributors are driving exhibitors into production and distribution." He added that in these fields "is not basically where they belong, but they are being forced (there) through desperation." He noted that "the theatre owner is by himself almost helpless to bring back the lost audience to his theatre."

Speaking on the recent arbitration conference, Levy stated that "it now appears likely, if that same spirit continues, that a system will be functioning in the not too-distant future." He explained that no industry can survive the extended period of "jungle warfare" that has characterized exhibitor-distributor relations in the last year.

Levy was pleased that an area of agreement had been reached on competitive bidding, which "may be used by distributors only when it is requested in writing by exhibitors." He noted that the practice is "an inherently dangerous instrument and must be restricted to a most narrow area of activity."

Declares Time Ripe

The speaker declared that "the time is here for distribution to get familiar with the problems that face the theatre owner." He asked that the distributors "come forward and state forthrightly, affirmatively, and without reservation, that they are going to make an effort to understand the problems of theatre owners today."

The first meeting of the arbitration drafting committee has been postponed until after the TOA summer meeting because several of the members of the arbitration group will be attending TOA sessions, it was explained.

Reade insisted that "we are not pleading for quantity rather than quality." "But," he declared, "we feel there are practical answers if we have co-operation and understanding from our suppliers." He called for "a closer liaison" between production and exhibition and for a "sober and sincere meeting of the minds."

Says Film, TV Producing Differ

Motion picture production differs greatly from television production and a motion picture producer or director can not step directly into the other medium, Frank Ross, producer of "The Robe" and its sequel "Demetrius and the Gladiators," both for 20th Century-Fox, told the trade press at an interview this week.

Actors are more flexible and can work in both media, but production methods require a training in each field, stated the producer. With "Demetrius" finished, Ross will start next on "Alexander the Conqueror," in CinemaScope-Technicolor. The feature will deal with Alexander's adventure in India, and location shooting will begin in December.

Approves Location Shooting

Ross approves of location shooting because of the greater production values it affords. He declared that he could use thousands of extras in India at less cost than hundreds of Hollywood extras. The new film will be released by 20th Century-Fox as are "The Robe" and "Demetrius."

The latter film, which is a direct continuation of the first CinemaScope production, has as great production values as the earlier film, Ross stated. Film was budgeted at $2,500,000, compared with "The Robe's" $4,000,000 costs, but he explained that he had almost no pre-production costs, as he used the same crew and saved $200,000 by using some of the same sets.

SuperScope Additions

HOLLYWOOD.—Joseph and Irving Tushinsky have announced their newest SuperScope development, a kit of "modifiers" for the SuperScope projection lens, the purpose of which is said to permit the showing of an all-purpose anamorphic print in any ratio between 1.66 to 1 and 2 to 1, without destroying the original composition. This is done without introducing any distortion, the inventors claim.

Evening Video Originates In Theatre

The possible setting of a new trend in the relationship of television and film theatres is seen from the arrangement made by American Broadcasting-Paramount Theatres and the Firestone Tire and Rubber Co. for the latter to use the chain's Paramount Theatre, N.Y.C., as a cite for the simulcast of the "Voice of Firestone" program on Monday nights starting June 16.

The 3,664-seat house will not open until late Monday afternoon and film patrons would then be permitted to stay in the theatre and witness the hour-long radio-TV simulcast. At the conclusion of the program, the regular film program will be continued.

Each Monday evening, a special section of seats will be set aside for free admission to approximately 300 Firestone guests, who will be permitted to remain in the theatre after the simulcast. Robert K. Shapiro, Paramount's managing director, called the arrangement "an epochal wedding of contemporary entertainment" and the "merger of the two most popular forms of mass entertainment."

Robert M. Weitman, former managing director of the Paramount Theatre, confirmed the fact that the offer had been made. He declared that he thinks "it would be a good thing for both the television and film industries."

Meanwhile, Leonard Goldenson, AB-PT president, has stated that while his company will not enter the film producing business itself, it would be willing to finance pictures made by independent U.S. and foreign producers. The circuit would guarantee such a film a specified number of playdates if the story, cast and director prove acceptable.

These films would not be for exclusive use by AB-PT, but would be offered to other exhibitors, the executive revealed. Also, the financing would not be wholly taken care of by his company, and the independent producer would seek additional funds from a bank on the strength of the guaranteed playdates.

The company president left this week on a European trip with the purpose of getting additional product from England, Italy and Germany exported to the U.S.

Financial Notes

NT Petition Granted

Petition of National Theatres to purchase $1,000,000 of six percent debentures of Magna Theatre Corp. has been granted by Federal Judge Augustus Hand. Deal involves 73,300 shares of Magna common stock. National is to get the right to acquire approximately four percent of Magna common over a 10-year period and one-sixth percent of the profits of "Oklahoma!"

John B. Bertero bought 1,000 shares of National Theatres common to bring his holdings to 2,700 shares and Alan May bought 300 shares of the same stock, his entire holdings to date.

RKO Deadline Nears

With a June 30th deadline approaching, approximately 900,000 shares of RKO Pictures stock have been tendered by stockholders for redemption at $6 per share, according to latest word. The Atlas Corp. now owns about 1,250,000 shares and Howard Hughes 1,260,000 shares. About 500,000 shares remain unredeemed.

The Atlas Corp. purchase of 227,300 shares of RKO Pictures common in April topped the film industry transactions in the Securities and Exchange Commission report on stock dealings by corporation officers and directors during the April 11 to May 10 period.

Columbia Profits

Net profit after taxes at Columbia Pictures for the 39-week period ended March 27 rose to $2,664,000 as compared with $310,000 for the similiar period of 1953, according to a company report. Increase is further shown by comparing the $3.26 per common share figure of the 1954 period, with the 15 cents per share of the previous year's period. Net profit before taxes amounted to $6,296,000, as compared with $1,071,000 for last year's period. Estimated tax provision is $3,632,000, against $761,000 of last year.

WB Net Rises

Warner Bros. Pictures, Inc., and subsidiary companies report a net profit after taxes for the six months ended Feb. 27 of $1,618,000, equivalent to 65 cents per share on the 2,474,346 shares of common stock outstanding or reserved for exchange. Present company was incorporated in 1953. Income from film rentals and sales amounted to $34,059,000. While direct comparison is impossible, the corresponding operations of the old Warner Bros. company reported a six-month net profit of $1,333,000 for last year.

Circuit Stock Tendered

Sol A. Schwartz, president of RKO Theatres Corp., has announced that as a result of the recent invitation for tenders of stock from its stockholders a little more than 500,000 shares have been tendered and accepted by the company.

Universal Pays 25 Cents

The Universal Pictures Co. board of directors has declared a quarterly dividend of 25 cents per share of common stock payable June 25 to holders of record on June 11.

Republic Shows Dividend

A dividend of 25 cents per share of preferred stock has been declared by the board of directors of Republic Pictures Corp. payable July 1 to holders of record on June 10.

Trade Standardization Hopes Expressed By Para's Balaban

Hope that research and technical groups can decide on standards in the near future for the host of technological improvements acquired by the industry has been expressed by Barney Balaban, president of Paramount Pictures.

Addressing the annual stockholders meeting, the executive said that such standardization, when it comes, will probably "be the product of many minds and will combine the best contributions of an all-industry effort."

As for Paramount's position in connection with these technical innovations, the speaker announced that the company "now finds itself with a healthy motion picture business and diversified interests in a number of new and growing areas."

One of these areas is International Telemeter Corp., in which Paramount's interest could equal as much as 80 percent, Balaban revealed, if the company "chooses to exercise the conversion privilege in certain convertible notes." He disclosed that Telemeter has contributed to the developing of "electronic memory" devices.

The Telemeter Palm Springs experiment "clearly established the technical proficiency of the system and the willingness of the public to pay for quality television entertainment in their homes," the Paramount president stated.

Balaban additionally declared that "during the second half of this year we shall be delivering a greater concentration of outstanding pictures and potential box office hits than ever before in the history of our company."

The prediction that "before next year is over 21-inch color sets will be selling for around $500" was contained in Balaban's discussion of the color TV tube developed by Chromatic Television Laboratories, Inc. He stated that these tubes "are now sufficiently developed to provide the popular-size larger pictures to which the public is accustomed."

The stockholders were told that negotiations are now in progress for licensing Chromatic's "Lawrence" tube in several parts of the world. Some deals were expected to be concluded by this week.

On the subject of the industry's arbitration conferences, Balaban stated that "this objective has long been needed within the industry." He announced he was "happy to report" that "real progress" toward the setting up of an arbitration system had been made.

In answer to stockholders' questions, the company head declared that Paramount's foreign business "on the whole has increased."

Another question brought forth the answer that Paramount would consider making films for TV if that would present an additional source of income but that the company has no intention of selling its theatre films to video.

Technicolor Scores Pathe Complaint On Color Label Brought Before FTC

The complaint of Pathe Laboratories, Inc., to the Federal Trade Commission, asking that Technicolor Motion Pictures Corp. be prohibited from advertising the name "Technicolor" on pictures made with Eastman color positive stock has been termed "totally unfounded" by a spokesman for Technicolor in the absence of Dr. Herbert T. Kalmus, president, who is now in Europe.

The Technicolor spokesman replied that it has always been the practice of his company to use varying types of processes, as requested by the company's customers, in the production of prints. He added that Technicolor is "proceeding successfully to adapt the imbibition process to meet the requirements" imposed by the advent of large screen presentation.

The Pathe statement charges that the use of the word "Technicolor" on films made by the Eastman process constitutes an intentional deception of producers, distributors and patrons, thus causing unfair competition. The Technicolor spokesman denied the charge.

He claimed that the credit phrases "color by Technicolor" and "print by Technicolor" have long been used "to connote that prints of pictures bearing such phrases are products of Technicolor or its related companies as authorized by the trade-mark laws."

The Pathe action cited avertising on "The Robe," "How to Marry a Millionaire," "Beneath the 12-Mile Reef," and "Prince Valiant." These films, processed in Eastman color, used the word "Technicolor" in their ads, the complaint states. The request "brings into the open for the first time the battle of color which has raged off-screen for more than a year," stated James L. Wolcott, Pathe executive vice-president.

Xhib Refuses Extra Man, Operators Picket, Lose

ST. LOUIS.—The ruling by Circuit Judge Douglas Jones, who ordered a union group, Local 143, AFL operators union, to stop picketing a local exhibitor is seen as one of the most important decisions handed down in this area in a motion picture case. The union wants Hugh Graham to hire another operator for his La Cosa Theatre, St. Ann.

Graham pleaded that union picketing could not force him to hire two operators instead of one and that even though the picketing was peaceful, it was unlawful. Judge Jones agreed, noting that "the Court will go as far as the law permits to encourage and help labor ameliorate its conditions, but it cannot join with defendants in denying Graham the opportunity to secure a livelihood for himself."

The judge noted that Graham could not be forced "to hire an unwanted man, when this man will not be of any service to him." The union attorney has taken an appeal of the case to the St. Louis Court of Appeals. Meanwhile, Judge Jones' ruling is being enforced, with the picketing having ceased.

Claim Censor Fee Asked

COLUMBUS.—Plaintiffs in the anti-censorship injunction suit brought in Franklin County Common Pleas Court have claimed that the Ohio censor board is still charging the $3 per reel censor fee, contrary to the U.S. Supreme Court decision in the "M" case. Brief charges a legal violation.

Staff Reviews

"Seven Brides For Seven Brothers"

(M-G-M) CinemaScope-AnscoColor Min.

Cast: Howard Keel, Jane Powell, Jeff Richards, Julie Newmeyer, Russ Tamblyn, Nancy Kilgas, Tommy Rall, Betty Carr, Marc Platt, Virginia Gibson, Matt Mattox, Ruth Kilmonis, Jacques d'Amboise, Norma Doggett, Ian Wolfe, Howard Petrie, Earl Barton, Dante DiPaolo, Kelly Brown, Matt Moore, Dick Rich, Marjorie Wood, Russell Simpson.

Credits: Produced by Jack Cummings; Directed by Stanley Donen; Screen play by Albert Hackett and Frances Goodrich and Dorothy Kingsley; Based on the story "The Sobbin' Women" by Stephen Vincent Benet; Songs by Johnny Mercer and Gene de Paul; Dances and musical numbers staged by Michael Kidd.

The Oregon backwoods of 1850 serves as background for this gay and sprightly CinemaScope musical comedy, in AnscoColor, that boasts Howard Keel and Jane Powell as co-stars. Ticket sales should be gloriously high at all situations for this feature, for the footage literally abounds in entertainment value. The dancing, as staged by choreographer Michael Kidd, is superb. Much novelty and charm has been imbedded in the terpsichorean interludes, and practically every member of the cast dances. Although the production has no major musical numbers, the several square dance scenes and ballet-type sequences register in their simplicity as delightful to look at. CinemaScope photography proves an extraordinary asset to these interludes, broadening and enhancing the scope of movement immeasurably.

The story which accompanies the musical portions is winning and engaging. It shows how seven backwoods brothers marry their respective brides. First to marry is Keel, the eldest. His bride, Miss Powell, finds herself as housekeeper to the other six members of the tribe. In order to ease her chores, she teaches them the art of "courtin'" and in short order each finds a prospective mate. Humor and some pathos come into play during the course of this narrative, and the cast, aided by fast direction, keeps the proceedings alive with a minimum of syrupy sentiment.

Handling the vocal duties are Keel and Miss Powell. Their renditions of the many pleasing songs in this film are well up to standard. Set handsomely against some beautiful outdoor locations and utilizing replicas of backwoods cabins for added atmosphere, "Seven Brides" registers as a lighthearted and appealing musical that contributes more than a little spirit to the current batch of screen offerings.

A cast peppered by many new faces—all talented personalities—does much to impart a sensation of freshness to "Seven Brides." The photography, concentrating on the frozen wilderness of the northwest, achieves brilliant and beautiful tableaux which are woven into the proceedings for striking effect. Costumes, as rendered in warm AnscoColor tints, also serve in keeping with the light-hearted atmosphere of this film.

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"Demetrius And The Gladiators"

(20th-Fox) CinemaScope-Technicolor 101 Min.

Cast: Victor Mature, Susan Hayward, Michael Rennie, Debra Paget, Anne Bancroft, Jay Robinson, Barry Jones, William Marshall, Richard Egan, Ernest Borgnine, Charles Evans.

Credits: Produced by Frank Ross; Directed by Delmer Daves; Written by Philip Dunne; Based on a character created by Lloyd C. Douglas in "The Robe."

"Demetrius and the Gladiators" continues the exploits of the title character, first seen in "The Robe," through a series of spectacularly mounted situations which take's him in and out of the gladiator arena of Ancient Rome for action thrills, and in and out of the arms of Susan Hayward for romantic sensation. As photographed in the expansive CinemaScope process, utilizing Technicolor and a massive cast of warriors and dancing girls, the film should score a high mark in returns at any box office. Plot is eventful and fast-moving, possessing much spectacle quality. Backing up the exploitation essentials are the valuable star names of Victor Mature, playing the title character, and Miss Hayward. Practically everyone who saw "The Robe" will want to see "Demetrius."

This picture begins with the last scene from "The Robe," as Jean Simmons and Richard Burton are sent to their doom by Jay Robinson, the pagan Emperor Caligula, for refusing to disavow Christianity. Robinson then begins a search for Jesus' robe which Mature, a Christian, is hiding. Mature is captured and committed to the gladiator ring, where men engage in mortal hand-to-hand combat for the sport of the emperor.

What follows is a set of somewhat gory gladiator battles plus a vivid sequence of combat between Mature and a trio of tigers. Aided by Miss Hayward, who is married to the emperor's aging uncle, Mature wins a measure of freedom but is quickly returned to the gladiator ring for his failure to violate a Christian commandment by making love to her. Subsequent experiences cause Mature to lose his Christian faith, thus opening the way for an affair with Miss Haywood and the surrender of the robe to Robinson. Mature, however, witnesses an act of healing which serves to renew his faith and bring him into disfavor with Robinson. Climax has Robinson, gone mad when the robe fails him, killed by his own guard as he vainly orders the death of Mature. Robinson's successor promises freedom of worship to the Christians; his wife, Miss Hayward, vows a future of faithfulness.

"The Caine Mutiny"

(Columbia) Technicolor 125 Min.

Cast: Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn, Tom Tully, E. G. Marshall, Arthur Franz, Lee Marvin, Warner Anderson, Claude Akins, Katharine Warren, Jerry Paris, Steve Brodie, Todd Karns, Whit Bissell, James Best, Joe Haworth, Guy Anderson, James Edwards, Don Dubbins, David Alpert.

Credits: Produced by Stanley Kramer; Directed by Edward Dmytryk; Screen play by Stanley Roberts; Additional dialogue by Michael Blankfort; Based upon the novel by Herman Wouk; Songs by Jimmy McHugh and Clarence Gaskill; Fred Karger and Wouk.

"The Caine Mutiny" is a very fine example of superior motion picture entertainment. It should be an excellent contender for the top box office attraction of the year. As a novel it became a best-seller, remaining in that heady position for many a month, subsequently garnering a Pulitzer Prize as the top piece of creative fiction of its year. As a play it won both critical and popular acclaim the day it opened on Broadway. Previously, the stage version toured many of the nation's key cities, playing to top crowds throughout its circuit. If the success which greeted these earlier versions of "Caine" prove an accurate barometer, the climb to the fore as a spectacular money-maker for the film should be a sure thing.

What audiences and readers of the play and novel, respectively, liked about "Caine" was the lucid manner in which it presented a controversial and intriguing subject—that of the reactions of naval officers in wartime to a captain whom they thought was mentally deranged. This situation in all its ramifications is preserved in the screen version. Here it is dynamic drama. If there are some in the audience who fail to respond to the theme of the story, these few should be attracted by the roster of top star names garnered for this film. Humphrey Bogart plays the role of Queeg, skipper of the Caine, a minesweeper assigned to Pacific waters during World War II. Van Johnson tackles the part of Maryk, executive officer of the Caine and second in command to Queeg. It is the best performance of his career. Fred MacMurray portrays Keefer, another officer of the ship, and Jose Ferrer plays Greenwald, the naval attorney who figures prominently in the climactic court martial of the story.

The narrative in which these characters are involved shapes up as an extremely well-developed job of dramatic screen writing. It tells of the experiences aboard the Caine of the various officers in conflict with a captain who lives "by the book" and whom they come to regard as deranged. At first, it is Queeg's various personality traits which cause them concern as to his sanity. When the officers see that his decisions and orders lack logic, then courage, they plot to report him as unfit for duty. Finally, his judgment in handling the vessel during a severe storm forces Maryk, the executive officer, to relieve him of his command.

During the ensuing court martial of Maryk, the sharp legal mind of Greenwald points up the flaws in Queeg's personality to win the case for the executive in the face of overwhelming evidence of guilt. But in a subsequent and soul-searching frame of mind, Greenwald rallies to the moral defense of Queeg, reasoning that the defense of the nation resides in the old-line navy —not in the men drafted in time of war to preserve the democracy.

Within this narrative frame occur incidents serving to underline the contrast between the old-line naval officers, such as Queeg, and the draftee-officers, exemplified by the characters played by Fred MacMurray and Robert Francis. The drama of these conflicts provides the springboard for Greenwald's last reel attack. As a sub-plot, a running romance between Francis and May Wynn supplies a change-of-pace to the main drama. Scenes between this pair, as contrasted to the bulk of the settings, placed aboard ship, were photographed on *terra firma,* utilizing a night club and Yosemite National Park as backgrounds. One song number is inserted early in the proceedings, with Miss Wynn handling the vocal chores.

Camera work, utilizing Technicolor, is adroit throughout. Editing is tops and direction is quick, punching incident upon incident across to achieve a valid dramatic climax. Under the Stanley Kramer banner, the production achieves a realistic and solidly mounted effect—values which have become a hallmark of a Kramer motion picture.

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"Hobson's Choice"

(United Artists) 107 Min.

Cast: Charles Laughton, John Mills, Brenda De Banzie, Daphne Anderson, Prunella Scales, Richard Wattis, Derek Blomfield, Helen Haye.

Credits: A London Film; Produced and directed by David Lean; Screen play by Norman Spencer, Wynyard Browne and Lean; From the comedy by Harold Brighouse.

An excellent comedy, darting skillfully from sophistication to slapstick throughout, is served up by the British in "Hobson's Choice." Starring Charles Laughton and John Mills, the latter a familiar name to thousands of American movie-goers, the picture should find a waiting audience in countless big city situations where warm humor is appreciated. It should fare very well. In art theatres "Hobson's Choice" will enjoy long runs. Story is tender and full of appeal as it delves into the personal and family life of a prosperous Lancashire bootmaker plagued by three daughters and in love with the bottle.

(*Continued on page* 16)

A

Allied Artists
PICTURES CORPORATION

Takes Pride in Welcoming

One of the World's

Most Distinguished Creators

of

Outstanding Motion Pictures

John Huston

THIS IS THE FIRST OF A SERIES OF IMPORTANT ANNOUNCEMENTS FROM ALLIED ARTISTS

EXHI-BITS

SW Drive Honors Fabian

In celebration of S. H. Fabian's 40 years in the theatre business, the Stanley Warner Corp., of which he is president, is holding a special drive to encourage theatre attendance. Company, which has prepared a special press book for the event, is offering its managers 121 prizes worth $18,800. In the press book are suggestions for possible stunts the managers can use to stimulate business, with special emphasis placed on the summer months. First prize is an all-expense paid two-week vacation in England for two. Brochure suggests contests, kiddie shows, theatre rentals, baby sitting plans, group sales for Cinerama and other similar items.



S. H. FABIAN

Labelled "Fabian's Fabulous 40," the drive will run through September. Other national prizes include a second prize of a $1,500 U.S. bond, third award of $1,000 bond. Best series of promotions will receive $500 bonds, and kiddie show activities will net $250 bonds. District managers stand to earn $500, $250 and $150.

A $500 bond will be awarded for the best campaign on any picture from each of the major studios. U.S. bonds of $100, $50 and $25 will be given to the first three monthly winners in each zone.

Circuits Consolidate

NEW ORLEANS.—Tenarken Paramount Theatres, Inc., has consolidated its operations with the local Paramount Gulf Theatres, Inc., according to Henry G. Plitt, Paramount Gulf's vice-president in charge of operations. The Tenarken group will keep its present operation personnel with the exception of Jack Katz, general manager, who has resigned, it was revealed. Both companies are subsidiaries of American Broadcasting-Paramount Theatres.

Talent Perks Interest

Theme of the 15th COMPO advertisement placed in "Editor and Publisher" is the interest aroused by Hollywood talent. Ad copy explains that newspapers and magazines use stories and features about Hollywood personalities as a means of creating a reader interest and increasing circulation.

Ad Rates Dip

Exhibitors advertising in the New York "World Telegram and Sun" will be allowed a one-third reduction in Saturday editions if they advertise their theatres at least three other times a week in the paper at regular rates. Dick Murray, paper's ad manager, stated that the new policy is designed to increase theatrical ads in the Saturday issue.

Curfew Repealed

KANSAS CITY.—A curfew requiring all persons aged 17 and under to be off the streets and away from public places between midnight and 5 a.m. has been repealed by the city council. The ordinance as originally passed could have applied to theatre owners and kept those young persons out of the theatres after midnight.

Poll Notes Youth Awaiting GWTW

In preparation for the fifth release of David O. Selznick's production of "Gone With The Wind," Howard Dietz of M-G-M set up a special research department which conducted a nation-wide survey of high schools. The result of that survey, started in April, has just been revealed.

Through the actual questioning of 34,723 high school girls and 31,328 high school boys, in over 2,000 high schools, M-G-M comes up with the prediction that at least 6,000,000 teen-agers are eagerly awaiting the return of "GWTW." There are 7,500,000 high school students in 28,000 public, private and parochial high schools in the U.S.

The poll indicates that over 90 percent of them never have seen the picture but the vast majority of them know about the picture, have studied the Margaret Mitchell book in school and want to see the movie. Those who have seen the film, express keen desire to see it again on wide screen, with stereophonic sound.

The survey, which was conducted by Oscar A. Doob for M-G-M, is probably the most comprehensive effort of its kind ever made to gauge the potential audience for a movie.

Questionnaires were sent to 2,500 typical high schools, some in every state. Teachers were asked to ask their students just two questions, keeping the boys' and girls' responses separate: "Have you ever seen 'GWTW?' " "If not, do you want to see it? If you have seen it, do you want to see it again on wide screen?"

Teachers Send Reports

The amazing interest in the return of the picture is indicated by the fact that over 65 percent of the teachers to whom the questionnaires were mailed responded with written reports. The total enrollment in the schools that participated was 443,601 boys and girls. Five states failed to respond—Colorado, Nevada, North Carolina, North Dakota and New Mexico.

Of all the girls questioned, 92.4 percent said they wanted to see "GWTW." Of all the boys questioned, 88 percent said they wanted to see "GWTW." For some reason which neither the teachers nor M-G-M can explain, the boys showed a slightly less interest than the girls, right across the nation.

Even M-G-M was surprised to discover, thru the survey, that "Gone With The Wind" is required or supplementary reading in thousands of high school systems. The keen interest of teachers was apparent in their personal comments, urging arrangements for student theatre parties, etc. Many pointed out that "GWTW" was considered a vital help in the teaching of American history, American literature and social studies.

M-G-M also conducted surveys among adults and as a result anticipates a potential adult audience of over 20,000,000, with over half of them repeat customers.

Scollard Leaves NSS

C. J. (Pat) Scollard has resigned as executive aid to Herman Robbins, president of National Screen Service. Scollard, who joined the company one year ago, stated that he would reveal his future plans soon.

NEW POSTS

MARTIN MOSKOWITZ, formerly 20th Century-Fox Empire State division manager, was advanced to division manager of the company's revised Atlantic division, which now comprises New York, Philadelphia and Washington. Moskowitz will headquarter at the New York exchange. The Pittsburgh exchange has been added to the Central division, which is being supervised by T. O. MCCLEASTER, Central division manager.



MARTIN MOSKOWITZ

In the same company, J. M. CONNOLLY, former Boston manager, was promoted to head the newly-created North-East division, consisting of Boston, New Haven, Buffalo and Albany. JOHN FELONY succeeds Connolly as chief of the Boston office, and JOHN PECKOS was given Felony's previous position of sales manager of the Boston exchange.

HAL DANSON was appointed director of advertising, publicity and TV for National Screen Service Corp., succeeding Mel Gold, resigned. Danson, an industry veteran, has served as assistant national advertising manager for Paramount and as advertising head of Eagle-Lions Films. He recently resigned as general sales manager of Adler Communications Laboratories.

BRYAN D. (BUCK) STONER was named central division manager of Paramount Film Distributing Corp., as successor to James J. Donahue, resigned. Stoner has filled important executive sales posts with M-G-M and 20th Century-Fox.

HAROLD LASSER, for the past 10 years special assistant and trial attorney for the anti-trust division of the U.S. Department of Justice in New York, joined the legal staff of Universal Pictures under Adoph Schimel, company's general counsel. Lasser worked on many industry cases while with the Justice Department. Lasser has been replaced in his former government post by BERNARD WEHRMANN, an attorney in the anti-trust division for the past 18 months.

WILLIAM P. MURPHY, formerly associated with Republic and Universal in various sales capacities, joined the sales staff of Buena Vista Film Distribution Co., Inc., the Disney subsidiary. Murphy will represent the company in the Southeast, with headquarters in Jacksonville.

ALBERT BOYARS has received the post of director of public relations of Transfilm, Inc., producers of films for industry and video. Boyars formerly was with Robert S. Taplinger Assoc. and the Greater New York Fund.

L. J. (JACK) SCHLAIFER rejoins United Artists with his appointment as special representative, in which he will cover the entire U.S. and Canada. Schlaifer was first associated with UA in 1928 and then served in sales posts until 1940.

BARNEY BALABAN, president of Paramount Pictures, Corp., was elected a director of Manufacturers Trust Co. of New York.

To our new associate...

We are all extremely happy to welcome

JOHN HUSTON

into the Allied Artists family. It is a source of great personal pride to us that he has chosen our company as the exclusive producing and distributing organization for his future productions. We know that exhibitors throughout the world will find in our mutual plans a profitable answer to their most pressing problem—a source of outstanding product.

Steve Broidy Harold J. Mirisch

J. Roger Branton

J. D. Burrows Walter H. Mirisch

Staff Reviews

(*Continued from page* 12)

General audiences should find this situation highly amusing. It affords Laughton a chance to contribute another of his typical shouting and bubbling performances. His attempts at humor in the role of the bootmaker are successful; he plays straight to the audience in every scene. Mills, as his illiterate apprentice who soon becomes his son-in-law and eventually gains the upper hand in the business, also does a very fine job of acting. Balancing these two performances is a role played by a blonde newcomer named Brenda de Banzie. As Laughton's daughter, she contributes an inspired portrayal of a level-headed business woman.

Miss de Banzie, past 30 and still a spinster, makes up her mind to marry Mills, apprentice to her father. Almost against Mill's will, and certainly counter to Laughton's desires, she gets her man and sets him up in their own bootmaking establishment which eventually takes away all of Laughton's class trade. When Laughton succumbs to delirium tremens, Miss de Banzie and Mills move into his home to care for him and also into his shop. Mills becomes the senior partner.

●

"Adventures Of Robinson Crusoe"

(United Artists) PatheColor 90 Min.

Cast: Dan O'Herlihy, James Hernandez, Felipe De Alba, Chel Lopez.

Credits: Produced by Oscar Dancigers, Henry F. Ehrlich; Directed by Luis Bunuel; Screen play by Phillip Roll, Bunuel.

Creditably adhering to the basic elements of the original by Daniel Defoe, this latter day version of the classic literary work tells the familiar story with interesting impact. It stands to give a sound account of itself. In the hour and one-half that it takes to relate the tale of the castaway, Luis Bunuel, as director, narrates the story with a fine understanding touch. Dan O'Herlihy, in the title role, gives a good impersonation of the resourceful character. Here is a presentation that has a strong general appeal, due to its adherence to the fundamental aspects of survival, as related in the original.

Filmed against a Mexican setting, the production has soundly convincing quality. PatheColor adds to the fine values. Viewed on a broad basis, here is an interpretation of a noted book with strong appeal for all segments of the audience. And, they should depart the theatre premises richly rewarded. Pictorial re-enactment of the Defoe story, which had a strong and real basis, follows the imaginative details of the original with high fidelity.

●

"Always A Bride"

(Univ.-Int'l.) 83 Min.

Cast: Peggy Cummins, Terence Morgan, Ronald Squire, James Hayter.

Credits: A J. Arthur Rank Presentation; Produced by Robert Garret; Directed by Ralph Smart; Screen play by Smart and Peter Jones.

Father and daughter playing the continental version of the confidence game makes for a smartly diverting and frequently raucous entertainment when this British import gets into its stride. The performances are quite superior to the script. The general impact is diverting and where there is an audience for a story that tries hard, and generally succeeds, in being glib and romantic, with undertones of sly skullduggery and double crossing the double crosser, this number stands to make a fair impression.

Smartly portrayed by Peggy Cummins and Ronald Squire, the yarn gets started in Monte Carlo. Posing as young bride and elder husband, the duo book into a smart hotel. Next morning Squire has gone, the young bride is distraught, broke. Guests, including Terence Morgan, a fellow national—British—take to her rescue, raise a fair sum. This is all part of the plot. Later, love blossoms between Peggy and Terrence. But in Nice another scheme is being hatched—the slick sale of a hotel to James Hayter, an operator himself. It misfires, due to counterfeit money. The romantic chase follows to Italy. Terence confronts Peggy; they marry. Squire faces up to the charges against him. They are not bad at all.

All in all, "Always A Bride" is quite a lightweight diversion. It rates attention.

●

"Tanganyika"

(Univ.-Int'l.) Technicolor 81 Min.

Cast: Van Heflin, Ruth Roman, Howard Duff, Jeff Morrow, Joe Comadore, Gregory Marshall, Noreen Corcoran, Muray Alpert.

Cedits: Produced by Albert J. Cohen; Directed by Andre de Toth; Screen play by William Sackheim and Richard Alan Simmons; Story by William R. Cox.

Exciting adventure sequences in the African jungle, when backed by an interesting plot, fast pacing and good use of Technicolor, should help "Tanganyika" to fare well in its market. Film stars Van Heflin, Ruth Roman and Howard Duff as the white leaders of a safari out to track down a mad killer. The ensuing complications, although fairly routine, are well executed and generate the required amount of chills. Running time is about evenly divided between the safari's battle against savage natives and jungle beasts. When the principles aren't dodging poisoned spears, they are being pursued by wild elephants, deadly lions and tigers and ominous reptiles. One scene finds the two white children along on the trip separated from the group, and their predicament leads to more suspense. Feature has a bang-up climax, in which the savages' village is blasted out of existence by dynamite.

Along with the thrills, "Tanganyika" details a developing love between Heflin and Miss Roman. The former is first seen as a gruff, cynical man, interested in finding Duff's brother, the killer, because his activities are interfering with Heflin's business. Miss Roman and the two children are picked up along the way after they have been attacked by the natives. Gradually, Heflin softens, and by the end of the film he has won both the audience's sympathies and Miss Roman's love. The crazed killer succeeds in capturing the safari, but a ruse by Heflin works and the village is wiped out. Although Duff is killed, Heflin and Miss Roman clinch for the finale.

●

"Johnny Dark"

(Univ.-Int'l.) Technicolor 85 Min.

Cast: Tony Curtis, Piper Laurie, Don Taylor, Paul Kelly, Ilka Chase, Sidney Blackmer, Ruth Hampton, Russell Johnson, Joe Sawyer, Robert Nichols, Pierre Watkin, Ralph Montgomery.

Credits: Produced by William Alland; Directed by George Sherman; Written by Franklin Coen.

The excitement engendered by sports car racing and its perils, tribulations and particular industry problems, with romance factors and an exceptional delivery by the camera, makes "Johnny Dark," starring Tony Curtis, a sound entry for general audience consumption and enthusiastic reception. This is film with the accent on action. Photography is brilliant with all other departments functioning in similar and sound fashion.

Big factors in the directorial handling by George Sherman is the race from border to border—Canada to Mexico—by a collection of vehicles competing for special auto industry honors. Spectators get fine views of the competition from groundside and aloft against spectacular backgrounds and including visits to Las Vegas and other points of interest along the route of the race.

Script, ably played, offers Curtis as an enterprising type who designs a hot special, aided by Piper and Paul Kelly. He races against Taylor, overcomes various obstacles and wins. The boss, Sidney Blackmer, goes along, and Tony gets Piper, to boot.

●

"Challenge The Wild"

(United Artists) Color 63 Min.

Cast: George and Sheila Graham.

Credits: Written, Produced and directed by Frank Graham.

Spectacular scenery of the Canadian Northwest and Alaska, in addition to a neatly contrived documentary that details the adventures of the Graham family of California, makes for a fine, generally appealing offering here. The mother, father, son and daughter members of the Graham family venture into the wilderness, as indicated, and the fine camera work of Frank Graham furnishes fine pictorial supplement. Mostly, attention in the narrative is concerned with the delight and pleasure of the youngsters who, for the first time, observe and meet the wild animal life of the various localities.

The script, while amateurish, manages to convey the struggle for survival among the various species. There is inherent danger. But with father and mother nearby, plus rifles, peril is met and countered.

The younger element in the audience should get quite a kick out of the experiences of the Graham youngsters as they roam the forest, meet various creatures, play and frolic.

High spots of the documentation are fine vistas of the Alaskan wilds, the tracking and killing of Kodiak bears.

Picture has its elements of danger and suspense. To sum up, "Challenge the Wild" should gain favorable press comment and carry on strongly from that sendoff.

New Orleans VCI Tent Plans Take On Shape

NEW ORLEANS.—A long cherished dream of local theatremen to open a Variety Tent in this city was realized here as plans were drawn at a special meeting for the establishment of one when theatre people met with Bill McGraw, international executive director from Dallas and Jack B. Dumestre, international dough guy of Atlanta.

The group set about filing a charter and completing necessary organizational steps. A board of directors was elected, who, in turn, elected temporary officers. Page M. Baker, general manager of Theatre Service Co., was voted chief barker; Harold Cohen, Lippert manager, first assistant, and W. Riant, 20th-Fox manager, second assistant.

Dowden, Loew's Theatres Wins High Papal Honors

Edward C. Dowden, assistant director of publicity and advertising for Loew's Theatres, has been named a "Knight of St. Gregory," by Pope Pius XII, one of the highest Papal honors possible for a layman. Archbishop Thomas E. Molloy of the Brooklyn Diocese presented the honor to the theatreman.

The Archbishop noted that the honor was bestowed by the Supreme Pontiff in approval of Dowden's "edifying life of practical Catholicity and faithful and generous promotion of works of religion, education and charity." Dowden helped in various capacities during the war loan drives and is a director of several Roman Catholic organizations.



NO COINS

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NO COINS

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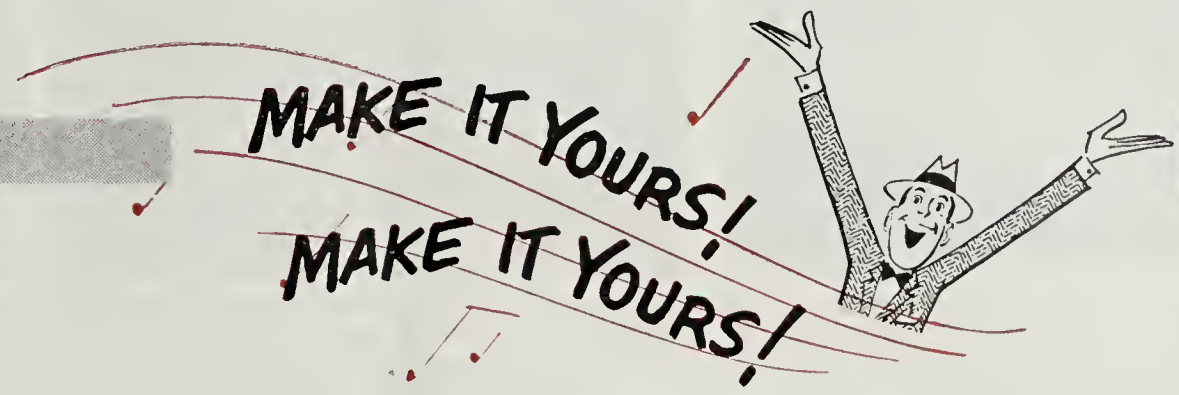
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Color by Deluxe • In the Wonder of 4-TRACK HIGH-FIDELITY
MAGNETIC DIRECTIONAL-STEREOPHONIC SOUND



starring CLIFTON WEBB • DOROTHY McGUIRE • JEAN PETERS • LOUIS JOURDAN • MAGGIE McNAMARA
ROSSANO BRAZZI • Produced by SOL C. SIEGEL • Directed by JEAN NEGULESCO • Screen play by JOHN PATRICK

Para Prepares 14 Major Pix For Release To End Of Year

Approximately 14 major releases, at least one of which will be in VistaVision, are due from Paramount in the second half of 1954. Each picture will be "big" in every respect, whether it be marquee draw, production values, story material, production aegis or directorial supervision, according to Paramount. The entire lineup, moreover, is characterized by variety, with musicals, spectacles, dramas, comedies, suspense thrillers, science epics and war themes all represented. Also, a liberal number of the pictures are in Technicolor.

Cecil B. DeMille's Technicolor circus epic, "The Greatest Show on Earth," which won the Academy Award last year, will be reissued in July, a month which will see release also of two new ones by Paramount.

"GSOE" stars Betty Hutton, Charlton Heston, Cornel Wilde, James Stewart, Dorothy Lamour and Gloria Grahame. It has proved to be one of the industry's champion grossers of all time.

Dena Productions' "Knock on Wood," a Danny Kaye Technicolor comedy which the company claims has racked up extraordinary grosses in pre-release runs, and Alfred Hitchcock's new excursion into suspense, "Rear Window," top-billing James Stewart, Grace Kelly, Wendell Corey, Raymond Burr and Thelma Ritter, are on the July list. Mai Zetterling, the lovely Swedish star, plays opposite Kaye in "Knock on Wood."

August Pictures

August will bring release of "Living It Up," new Dean Martin and Jerry Lewis comedy in Technicolor, co-starring Janet Leigh. Also reaching the theatres that month will be Hal Wallis' "About Mrs. Leslie," Shirley Booth's first picture since "Come Back, Little Sheba," for which she won the Academy Award last year. Co-starring in the new Booth picture is Robert Ryan.

Homer's Odyssey is the source of Paramount's "Ulysses," filmed in Italy and the Mediterranean by Ponti-DeLaurentiis. This Technicolor spectacle starring Kirk Douglas and Silvano Mangano is due for release about mid-way in the second half of the year.

The final four months of the year will see the release of Billy Wilder's "Sabrina," the first motion picture in industry history to team the two top winners of a preceding year's Academy Awards: Audrey Hepburn and William Holden.

Humphrey Bogart also is starred in "Sabrina," and he too has an Academy "Oscar." The Wilder picture is a comedy romance about the courting of a chauffeur's daughter by two wealthy brothers.

Also in the 1954 second-half line-up is the William Perlberg-George Seaton Technicolor production of James Michener's "Life" magazine novel, "The Bridges at Toko-Ri." William Holden, Grace Kelly, Frederic March and Mickey Rooney head the cast in this aerial adventure saga dealing with war in the Orient.

Make Film Bows

Another is "Conquest of Space," carrying the production imprimatur of filmdom's master of science-fiction, George Pal. A Technicolor outer-space drama, it deals with a group of volunteers who attempt a flight to Mars. The cast is made up, purposely for the sake of realism's impact, of "new faces" from Broadway and television; most of whom make their film bows in the picture.

VistaVision's initial public debut will be made with Irving Berlin's musical in Technicolor, "White Christmas," starring Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen. October release is the target for this spectacle, loaded with songs, dancing and comedy.

Due for release also is "Mambo," dealing with the famous Latin dance of the same title. Filmed in Italy, this Ponti-DeLaurentiis production, directed by Robert Rossen, stars Shelley Winters, Silvana Mangano, Vittorio Gassman, Michael Rennie and famed choreographer Katherine Dunham.

"Strategic Air Command," in Technicolor, will be Paramount's second VistaVision entry. It is a flying spectacle starring James Stewart, June Allyson, Frank Lovejoy and Barry Sullivan, and is likely to be on the December release list.

With the approach of the year-end holidays, another VistaVision production in Technicolor can be looked for: Martin and Lewis' "Three Ring Circus," a comedy of the big-top with a cast including lovelies Joanne Dru and Zsa Zsa Gabor.

Meanwhile, during the latter half of this year the Paramount VistaVision cameras will be rolling off footage on several major Technicolor productions, among them "Run for Cover," a thriller starring James Cagney, Viveca Lindfors, John Derek and Jean Hersholt; Hitchcock's "To Catch a Thief," suspense drama being filmed in the South of France with Cary Grant and Grace Kelly in the top roles; "We're No Angels," a comedy starring Humphrey Bogart and Basil Rathbone, and "Love Is A Weapon," a Technicolor adventure saga.

Other big ones expected to go before the cameras before the year ends are "The Covered Wagon," Hal Wallis' "The Rose Tattoo" and Cecil B. DeMille's "The Ten Commandments." Latter will be filmed in Egypt.

White Christmas



Danny Kaye, Vera Ellen and Bing Crosby in one of the musical numbers from Irving Berlin's Technicolor "White Christmas," the first Paramount release lensed in VistaVision.

Sabrina



Humphrey Bogart courts Audrey Hepburn in "Sabrina," film version of the Broadway comedy which also stars William Holden as the other contender for Miss Hepburn's hand.

Bridges At Toko-Ri



William Holden in a tense moment from "The Bridges at Toko-Ri," Technicolor battle picture based on the James Michener story, also starring Grace Kelly and Fredric March.

Ulysses



Kirk Douglas and the Italian star Silvana Mangano portray ancient Greeks in the Technicolor "Ulysses," based on the Homeric legend and filmed with a huge cast in Italy.

Conquest Of Space



Earthmen attempt a trip to Mars in George Pal's Technicolor outer-space drama "Conquest of Space," which has been cast with newcomers to add to the film's realism.

Living It Up



Dean Martin douses Jerry Lewis in the Technicolor musical "Living It Up," based on the Broadway musical comedy "Hazel Flagg" and co-starring Janet Leigh as a reporter.

Rear Window



Grace Kelly and James Stewart gaze out of a "Rear Window" in one of the suspenseful scenes from the Alfred Hitchcock Technicolor drama set in a New York apartment.

Paramount Inaugurates Selective Production Policy: Balaban

Paramount's production policy for the foreseeable future will be to make every picture that the company believes can pay for itself and return a profit—without limitation as to number, cost or overall budget—according to Barney Balaban, president.

"We are confident," Balaban said, "that the Paramount product for 1954 will again make a substantial contribution to the box offices of the theatres of the world.

"In our business, we can no longer plan for a volume of pictures to be delivered at some time in the future. The public has become most selective in its motion picture preferences. There is a vast audience for pictures the public wants to see. There is a very meager audience for those pictures that do not have the values demanded by this selective market. Therefore, each picture must stand on its own merits."

Meanwhile, the Paramount advertising-publicity-exploitation department, under the direction of Jerry Pickman, vice-president, has prepared and is preparing ticket-selling promotion programs for current and forthcoming releases.

Exceptionally heavy use of radio and television will mark the promotion of many of the pictures, one of these being the re-released "The Greatest Show on Earth," for which a special television trailer playing up the summer circus-time angle has been prepared.

In the words of A. W. Schwalberg, president of Paramount Film Distributing Corp., during the past year the company's "big pictures" policy proved profitable to Paramount and to exhibitors alike, and for that reason the company has decided to concentrate in the future exclusively on top drawer films—"big pictures, with big name stars, big production values and big story properties."

Schwalberg said Paramount is pledged to continue its established pattern of concentrated publicity, advertising and pre-selling "which has proved so successful in the past" by benefitting the theatres and the distributor mutually.

During the next month or so Paramount will conduct a series of branch sales meetings in various parts of the country and in Canada at which plans will be made for marketing of upcoming product, local advertising campaigns and the launching of the VistaVision program and its attendant promotional activity.

The prelude to this activity on behalf of VistaVision was the various demonstrations of the new production and screen presentation process by Paramount in U. S. and Canadian cities which gave exhibitors the opportunity to see VistaVision for themselves.

At present the Paramount Studios are bustling with activity in preparation for the production of a large number of pictures, including such titles as "Lucy Gallant," "The Covered Wagon," "The Loves of Omar Khayyam," "The Mountain," "Spy Story," "Desire Under the Elms," "Anything Goes," "Follow the Rainbow," "Papa's Delicate Condition," "Teacher's Pet," "The Big Song and Dance," "Look Ma, I'm Dancin'," "Topsy and Eva," "Lisbon," "The South Sea Story" and others.

An all-VistaVision schedule of important productions which will maintain Paramount at a consistent activity level during the balance of this year was announced meanwhile by the studio.

A total of 15 pictures, including two currently in work, was revealed. Starting dates are set for the productions, virtually all of which will be in Technicolor. VistaVision cameras are fast being made available so that the entire schedule will be filmed in the new medium.

Features include the following Technicolor productions: "Blue Horizons," the big-scale story of the historic Lewis and Clark expedi-

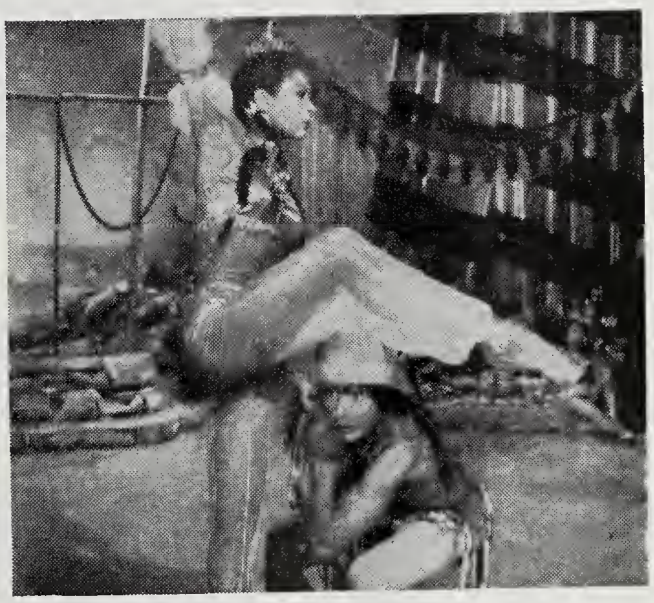
(*Continued on page* 28)

Greatest Show



Charlton Heston and James Stewart are starred with Betty Hutton, Cornel Wilde and Dorothy Lamour in the Technicolor "The Greatest Show On Earth," being re-released.

Knock On Wood



Danny Kaye clowns with ballerina Diana Adams in one of the hilarious moments from "Knock On Wood," Technicolor comedy which co-stars the Swedish Mai Zetterling.

About Mrs. Leslie



Shirley Booth looks lovingly at Robert Ryan in one of the tender scenes from "About Mrs. Leslie," the Hal Wallis production based on the Vina Delmar romantic story.

REGIONEWS

ALBANY

Harry Alexander, U-I salesman in this area for the past several years, has leased from Harry Lamont the Middletown Drive-In at Middletown, with option to buy. He will open the 300-ear project on June 15 after a paving job, installation of new concession stands and rest rooms. . . . Another Lamont property, the Overlook Drive-In at Poughkeepsie, has passed to management of Arthur Steele, a son-in-law of Major Albert Warner and owner of the Elmsford Drive-In near White Plains, N.Y. and an indoor theatre in Jacksonville, Fla. Steele leased the 600-ear ozoner with option to buy.

Carl Bovee was promotoed by Lamont from asst. mgr. of the Vail Mills Drive-In, outside of Gloversville, to mgr. of the Rock Hill, Sullivan Co. It will relight June 15. . . . John Alberts, Jr. is new night asst. at Fabian's Palace. . . . The Metro home office agreed to consider bids from Harry Lamont's Vail Mills Drive-In for three top pictures. . . . Benton's Strand in Plattsburg reopened after a fortnight's closing for installation of a curved screen, redeeoration and redesigning of lobby. James P. Malone is mgr. of the 400-seater, now equipped for CinemaScope by Albany Theatre Supply.

Saul J. Ullman, chairman of Variety Club's Big Brother Committee, was honored at a dinner for his efforts in raising $22,580 during the past year for Camp Thatcher. Toastmaster Lewis A. Sumberg presented him with a wrist watch. . . . Charles A. Smakwitz, Stanley-Warner zone mgr., was appointed eochairman of a Colonial Ball, to be held June 25 at the Washington Ave. Armory to climax Albany's "Cradle of the Union" celebration. . . . Irwin Ullman, Mohawk Drive-In mgr., temporarily assumed the duties of Fabian booker Joseph Saperstein, hospitalized after a heart attack. . . . Al Sweet, mgr. of the Avon Theatre, Utica, was named "Manager of the Month" in the Mareh Showmanship Awards competition of Stanley-Warner.

ATLANTA

Julia Tamney announeed plans to build a $100,000 ozoner on Hyway 50 in Orlando, Fla., to be named Colonial Plaza. It will be equipped for CinemaScope, have a 100x60 ft. screen and a ehildren's piayground. . . . Diek Mullens transferred from the Capital Drive-In, Tallahassee, Fla., to mgr. of the Capital Theatre, Plant City, succeeding the late Bryon Cooper. C. F. "Buddy" Greene replaces Mullens at the drive-in. . . . D. W. Fuquay was appointed mgr. of the Coral Theatre, Coral Gables, Fla., to succeed Bill Watts, resigned. . . . Renovations at the Cloud Theatre, St. Cloud, Fla., will be highlighted by a mural of a Florida scene in front of the building. . . . Jesse Cox, former movie operator in Atlanta, has opened the Jesse Cox Lighting Equip Co. in Chamblee, Ga.

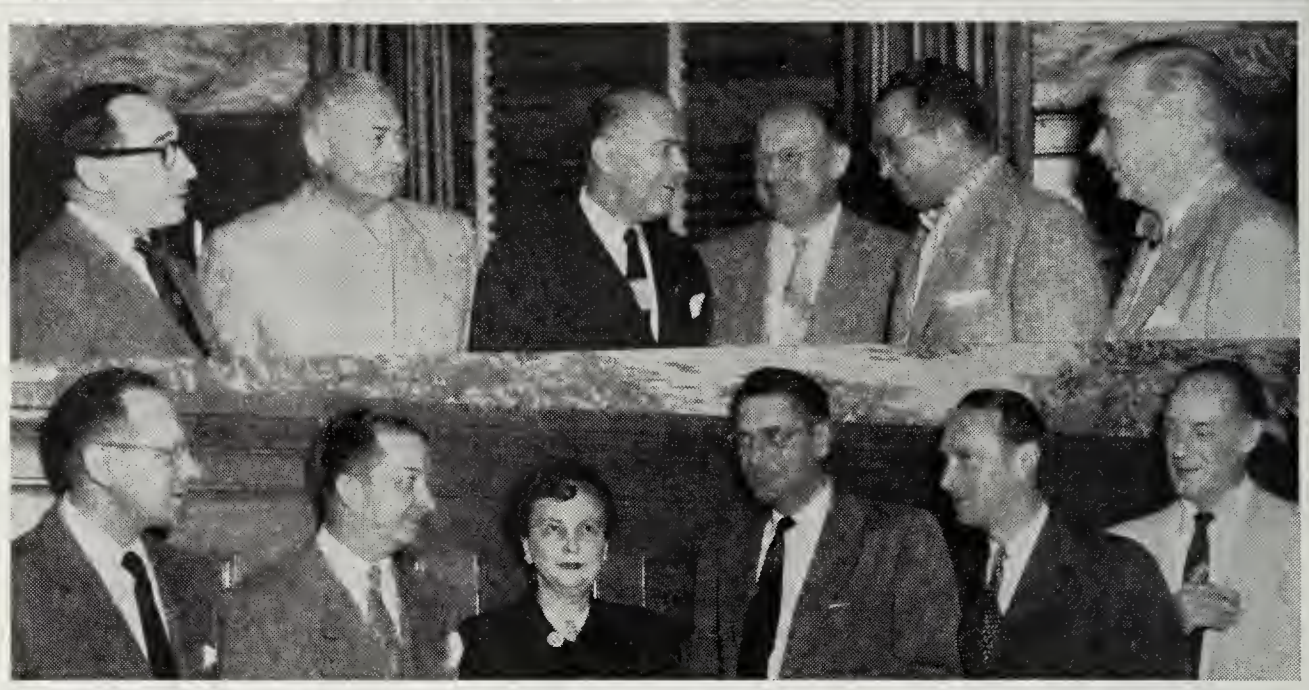
Floyd Cireuit is new owner of the Tower Drive-In, Tampa, Fla. . . . Lynn Goodyear, transferred from Florida State's Rialto, Orlando, to mgr. of the deluxe Beacham there when Mabel R. Case resigned. Joe Charles switched from the Roxy to the Rialto. . . . Mrs. Rose Lancaster of Astor Pictures was crowned queen of the Eastern Stars at their annual meeting in Macon, Ga. . . . The district supervised by Frank Bell was declared winner of the first week in the five-week candy drive being eonducted by Florida State Theas. . . . Cletus H. Benton started an $18,500 CinemaScope installation by Wil-Kin Theatre Supply at the Star Vue Drive-In. . . . Display of a life-size wax figure seated in an electric chair in front of the Lake Theatre, Lakeland, Fla., was ordered removed after an irate mother complained to poliee that it had frightened her small son.

Avalon Pictures of Winter Park, Fla., headed by Thomas Casey, has scheduled three full-length features for filming in central Fla. and will use some local people. . . . Gene McIlway reopened his York Theatre at Red Boiling Springs, Tenn. . . . Exhibitors Service of Jacksonville now buying and booking for Palm Drive-In, Ft. Myers, Fla. . . . Ted Toddy of Toddy Picts. has taken over two new films for the south — "Seven Deadly Sins" and "Violated Lady." . . . Diek Kennedy closed the Downtown Theatre, Jasper, Ala., and leased the Jasper from Wilby-Kincey, appointing Wm. F. Call mgr. following resignation of A. Steppe, who will enter the insurance business. . . . Col. T. E. Orr sold the site of the burned-out Amuzu Theatre, Tallapoosa, Ga. to a Mr. Edwards of that city, who will soon build a 400-seat house there.

Dixie Theatre Service of Albany, Ga. opened a braneh in Atlanta at 95 Walton St., with Jon Sims as mgr. . . . Curt Shreve resigned as southeastern mgr. for Manley Popcorn Co. because of ill health. . . . Mr. and Mrs. James C. Hoge, Sr. of Lakeland, Fla., six of whose children are in the theatre business in Fla., celebrated their golden wedding anniversary. . . . The Princess at Cross City, Fla. undergoing a remodeling which ineludes installation of a wide screen, new sound and projeetion equipment, new lobby and front. . . . The second regional meeting of Florida Theatre Owners will be held in Miami, Fla. in mid-June.

A $25,000 expansion program is under way at Colonial Drive-In, Nashville, Tenn., owned by Robert M. Condra, Albert Weber and Joe H. Hart, Jr. It opens around June 15 with space for 1,000 ears. . . . Dan Davis, who owns a drive-in at Florence, Ala., announced plans for a new 400-car project at Tuscumbia, Ala. to eost around $75,000. It will include a 100-seat enclosed area for winter viewing. . . . The Ritz at Athens, Ala., managed by Robt. N. Cannon, started a $40,000 remodeling program to include large sereen, new sound equipment and inerease in seating to 750. . . . All amusement park rides were free at opening of Gulf Ents.' 470-ear ozoner in Panama City, Fla., managed by Harold MeKenzle.

Improvements at the Live Oak Theatre, Live Oak, Fla., include installation of a large screen, a ery room, aid for the hard-of-hearing, large lounge and new plumbing throughout. Leonard Vaughn is mgr.



Present at a meeting of the COMPO Audience Poll Committee in New York (l. to r.), Top: Harry Goldberg; Oscar A. Doob; Robert W. Coyne; Harry Mandel, chairman of COMPO publicity group; Jerry Pickman; Kenneth Clark; Bottom: L. R. Emil Bernstecker, Atlanta; Ralph W. Russell, Canton, O.; Mrs. Alice Gorham, Detroit; William A. Carroll, Indiana; Paul Levi, Boston, and Senn Lawler, Kansas City. (See story, page 9).

BOSTON

J. Assadoorian opened his new Wamesit Drive-In in nearby Lowell. . . . Saul Kaplan, for the past 13 years mgr. of the legit Colonial Theatre, has resigned and is eurrently taking over the duties of various vacationing members of the Cinerama staff. . . . New England film eritics are looking forward to the junket to Atlantie City, now being readied by Arnold Van Lear for premiere of Paramount's "Living It Up." . . . Jack McCarthy resigned as Warner salesman to enter the insurance business. Jack Hill takes over his post at Warners. . . . Frederick Fedeli, Jr., son of the owner of the Rialto, Worcester, graduated from Tuck Graduate School, has aecepted a post with Ryerson Steel Co., Cambridge. The senior Fedelis plan

(*Continued on page* 22)

Sol Schwartz

President RKO Theatres, says:

"THE CAINE MUTINY is the answer to a theatre man's dream."

THE CAINE MUTINY



STARRING

Humphrey Bogart · Jose Ferrer
Van Johnson · Fred MacMurray

and Introducing

ROBERT FRANCIS · MAY WYNN COLOR BY **TECHNICOLOR**

Screen Play by STANLEY ROBERTS · Based upon the Pulitzer prize winning novel by HERMAN WOUK

Directed by EDWARD DMYTRYK · A COLUMBIA PICTURE · A STANLEY KRAMER PROD.

BOSTON (cont'd.)

to sail for an extended European trip on the S.S. Constitution the latter part of June.

An "Award of Achievement," signed by all Boston movie erities, was presented to Danny Kaye at the Boston Press Club and aceepted by Paramount branch mgr. Jaek Brown for the absent film star. . . . Clarenee Pickard, mgr. of the Strand, Ipswich, is back in harness following a week's illness. . . . UI publieist Harry Niemeyer is in town subbing for Don Morgan, who was rushed to Baker Memorial Hospital for an emergency appendectomy. Niemeyer is assigned to "Five Bridges to Cross," the story of the Brink robbery whieh is being filmed here.

Joseph Quattrocca was appointed mgr. of E. M. Loew's Lynn Drilve-In, Lynn, Mass. . . . Robert B. Howell, mgr. of the Port, Newburyport, Mass., came in second in the March Showmanship Awards competition in Stanley-Warner's northeastern zone. . . . AA city salesman Jerry Callahan baek at his desk following a minor operation. . . . A farewell party was given for Mrs. Elizabeth Dervin, eashier at the Metro exehange for 34 years, and Enez Squillario, head of the contract dept. for 10 years, when they resigned.

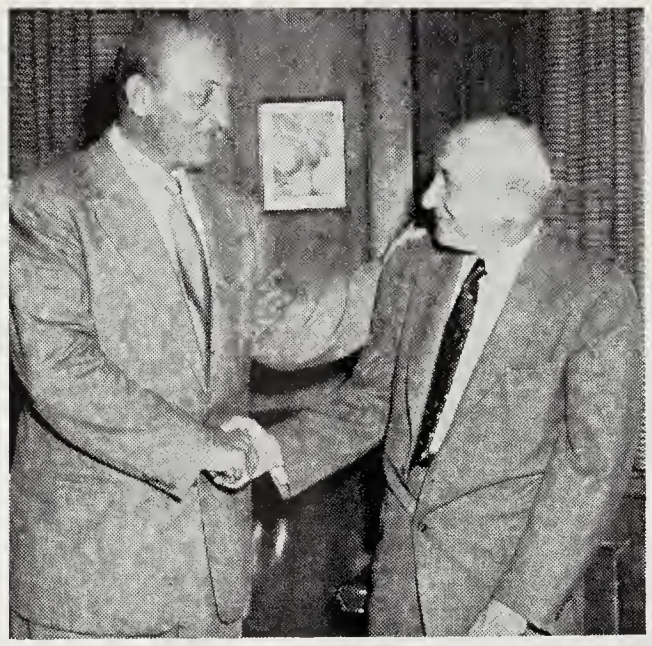
BUFFALO

The eontroversial "La Ronde" had its local premiere at the independent Cinema Theatre without incident. . . . "Three Coins in a Fountain," currently at the downtown Buffalo, is receiving excellent eooperation from the Federation of Italian Soeieties. At a testimonial banquet to John C. Montana for his civic leadership, members sang hit tunes from the film and table decorations also featured the movie. . . . An employee of the Century Theatre, dressed in a gorilla costume, is roaming the downtown shopping district, ballyhooing "Gorilla at Large." . . . Sehine's 1,448-seat Rialto at Lockport and Lake and West End theatres at Rochester announeed closing this month. . . . M. Konezakowski temporarily closed his 584-seat Senate in Buffalo for renovations. . . . Mike Simon, until recently Paramount branch mgr. in Detroit, has joined the United Artists sales staff here, under mgr. Stanley Kositsky. Simon will cover the Albany territory.

Samuel Battaglia shuttered his State at Niagara Falls for the season. . . . A fire over the Memorial Day weekend destroyed the 623-seat Community Theatre at Solvay. No plans for rebuilding have been announced. . . . Dewey Michael's Mercnry in downtown Buffalo is being dismantled to make way for an optical store and repair shop. . . . The Hollywood at Holly, formerly owned by Joseph Melfi, Jr., is being torn down. . . . New policy at the North Park, a community house owned by New Buffalo Amuse. Corp., is T-W-T closing. . . . Arthur Kettle will close his Summit at Lakewood Tuesdays and Wednesdays. . . . M. H. Dykstra has leased his Kensington Theatre to Herman Endress, who will show German pictures only.

CHARLOTTE

Twilite Downs, Inc. has been granted a charter of incorporation in Columbia, S.C., to operate a drive-in theatre and restaurant. J. M. Smith is pres. of the company. . . . Police in Gastonia, N.C. have eharged Emory Johnson, mgr. of the Carolina Theatre there, with the murder of William T. Hughes, textile worker, who died from gunshot wounds he reeeived during an argument with Johnson in front of the theatre. . . . Gay Stinett installed stereophonic sound equipment, which ineludes two speakers for each car, in his Kings Mountain Drive-In at Bessemer City, N.C. A large screen was also installed. . . . The Cherokee Theatre, Gaffney, S.C., managed by J. F. Scruggs, has a new wall-to-wall Raytone screen.



L. J. "Jack" Schlaifer (right), is greeted by United Artists gen. sales mgr. B. G. Kranze upon rejoining the company as special representative. Schlaifer, who first joined UA in 1928 and held series of key sales posts until 1940, will cover the entire U.S. and Canadian territories.

CHICAGO

Distributors of "Salt of the Earth" showed film in 16mm to press and are conferring on future court action. They have been unable to get a union operator to show the film. . . . Gardner Theatre Supply will install Motiograph stereophonic sound in 20th-Fox's Little Theatre in the Exehange Bldg. . . . Jack Jaeobson, B&K maintenanee director, was host to several trade experts at first showing of Gottshalk lens at the Gateway Theatre. . . . Harry Eller, pres. of Radiant Sereen, reports first two installations of their super panatar screen go into Deerpath Theatre, Lake Forest, and Alcyon, Highland Park. . . . Chicago's theatre tax in May was $95,060 as compared with $81,491 last year. . . . Staff of the Paramount exehange hosted a luncheon to retiring div. mgr. James J. Donohue, who was with the company 29 years.

Jack Kirseh, pres. of Allied of Ill., baek on the job fully reeovered from a throat ailment. . . . Jaek Manley of the Cinerama managerial staff at Eitel's Palace will assist Irv Kupcinet of the Sun-Times in the annual Purple Heart cruise June 18, which usually has some 500 hospitalized vets as guests. . . . James B. Ritchey of the Clark Theatre staff salutes his bosses, Howard Lubliner and Bruce S. Trinz for permitting him to take time off to attend necessary duties with the Ill. National Guard. . . . Columbia exchange mgr. J. Lourie reports that "Caine Mutiny" will open for extended loop run at B&K's State Lake on June 30. . . . Roy M. Brewer of Hollywood was in Chicago boosting his candidaey for pres. of IATSE at the Cincinnati convention in Aug.

A $3.60 admission was set for TV showing of Marciano-Charles fight at B&K's Marbro, Uptown and Tivoli; $4.80 will be charged at Essaness's Crown. . . . Teitel Film Co. is planning summer re-issues of a group of pictures made famous by the late Joseph Burstyn, and announees acquisition of rights for Chicago, Milwaukee and Indianapolis of the Japanese-English action film "Ana-Ta-Han." . . . State Supreme Court reversed Judge Fisher's ruling on Chicago movie censorship ordinance and directed that he rule on question of immorality of "Miraele" only. Reported that Am. Civil Liberties Union and film producers will appeal decision on "Miracle" to federal courts. . . . Jack Thomas joined publicity staff of B&K. . . . Leonard Hewitt named mgr. of Pontiac Drive-In, Pontiac, Ill. . . . Emmet Condon, former owner of Star Theatre, DeKalb, Ill., passed away at his home in Montana, Cal.

Spiro Cheruhas joined sales staff of Abbott Thea. Supply, who reeently installed CinemaSeope and stereophonic sound in McFarland's Family Theatre, Roekford; Holiday at Park Forest, managed by Roger Sherer, and Allianee's Mar at Marseilles, Ill. . . . Allianee's Jefferson at Ft. Wayne doing well with hot dogs and adding malted milks to the menu at 25¢ a drink. . . . Raytone sereens will be installed in B&K's Senate, Central Park, Nortown, Biltmore and United Artist. Two of the largest Astrolite sereens are in the eireuit's Marbo and Uptown. . . . Mgr. Ross Dunn is offering college students a 50¢ admission to the Hyde Park Theatre at all times. . . . Eddie Burnell, retired Chicago theatre owner, is slowly recovering from his recent illness.

H&K Balaban's Esquire, Imperial and Empress are to be CinemaScope equipped. Walter E. Heller Co., local factoring firm, entered suit in Los Angeles Superior Court to obtain prior title to "Park Row," which they finaneed for Samuel Fuller and associates. . . . Columbia Piet. Equip. Co. move into their new plant at 1802 W. Columbia Ave. this month. Projection sereens are their leading output. . . . Bruee Trinz of the Clark Theatre retiring. . . . Harry Robinson, retired B&K district exee., was killed in a streetear aeeident.

Watch These Dates!

June 15-16: Wawasee, Ind.—Allied Theatre Owners of Indiana spring meeting—South Shore Hotel.

June 17: Miami — Motion Picture Exhibitors of Florida meeting—South Biscayne Terraee Hotel.

June 17-19: Los Angeles—TOA board meeting.

June 27-29: Edgewater Park, Miss. — Mississippi Theatre Owners Assn. convention—Edgewater Gulf Hotel.

Jnue 28: Albany—Variety Club 12th annual golf tournament and dinner — Shaker Ridge Country Club.

Aug. 9-14: Cineinnati — I.A.T.S.E. 42nd Convention—Music Hall.

Oct. 10-11: Milwaukee—Allied States Assn. fall board meeting—Schroeder Hotel.

Oct. 12-14: Milwaukee—Allied States Assn. annual convention — Municipal Auditorium.

Oct. 31-Nov. 4: Chicago — TESMA Trade Show—Conrad Hilton Hotel.

Nov. 14-16: Charlotte—Theatre Owners of N. and S. Carolina—Hotel Charlotte.

Nov. 16-17: Indianapolis — Allied Theatre Owners of Indiana fall eonvention—Marott Hotel.

Dec. 5-7: Oklahoma City—Theatre Owners of Oklahoma convention.

CINCINNATI

Wm. Lynn, business agent for Operators Local 327, is on the arrangements committee for the IATSE convention to be held at the Netherland Plaza Aug. 9-13. . . . Frank Weitzel added to his booking and buying accounts the Capitol, Logan, W. Va., and the Carver, Huntington, W. Va. Thalheimer Bros., who own both houses, have leased the latter to a Mr. Durfee. . . . Harry Schwartz now buying and booking for his James Auto Theatre, New Westville, O. . . . Frank Nolan is playing first-run films at his City Drive-In, Lancaster. . . . A. J. Sexton's Alfon Theatre, Ashland, Ky., closed for good. . . . Buying and booking for Dick Myers' Majestic, Chillicothe, is being handled by Jack Needham, who is now servicing all Chillicothe theatres.

Wm. Powers made arrangements to transfer his Lakeview Drive-In, Pendleton, Ky., from the Indianapolis to the Cincinnati exchange territory. . . . Mrs. S. R. Seale installed a wide screen in the Seale Theatre, Berea, Ky. . . . Jimmy Doyle is now covering the Columbus territory for Paramount, with Vince Kramer handling W. Va. and Wm. Meier covering Cincinnati and part of Ky. . . . National Theatre Supply recently installed wide screens in Harry Layne's Haven Theatre, New Haven, W. Va.; Red Strauss' Camargo, Mariemont, O.; Carnahan & Hughes' New Manchester, Manchester, Ky.; Nelson Ward's Glenn, Georgetown, Ky. and his Trimble, Mt. Sterling; Fred Krimm's Airline, Vandalia; and new screen and CinemaScope lenses in A. J. Sexton's Ro-Na Theatre, Ironton, O.

Variety Club members looking forward to the Johnston Boat Party on July 17. The Women's Auxiliay participated in Orphans' Day at the Valley Theatre, donated for the occasion by owner Louis Wiethe. . . . CinemaScope installations were completed at H. M. McHaffie's Marmet Theatre, Marmet, W. Va., and Fred Rowland's Parsons, Columbus, O. . . . Joseph Alexander, RKO city mgr., reports reservations coming in fast for the exclusive telecast of the Marciano-Charles bout on the RKO Albee's giant screen, June 17. Among out-of-town exhibitors expected is J. C. Shanklin of Ronceverte, W. Va. . . . Mrs. Jennie Carlin, v.p. of Associated Theatres and a pioneer in the industry, died.

Jay Goldberg of Realart and Lippert calls attention to the very attractive display available on their new picture, "Monster from the Ocean Floor." . . . Lloyd Kraus, mgr. of RKO, accompanied eastern dist. mgr. Morris Lefko to Springfield to confer with heads of the Chakeres circuit. . . . Joseph McKnight, Ky. salesman for Paramount, underwent surgery in Good Samaritan Hospital, Lexington, Ky.

DALLAS

Three swimming pools are being put in at the Lone Star and Samuel Blvd. Drive-Ins as the climax of major improvements totaling $50,000, according to Jimmy Riggs, co-owner. Other additions include new picnic grounds at both places, huge panoramic screens and new booth equipment. . . . Patrons of Trail Drive-In, Houston, have been asking mgr. Jack Farr to reinstate his movie directory in the local Chronicle. . . . Homer McCallom, mgr. of Loew's, Houston, reports "Gone With The Wind" is back at his theatre for the fifth time and that he will continue showing the film as long as he has an audience for it. . . . Rooket Drive-In, San Angelo, serves a complete dinner at the snackbar on Sunday nights. . . . Mr. & Mrs. R. J. O'Connell of Interstate Circuit are on a three-month cruise of the Pacific.

The Coronet, Dallas, operated by Alfred N. Sack as an art theatre, has completed a three-month renovation program. . . . Weekend receipts totaling some $1,800 were taken by two armed bandits from the King Center Drive-In, owned by Julis M. Gordon. . . . The Palace Theatre, Muleshoe, Tex., managed by Mrs. Hertha Walker, will be closed during the summer months. Mrs. Walker also manages the Valley there. . . . A wide screen has been installed in the LaNora Theatre, Pampa, Tex. . . . Tom Luce, woh resigned from his post as Paramount salesman to enter exhibition, is now operating the Ritz Theatre at Salina, Tex. . . . Dallas' first VistaVision screen is going into the remodeled Rialto Theatre, according to announcement by William O'Donnell, v.p. and g.m. of Trans-Texas Theas.

DENVER

Speaking before the Rotary Club here, Arthur H. DeBra, director of community and exhibitor relations of the Motion Picture Assn. of Am., declared that Denver needed an active Motion Picture Council with participating wives of the community to fight for a free screen, contest discriminatory taxation and rally public support for the movies. He said it is bad for a community when a motion picture closes. . . . The Cinema Study Club presented Variety Tent 37 with a $600 check to be used in its child's speech clinic at the University of Denver.

Eddie Specht, newly appointed mgr. of the Ritz and an accomplished organist, is seeing to it that at least one local theatre organ gets a daily workout by putting on organ recitals at the Ritz. . . . Paul Allmeyer resigned as Realart sales representative and is operating theatres at Grand Lake and Fraser, Colo. . . . Joe Clark quit as Realart salesman to sell advertising. . . . Reuben Stroh, owner of the Nuggett, Telluride, Colo., bought the Mesa, Norwood, from James Odle.

Salesman Herb Buschmann, bronght here from St. Louis by United Artists to cover New Mexico, was living in a rented house in Albuquerque to test how he liked the climate. He does, and has bought himself a home here. . . . Helen Spiller, mgr. of the Esquire, and Robt. Nelson, employee, were terrorized by a gunman who made away with $50 in change. They convinced the thug they did not know the combination to the large safe. . . . Kelly Baione, mgr. of the Cottage, Tempe, Ariz., formerly in the Denver area, was here renewing acquaintances. . . . In the past few weeks, about 15 houses in the territory and in Montana have contracted for CinemaScope.

DES MOINES

Philip E. Winlsow sold his majority interest in the Starlite and SkyVue drive-in theatre in Waterloo to Central States. S. A. Oellerich retains his minority interest and will continue active management. . . . The Waucoma Theatre in Waucoma, recently purchased by the American Legion Post, reopened under Legion sponsorship and will operate Wed., Sat. and Sun. with two changes of program a week. Virgil Buschmann will handle the projection equipment and Post members will take turns as mgr. . . . Rialto in Missouri Valley has resumed seven-day operation. . . . Sutherland Theatre at Sutherland and the Manson at Manson have new wide screens.

Dorothy Kean and Mrs. Margaret Gibson celebrated their 5th anniversary at the Star-Vue Drive-In, Panora, with invitations to all in the community to attend the show free and a gate prize to the 100th car entering the grounds. . . . A new ramp control panel was installed at the Lakeland Drive-In, Milford, to avoid underground wire trouble experienced in the past. . . . The weatherman cooperated to help make the annual golf-stag, sponsored by Variety Club, a big success at the Hyperion Club on June 7.

Ludy Bosten celebrated his 42nd anniversary in the industry on Memorial Day. He has been in Muscatine all that time and currently owns and operates the Palace and Uptown houses and the Hilltop Drive-In. . . . An explosion at the Denison Drive-In occurred recently while Ted Krogh was in process of cleaning the film projectors. Theatre is owned by Cecil Crouse.

DETROIT

Jim Himmelein, for the past 12 years sales mgr. at the Paramount Exchange, resigned to join Clark Theatre Service in an executive capacity. Clark Service is presently buying and booking for 44 theatres in this exchange area and recently added the Grand Theatre, Grandville, which will be reopened June 25 by Howard Sturgis after being shuttered almost a year. Sturgis is installing all new equipment and seats thru Ringold Theatre Equipment, Grand Rapids. . . . Ed Miller is preparing to reopen his Capac Theatre, Capac, Mich. . . . Lester L. Leonard, exhibitor and banker at Prescott, is planning to reopen his theatre at Turner and will use Clark Theatre Service.

Mgr. C. E. O'Bryan drew customers into the Palms Theatre for "The Long Wait" with two nights of personal appearances by



The first of a series of screenings of Columbia's "On The Waterfront," held in New York, is attended by a group personally involved with making of the film. L. to R.: Sam Spiegel, producer; Leonard Bernstein, responsible for the film's score; Father John A. Corridan, active in the struggle to bring justice to dock workers; Malcolm Johnson, whose Pulitzer Prize-winning articles inspired the film; and Budd Schulberg, author of the screenplay.

DETROIT (cont'd.)

two starlets from the film, autographs and kisses (the candy variety) in the lobby for all patrons. . . . Bert and Ed London, sons of the late pioneer circuit owner, Julius D. London, are receiving degress from the University of Mich. in the Schools of Medicine and Architecture respectively. . . . Millie A. Tork, mgr. of the Booth Theatre, is on a three-week vacation in Miami Beach. . . . Albert Westaway, former owner of the Willis Theatre, is returning to Detroit from Hollywood, Fla. . . . Wayne Brenkert, formerly of Brenkert Light Projection Co., is now operating a bulk coffee service for theatres and drive-ins.

Charles L. Shafer of the Wayne Amusement Co. reports that the Shafer Theatre in Garden City is closing down June 12 for the summer because of lack of business. . . . Bill Clark advises that the DeWitt Theatre at DeWitt, managed by Jerome B. Vincent, is set to close down for July and August. . . . Walter Corey, formerly with Monogram and recently upstate salesman for Paramount, is the mgr. of the East Side Drive-In for the Philip Smith interests, succeeding Phil Feikert.

INDIANAPOLIS

Lou Harris maintenance director for Alliance, reports that with opening of the South Kokomo outdoor theatre, the chain will have 16 ozoners in operation this year. . . . CinemaScope is going into the Princess at New Castle, the Lyric at Sullivan, and the Franklin in Franklin. . . . Reported that Cinerama officials are interested in leasing the Lyric Theatre as a showcase. . . . Wm. Passen has acquired the Crescent Theatre, Jasonville, Ind., which was formerly operated by Settos Theatres. . . . Robert Colson resigned as mgr. of the Grand, Bluffton, and the local drive-in theatre.

KANSAS CITY

Work has started on a 200-car ozoner at Buffalo, Mo. . . . The 400-car Ark-Vue in Arkansas City, Kans., owned by Gene Bullard, opened with H. R. Gent as mgr. . . . Lyric Theatre at Buckner, Mo. has a new wide screen and lenses for wide-angle projection. . . . Major Theatre at Washington, Kans., also has new lenses and screen. . . . New lamps and rectifiers have been added to the Lyric at Plattsburg, Mo. by John Brandt. . . . Royal Theatre at Unionville, Mo. installed new lamps and rectifiers.

Rex Theatre at Nevada has a new air-conditioning unit. . . . Ashland Theatre in K.C. has the Commonwealth assignment for the Marciano-Charles fight. Leo Colvin is mgr. . . . Doc Hutchler is now head of the Waldo, which has been equipped for CinemaScope. . . . Jim Coleman is head of Commonwealth's Wood Lane Drive-In at Waynesville, Mo. . . . Geo. Baker's new 50 Highway Drive-In is to be used for church services for the Overland Park (Kans.) Christian Church. . . . Isis at Lucas, Kans., has been equipped for CinemaScope.

Orpheum Theatre of Atchison, Kans. cooperated with local civic clubs to give graduates of high schools there a double-feature bill to prevent after-graduation highway risks. . . . Mr. and Mrs. Anthony L. Fenton, owners of the Starlite Drive-In at Boonville, Mo. assisted with an all-night party for graduates with activities including a supper, gifts furnished by merchants, dancing, a free film and refreshments from the snackbar, and breakfast at dawn.

FILMS TELEVISED MAY 29 to JUNE 14

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
The Big Ride	Steve Brodie	
Come On, Leatherneck	Leon Ames	Rep. 8-23-38
Counterplot	Mari Aldon	
The Critic	John Warburton	
El Dorado	Johnny Mack Brown	
Glass Mountain	Valentine Cortess	Eagle Lion 1-9-50
Lost Honeymoon	Franchot Tone	Eagle Lion 3-10-47
The Man Who Cheated Himself	Lee J. Cobb	Jack M. Warner-Fox 12-26-50
Mr. Walkie Talkie	William Tracy	Lippert 6-1-52
Mariners of the Sky	William Gragam	
Navy Blues	Mary Brian	Rep. 3-29-37
Once A Crook	Gordon Harker	
Range Justice	Johnny Mack Brown	Mon. 8-749
The Return	Marjorie Lord	
Rosie Tht Riveter	Vera Vague	Rep. 4-5-44
Texas Parson	Ross Ford	
Three Desperate Men	Preston Foster	Lippert 1-12-51
Trails End	Johnny Mack Brown	Monog. 3-1-49

#50

LOS ANGELES

The Cairo Theatre has been reopened by Charles L. Allen. . . . Jerome Sheftel, IFE office mgr., and Barbara Porkas, 20th-Fox clerk, have set their wedding day for Aug. 1. . . . Howard Cahoon opened his new 700-car Sky Way Drive-In in Las Vegas. . . . Glen Harper with sons Jim and Ernie are busy readying the opening of their new roller rink, former site of the Harper Theatre in Fontana. . . . Joe Kogan, formerly with Fox West Coast, has reopened the shuttered Century in L.A. . . . Sam Stiefel, head of a buying and booking service here, is recovering from a leg injury at home.

The Covina Theatre, Covina, has a new wide screen. . . . The Motion Picture Salesmen of L.A. held their annual Laugh Show at the Wilshire Ebell Theatre and among stars of stage, screen and TV who appeared on the program were Mitzi Gaynor, Keenan Wynn, Ida Lupino, Howard Duff and Keefe Braselle. . . . Stan Lefcourt, who recently resigned from Cal Pac Corp., departed for San Francisco, where he will buy and book for a chain in Hawaii. . . . Al Bruno, city booker for FWC, is back at his desk after illness.

MIAMI

Motion Picture Exhibitors of Florida meet at the Biscayne Terrace Hotel in Miami on June 17. Horace Denning, pres., announced that two subjects on the agenda would be new processes and product shortages. Mrs. Edward Claughton is handling local arrangements. . . . Wometco Confection Contest starts June 18 and will run for seven weeks. . . . Tim Tyler has need for more operators to handle the phones since his anouncement of the exclusive Marciano-Charles fight TV showing in the Miami Theatre. . . . Margaret Hamm, mgr. of the Grand in W. Palm Beach is in the hospital for surgery. . . . Don Tilzer planned his vacation in time to become the father of a girl, named Fern. . . . Mitchell Wolfson, co-owenr of the Wometco chain, off to Europe with his family.

MILWAUKEE

"No Holds Barred" was the movie shown at the Blue Mound Drive-In when vandals apparently thought it applied to them and ripped out pipes and fixtures in the men's room. Damage was estimated at $300. Patrons reading of the affair in the local paper recalled seeing the gang parked near the concession stand and helped in apprehending them. . . . Jack Frackman, Republic branch mgr., was the subject of an article in the Milwaukee Journal.

"Magnificent Obsession" was shown to the press and exhibitors at the Fox-Varsity and received much praise. . . . The Juno Theatre, Juneau, Wis., is not closing as formerly planned. . . . Arnold W. Brumm of the Ritz Theatre here, has been appointed gen. mgr. of the new Dezyn Roller division of E.Z. Paint Corp., with whom he has been associated as purchasing agent for four years. . . . The Fox-Uptown, managed by Mr. Harmon, was rented out recently to Koehler's Tot and Teen Dance Studio for their annual dance recital, "Stars of Tomorrow." . . . Doug Mellin, salesman for Romar Vide, theatre advertising, underwent an emergency operation at St. Luke's Hospital. He was stricken upstate and drove himself back with difficulty.

Variety Tent 14's sponsored Heart Clinic at Marquette is to receive proceeds from the Club's special dinner to the Milwaukee Braves.

MINNEAPOLIS

"The French Line," which was bypassed by most major film buyers in the Twin Cities, will open at the Corral Drive-In at Bismark, N.D. June 17, and the Sunset Drive-In at Alexandria, Minn. July 7. Picture has already opened at the 100-Twins Drive-In, Mpls.; Roxy, Owatonna, Minn., and the Roxy, Fargo, N.D., to record crowds. . . . Dahlstrom & Weinberger redecorated the National and Frosch Theatre Supply offices. . . . Charlie Wiener, sales representative for IFE, is substituting for dist. mgr. Harry Walders, who joined Columbia, in Chicago. . . . "The Living Desert," which opened at the World theatres in Mpls. and St. Paul, is being distributed locally by Independent Film Service. . . . Ralph Piclow, Jr. of Quad-States Theatre Service was in Pittsburgh, Pa. visiting his father, M-G-M branch mgr. there, who is hospitalized following surgery.

Construction is expected to start soon on the new two-story exchange building for Universal on film row, scheduled for occupancy by Oct. 1. . . . LeRoy Miller, Universal branch mgr., was in Milwaukee for conferences with the Swirnoff & Marcuss circuit. . . . J. T. McBride, Paramount branch mgr.; Harry French, pres. of Minn. Amuse. Co., and exhibitors Lowell Smoot of Little Falls, and Freeman Parsons of Sauk Centre and St. Cloud, Minn. were in Chicago for the VistaVision demonstration.

Saul Malisow, 20th-Fox branch mgr., was in northern Minn. working the territory with salesman Bob Levy. . . . Forrie Myers, sales mgr. at Paramount, celebrated his 25th year with the company. . . . Jack Cohen, one-time branch mgr., has rejoined Fox as a salesman.

NEW HAVEN

Newly formed South Windsor Realty Corp. has started construction of the 600-car East Hartford Family Drive-In at South Windsor, with a July 1 opening planned. Screen will measure 102x70′ and car capacity is to be increased to 973 by spring of 1955. Backers of the project Abraham Bronstein, pres.; Pasquale DiFazio, v.p. . . . Norman Bialek, partner in Sampson & Spodick Theatres at Norwalk and Westport, Conn., has taken over active operation of the S&S first-run Art Cinema, Bridgeport. Richard Cohen is retained as house mgr. . . . The independent Post Drive-In, East Haven, ran a Buck Nite, using this price scale: first person 50; 2nd 50¢; all other passengers free. . . . Ed Lord installed a 100-ft. wide screen at his Lord Indoor-Outdoor Theatre, Plainfield. . . . Joseph S. Borenstein, mgr. of the Strand, New Britain, came in third in the Stanley-Warner March Showmanship Awards competition.

Proceeds of the June 8-10 performances at the Starlite Drive-In, Stamford, were turned over to the widow and children of Nelson Maruca, 27-year-old projectionist who died suddenly last month of cerebral hemorrhage.

Val Peterson, national director of Civil Defense, was a house guest of Albert M. Pickus, national v.p. of TOA and owner of the Stratford Theatre. Peterson is an old friend of Pickus, who is serving as local CD director. . . . M&D Theatres' Middlesex, Middletown, playing "Martin Luther," advertised 35% lower prices than any other Conn. booking. . . . Sam Harris, partner in the State, Hartford, is recuperating from surgery. . . . Sperie Perakos, gen. mgr. of Perakos Theatre Associates, New Britain, was elected pres. of the Yale Club of that city. . . . Jack Keppner, son of the Morris Keppners, Burnside Theatre Corp., E. Hartford, is recuperating from surgery. He will be on crutches for another six weeks.

NEW ORLEANS

The Meyer Theatre in Biloxi, Miss. has installed CinemaScope and stereophonic sound at a cost of more than $10,000. House is owned by O. Myers and his son, C.C., and is managed by H. T. Fayard. . . . United Theatres are running a special tie-in with Blue Plate Products Co. wherein kids under 12 are given 5¢ admissions with a coupon from any Blue Plate product. . . . Cane Theatre, Natchitoches, La. opened recently with a CinemaScope installation. . . . The Bijou, Houma, La., damaged by fire, was completely remodeled and reopened May 20. . . . Also rebuilt after fire was the Lincoln at Laurel, Miss., now open for business.

New owner C. Barrett reopened the Fox Theatre at Shuqualak, Miss. . . . Swan Theatre at Bastrop, La. was closed for an indefinite period. . . . Lynne Theatre, Brandon, Miss., has been acquired by Charles Purvis. . . . Hodge Theatre, Hodge, La., reopened June 3. . . . Joy Theatre, Woodville, Miss., was taken over by A. Randall, owner of two other theatres there. . . . A new drive-in is under construction for Kenner Cinema Inc., Henry Raziano, and should be ready for opening in early July.

Phil Ross, an impersonator of Shreveport, La. received a $1,000 cash award and a network appearance as first prize in the "Off the Record" talent search conducted by Paramount Gulf and the American Broadcasting Co. at the Saenger Theatre. . . . New Orleans French Quarter entertainers are all pictured in color in the feature length movie "Naughty New Orleans," now showing at the Airline and Skyvue drive-ins.

NEW YORK

In an unprecedented booking arrangement providing important pictures for the Capitol Theatre through March 1955, Loew's exec. Eugene Picker and UA distribution chief Wm. J. Heineman announced jointly that "The Barefoot Contessa" and "Vera Cruz," in that order, would follow "Caine Mutiny" into the Capitol. . . . A gold plaque for outstanding community service has been awarded to Walter Reade, Jr., pres. of Walter Reade Theas., by the Jewish War Veterans of Asbury Park, N. J. . . . Lawrence Kurtis and Murray Schoen have taken over the Deluxe Theatre, Brooklyn, and joined the I.T.O.A.

Skouras Theatres renewed the lease on the Forest Hills Theatre in Forest Hills, owned by Interboro circuit, but did not renew leases on Interboro's Corona, Granada, Crescent and Steinway in Long Island. . . . Major Leslie E. Thompson, who recently resigned as labor relations counsel for RKO, opened an office in the Capitol Theatre Bldg., from which he will handle industrial relations accounts. . . . Arthur Mayer and Edward Kingsley, Inc. recorded a name change to Kingsley International Pictures Corp. Kingsley International Pictures Corp. filed a change of name to Saranac Films, Inc. . . . Harry Garfman, Local 306 business agent for B'klyn and Queens, who headed the dramatic demonstration down at City Hall, became a grandfather during the campaign and has nicknamed his granddaughter Marlene "Tax."

PHILADELPHIA

The Hi-Way Drive-In on Route 122, between Frackville and Ashland, will have a 101x49 foot screen when it open soon. Owner Paul Kerrigan reports it's bigger than the largest in Texas, where he went last winter to study construction and operation of what Texans believed to be the world's biggest. . . . Three Hollywood starlets, including former Philadelphia model Patricia Van Iver who is now Dolores Donlon, were in town to provide advance publicity for "The Long Wait," which will open at the Mastbaum Theatre here.

Joan Blondell will star in the first offering of the new Playhouse in the Park season. This tent theatre is sponsored by John B. Kelly, v.p. of the Fairmount Park Commission and father of screen star Grace Kelly. . . . Philadelphia premiere of the color film "John Wesley," produced by J. Arthur Rank, was held at the Arch Street Church. The feature length film is being given wide distribution in Methodist churches around the world. . . . Joseph J. Kelly, mgr. of the Broad Theatre here, passed away at 65. He was associated with the A. M. Ellis chain for more than 15 years.



Scott Brady, starring in Republic's Johnny Guitar," Trucolor film which premiered at the Mayfair Theatre in New York, together with Republic president Herbert J. Yates and featured player Royal Dano (l. to r.) pose with Miss Photo-Jean-Ic (Sheila Stampler), winner of contest conducted in the five R. H. Macy Stores, inspired by the jeans worn by Joan Crawford in the film.

PITTSBURGH

Picketing of the Brookside Drive-In by the AFL Motion Picture Operators Union has been banned by Judge Thomas M. Marshall, who issued a permanent injunction in the suit brought by owners Robert W. Thomson, Jr. and Elson H. Marr. The theatre's contract was not renewed last Nov. by the owners, who are licensed operators and have been running the projection machines themselves. Judge Marshall ruled that since there was no labor contract involved and hence no employer-employee relationship, the picketing was unlawful and not protected by the anti-injunction laws of the state.

The new Greater Pittsburgh, billed as the largest drive-in in the area, opened with the first curved screen and stereophonic sound in the area. Screen is 100x75 feet and capacity 1000 cars. . . . Donna Reva Moriarity, daughter of M-G-M salesman Eddie Moriarity, and John W. Harvey have set July 10 as their wedding date. . . . The Cinerama management, in cooperation with Yellow Cab Co., instituted a plan during the transit emergency whereby Cinerama will pay $1.00 of a Yellow Cab ride home from the Warner Theatre to patrons who purchase four or more tickets to an evening performance. . . . Ralph Pielow, Loew's local branch mgr., is convalescing at the St. Clair Memorial Hospital.

PORTLAND-SEATTLE

David Levine, pres. of Seattle's City Council and chairman of the License Committee, introduced a revised censorship ordinance which contains many important changes but makes no attempt to explore the indefinite realm of what is "indecent, immoral or obscene." His primary interest is in seeing that the board uses common sense and depends on the continued cooperation of local theatre owners. . . . Will J. Conner, exec. v.p. of Hamrick Theatres, announced that the 2,000-seat Orpheum in downtown Seattle, will be used for roadshow attractions during the summer.

Oregon exhibitors gathered at the Benson Hotel, Portland, to welcome executives of National Theatre Owners of America, including prexy Walter Reade, Jr., national counsel Herman Levy, board chairman Albert Starr, and Roy Cooper, v.p. of the western div. of TOA. . . . M. Vandriesche, well known theatre owner of Stayton, Ore., was named Mayor of community.

PROVIDENCE

"The French Line," which has been banned in many communities, came into the Metropolitan without any unfavorable notoriety, which is somewhat unusual for this staid city. . . . Joe Jarvis, owner-operator of the Gilbert Stuart Theatre in Riverside, adopted a unique style of advertising by devoting

PROVIDENCE (cont'd.)

about 50% of his newspaper ads to condensed editorial comments in connection with a film. . . . Avon Cinema offered the first local showing of Audrey Hepburn in "Young Wives' Tale," with "Lost Holiday," returned by request. This cozy little East Side art house specializes in bringing back features based on suggestions of patrons in a request book kept in the lobby.

Francis V. Burns, mgr. of Lockwood & Gordon's Castle Theatre, garnered a front page break in The Providence Visitor, official weekly of the Providence Diocese, when he scheduled a screening for Catholic Clergy of "The Secret Conclave," based on the life of Pope Pius X, the same morning the canonization ceremonies were being conducted in Rome. . . . E. M. Loew's Drive-In, located at the Providence-Pawtucket city line, lost its gigantic electrical advertising display when the property on which it stood was sold. Incidentally, the ozoner's baseball entry in the Providence Amateur League continues to dominate the pennant contenders.

ST. LOUIS

Archbishop Joseph E. Ritter lifted the no-attendance ban on Catholics attending the Fox Theatre, which was imposed last Dec. when the theatre showed "The French Line," and same procedure is soon expected on F&M's Missouri, which showed the condemned film in Jan. A similar ban was lifted against the Belasco in Quincy, Ill. several weeks ago. Bloomer Amuse. Co. recently played the film at its Starlight Drive-In, Alton, Ill., and the Skyview at Belleville, using ad space in the St. L. papers. . . . An attempted holdup of the Comet Theatre, in which an employee was bound and held prisoner, was reported to police by owner Thomas James. A gun believed to have been used in the holdup attempt, was found outside the building.

Strand Theatre, Tuscola, Ill., owned by George Barber, installed CinemaScope equipment. Barber has opened the Tuscola Drive-In there. Clyde Patton, 26-year-old native of Sedalia, Mo., is new mgr. of Fox Midwest's Globe in Christopher, Ill. . . . Frank Henseon, mgr. of Loew's State, joined the Advertising Club of St. L. . . . The first union contract to contain provision for an employer's contribution to a pension plan has been negotiated by Harvard O'Laughlin, business agent for Operators Local 143, with owners of the eight ozoners operating in St. L. and St. L. County. . . . Frisina's Kincaid Theatre at Kincaid, Ill. has been closed for the summer.

St. L. Amuse. Co., applying for TV Channel 11 here, has asked the FCC to dismiss applications of the three competing applicants—CBS, St. L. Telecast, Inc. and 220 Television, Inc. . . . The Marlow theatres in Herrin and Murphysboro, Ill. are now CinemaScope equipped. The Murphysboro house has a 42-foot screen and 13 streophonic sound speakers, and the Herrin house a 48-foot screen and 11 speakers. . . . The McNair Theatre, St. L., which had been operated under lease by Dave Nelson, closed for a short period to undergo repairs. . . . Two ozoners, which had their scheduled openings postponed several times, are finally operating—the Broadway, owned by Ray Parker, near Cape Girardeau, Mo., and the Starvue. . . .

At Carbondale, Ill., Waring's Auto Theatre is now operating seven nights a week, rain or shine. This ozoner uses in-car speakers in the winter.

Modern Talking Picture Service, Inc., Wilmington, Del., has been authorized to do business in Mo., lending 16mm films. F. H. Arlinghaus is pres. and C. T. Corp. System, St. L. was listed as its principal Mo. agent for legal purposes. . . . Waldon C. McDonald, 50, a member of Operators Local 143 and also operator of Elmer McDonald III Theatrical Agency, was killed when his station wagon rolled down a 30-foot embankment. . . . A certificate of incorporation has been granted to Parker Drive-In Theatres, Inc., St. L., headed by A. Ray Parker, F. C. Flynn and N. C. Parker. . . . An ozoner is being considered for Fairfield, Ill., on the north side of State Hyway 15, just east of the El Rancho Motel.

At Benton, Ky., a new drive-in, to be known as the Park Drive-In, will be built for Paul Harrington on Hyway 62, adjacent to the Kentucky Dam Village State Park. Harrington owns an ozoner and theatre in Calvert City, Ky. . . . George Pilakos, owner of the Regal Theatre, is out of Jewish Hospital, where he underwent a checkup and rest. . . . The annual "Miss Missouri" pageant, to select the State's representative for the "Miss America" contest in Atlantic City, was held on the stage of F&M's 5200-seat Fox Theatre. . . . 3-D equipment was installed in the 37 Drive-In at Farina, Ill. . . . Byron Hallam, 65, former mgr. of the Old Lyric Theatre, Belleville, Ill., died several weeks ago in Cabry, Canada. . . .



"Gone With the Wind," the David O. Selznick production being released by M-G-M, opened at Loew's State in New York to sensational business. Shown here (l. to r.) are Dan S. Terrell, publicity mgr., and Emery Austin, exploitation head, admiring the model depicting Scarlett O'Hara on a float which heralded opening of the film.

SALT LAKE CITY

U.S. Dist. Judge Willis W. Ritter signed a judgment awarding treble damages of $60,000 to Village Theatre Corp., headed by Joseph L. Lawrence and D. K. Edwards, who charged they were unable to secure first-runs for their Villa Theatre. Defendants in the case were United Paramount, Intermountain Theatres and Paramount Film Dist. Corp. . . . "Siege of Red River," which was made in the Moab district, currently enjoying a "uranium boom," is being shown at Utah Drive-In Corp.'s Gem and Hyland to very good hold-over business, according to George Zschank, mgr. Admission at the Hyland was raised from 65¢ to 85¢ for this film. . . . Spike Jones, during his personal appearances at the Rainbow Randesvu, chalked up some good publicity for his forthcoming picture, "Fireman Save My Child," soon to be seen at the Utah Theatre, managed by Lou Sorenson.

A Third District Court jury ruled that Salt Lake City was not liable for property damages to the Park-Vu Drive-In, inundated by 1952 spring flood waters of emergency proportions. The $48,796 damage suit was filed by former owners Leon J. Frickberg, Beth Everill Frickberg, Wm. R. Everill and Emma L. C. Everill, and the jury returned a verdict of $4,440 for the plaintiff, covering damage to a neon sign and property damaged by city employees working to divert the flood waters. The action was of great interest to other property owners who had filed flood damage claims but not suits. . . . Irving Gillman of the Gillman chain is enjoying good results from his "Straw Hat Festival," a summer reduced price policy at his World Playhouse, managed by Carl Sagerstrom, down from 90¢ to 65¢, with student admissions at 50¢.

Of interest to exhibitors here is news from Ogden of the unanimous acceptance of Councilman John S. Hickley's motion to ban marble machines and other gambling devices. . . . An unseasonable cold spell slowed up opening of the Airport Drive-In, practically the last here to open for the summer season. . . . The Gem Theatre, under mgr. Art Sutton, is publicizing a Saturday morning Kiddie Show. Such shows have held forth at the Utah Theatre for 12 years.

Distribs Urge Wagner Veto BO Tax

Following is the statement by heads of leading film producing and distributing companies, drawn at a meeting this week with New York exhibitor leaders and calling upon Mayor Wagner to veto the five percent admissions tax to prevent an "economic blight" on Gotham:

"As representatives of producing and distributing companies with investments of hundred of millions of dollars and with many thousands of employees, we strongly urge Mayor Wagner to veto the five per cent admissions tax.

"We urge it not alone to prevent havoc in *our* business. . . . We urge it to prevent grave damage to the city's economic life generally. . . . We urge it in behalf of the people of New York who rely on motion pictures for needed relaxation and entertainment.

"Our only concern is to protect our business, the city's welfare, and the interests of the city's inhabitants.

"There is one thing we want to make emphatically clear. If the Mayor should sign the tax, let no one think that the fight will be over. We cannot stand idly by in the face of either creeping or galloping economic disaster.

"With the heartening and concerted support of the businessmen, the merchants and the people of the city, we shall press our efforts to remove the tax from the books.

"The Mayor surely knows that commercial blight is always the high price that a city area pays when a theatre is forced to close down. Business activity in the stores and shops surrounding the theatre dwindles or dies with it.

"Multiply a theatre closing by a hundred and there will be large areas of the city facing irreparable economic loss.

"Moreover, the city would lose substantial sums in tax revenues—more, much more, than the $4,000,000 it is optimistically estimated this tax would raise. Unemployment would shoot up.

"Surely, this isn't what Mayor Wagner wants—stagnant and festering economic areas of distress in our city. Is this good economics?

"What kind of fiscal policy is it that would bring economic blight to the city? What economic justification is there for this tax?

"From City Hall we've heard a lot of talk. But we have heard no sound arguments from the Mayor or from city officials to justify this tax. In fact, instead of trying to justify it, they apologize for it.

"In his communication yesterday to the Governor, Mayor Wagner indicated he would like to veto the tax. If that's how he feels, why doesn't he veto it?

"We don't believe that apologies will satisfy the millions of citizens of New York. Moviegoers must ultimately bear the brunt of the tax. Nor will expressions of regret placate the more than 960,000 persons who signed petitions to the Mayor and city officials to kill the tax.

"The Congress of the United States granted admissions tax relief to our industry to prevent further deterioration in our economic condition. Congress didn't grant this national relief in order to permit cities to soak us instead.

"We hope that Mayor Wagner, after calm and objective deliberation, will recognize the harm that this tax will do to everyone in the city. If he gives the proposal this kind of consideration, how can he reach any conclusion but to veto it?"

Composer Plans Biopic Of Singer

Heralding the day of the "qnintnple-threat" producer, Dimitri Tiomkin, composer-conductor, has disclosed that any deal for the filming of the screen biography of the great Irish tenor, John McCormack, rights to which he and Chester Miller own, must include Tiomkin's services as producer.

Tiomkin also plans on composing and conducting the score for this picture. This will include a special love song which he will write as a themer and which in the picture McCormack will sing to his sweetheart.

Tiomkin and Miller recently returned here from New York, and have launched preliminaries to the selection of a director for the musical biography.

Perfect Producer Described

"The perfect producer, of course, would be a hypothetical genius who had mastered all the techniques that go into his pictures," Tiomkin stated. "I am painfully far from that, but a working knowledge of the composing and conducting of the score is an advantage in producing because the story and the music is now so integrated. Telling the story and performing the music are no longer two different functions."

The McCormack story may go to a major stndio as an outright sale; it may be offered as a package, or it may be produced independently; but in any event, Tiomkin will produce, he stated.

Brewer Discloses Roster On Slate Opposing Walsh

HOLLYWOOD.—Stating "I am completely satisfied that I am assured support of one of the finest slates a candidate could ask for," Roy M. Brewer named the list of people who will run with him in opposing president Richard F. Walsh and other incumbents for positions as officers of IATSE. Brewer is completing his duties at Allied Artists to give full time to his campaign.

On his slate are for general secretary-treasurer, James V. Sipe, Pittsburgh; for first vice-president, Jerry Galvin, Boston; for other vice-presidential posts, George Raywood, Miami; George Barrett, Kansas City; Roy Ruben, Detroit, and Russell Moss, New York.



A. E. Harmel, top executive of the Schlesinger interests in South Africa, visits with Jack Webb, star and director of Warner Bros.' "Dragnet."

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Cornel Wilde was cast as Joshua in Cecil B. DeMille's "The Ten Commandments." Charlton Heston plays Moses and Yul Brynner plays Rameses the Great in the DeMille feature for Paramount release. . . . Herbert J. Yates, president of Republic, has consummated negotiations with Zsa Zsa Gabor and Porfirio Rubirosa whereby the Hungarian beauty and the dashing sportsman will appear together as co-stars in a picture tentatively titled, "Zsa Zsa Goes West," scheduled to start in late July. Rodney Amateau will direct. The film will be lensed in Trucolor.

* * *

The story of Eddie Duchin, popular pianist and band leader, has been purchased by M-G-M and will be made into one of the company's most important productions next year, Dore Schary, studio head announced. Edmund Purdom will portray Duchin. . . . Humphrey Bogart has been set to play the top starring role in William Wyler's "The Desperate Hours," screen version of the best-selling suspense story, Don Hartman, Paramount executive producer, announced. Production on the feature is expected to start at Paramount this fall. It was also revealed by Paramount that Michael Curtiz will direct the studio's musical, "The Vagabond King," which will be filmed in VistaVision and Technicolor. Pat Duggan will produce.

* * *

Frederick Brisson has begun preparation on his forthcoming Rosalind Russell starrer for RKO, "The Girl Rush," which will be made under his Independent Artists Pictures banner. Shooting start has been set for Aug. 2 with the musical comedy, which will be filmed in VistaVision and Technicolor, budgeted at $2,500,000. . . . Newspaper columnist Robert C. Ruark's "African Adventure," an African feature in color, produced by RKO-Pathe, is currently being edited in preparation for early release.

* * *

Edward Muhl, vice-president in charge of production at U-I, announced that the studio has negotiated a package deal with Eddie Buzzell whereby it acquired the screen rights to "The Third Girl From The Right" and Buzzell's services to direct the picture. Buzzell owned and has written the screen play for "The Third Girl From The Right," based on Robert Carson's "Cosmopolitan" magazine story set in present day San Francisco. Sam Marx will produce the picture, which will be a romantic drama with songs.

* * *

John Lund was signed by U-I for one of the top roles opposite Victor Mature and Suzan Ball in "Chief Crazy Horse." William Alland will produce and George Sherman direct the picture which will be filmed entirely on location either in South Dakota or another spot now being scouted. . . . Gary Merrill will star in "The Police Story" at Allied Artists. Joe Newman directs the film. . . . Sam Katzman purchased the original story, "Death Knows No Time," by George Seymour Cappy, a story about a policeman who is framed on a trumped-up murder charge by a gangster syndicate. . . . Columbia signed Lucy Marlow to a term contract.

* * *

Leonard Goldstein made news with the announcement that Paul Gregory and himself, who individually have United Artists releasing deals for their products, reached an agreement whereby an association of the two producers was effected. "The Night of the Hunter," which marks Paul Gregory's first venture into motion picures, will utilize the physical organization and production facilities of Leonard Goldstein Productions, which is located on the RKO Pathe lot. Robert Mitchum is the first star to be announced for the film, which will be directed by Charles Laughton and produced by Gregory. It was also announced that Goldstein's last Panoramic Production for 20th Century-Fox release will be "White Feather," a frontier story in CinemaScope, with an all-star cast.

* * *

Allied Artists completed negotiations for the world-wide distribution of "Target-Earth," science-fiction thriller to be filmed by Abteon Pictures, Inc., which headquarters at General Service Stndio. . . . Dana Andrews has left for location at Mohab, Utah, for "Smoke Signal," which will be shot in Technicolor by U-I, Piper Laurie co-starring. Upon completing the film, Andrews checks into Warners for "Strange Lady In Town," in which he will co-star with Greer Garson, to be directed by Mervyn Le Roy.

* * *

Producer-Director Hugo Haas, who has independently financed his recent series of productions, announcd a new production policy of higher-budget, Class A films in his new three-picture schedule for the coming year. Haas will launch the more ambitious program with "Delirium" which will be a top budget feature to be filmed in color with a top name star in the feminine lead. Also on 1954 schedule will be "Hit and Run," starring Cleo Moore on loan-out from Columbia and an untitled musical feature also to be lensed in color. Haas has two completed pictures in the can.



Mr. and Mrs. Bob Mathias studying for their screen debut in Allied Artists' "The Bob Mathias Story" in which the couple will portray themselves.

Buddy Adler Sees

Industry Catering To Selective Patrons; Great Future Coming

By Richard Bernstein

"Exhibitors have their fingers on the public pulse and they know what the fans want in the way of entertainment. As a producer at 20th Century-Fox, my first concern is to try to make pictures that will please the paying public," explained Buddy Adler, Academy Award producer of "From Here To Eternity."

Adler recently left Columbia Pictures to sign a long-term contract with 20th-Fox. He is a man who understands both production problems and exhibition problems. He is both a motion picture producer and an exhibitor, who owns theatres.

"Being an exhibitor," the producer explained, "gives me an acute knowledge of distribution and exhibition problems. My theatres use specialized programs and I discovered that I could learn a lot from the films I booked."

He emphasized that exhibition will never hurt a producer, but help him. How many pictures a year will he do under his new 20th-Fox deal? The producer said: "I'll do as many stories a year as I can find suitable for my program."

In response to a question on how he selects screen material, he explained, "I am looking for entertainment. I want material which is close to audience identification; something that the audience would recognize as being able to happen to them."

He is preparing his schedule now and his first film will be "The Left Hand of God," from the best selling novel of the same name, for 20th-Fox.

Adler has an interesting background. After graduating from the University of Pennsylvania, he became a writer, garnering an outstanding reputation in magazine fiction. In 1937, he came to Hollywood and got a job as a writer at M-G-M.

Wrote "Oscar" Short

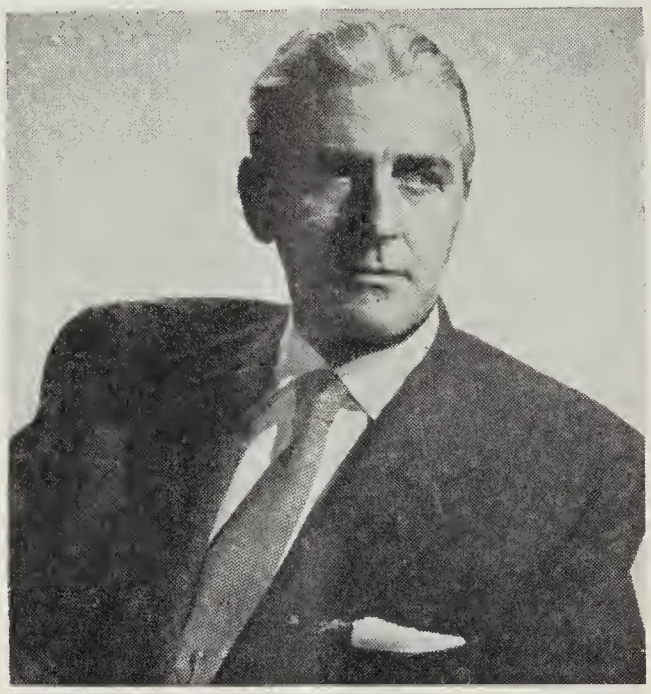
In 1940, he wrote the Academy Award-winning short, "Quicker Than A Wink." From 1941 to 1945, Adler served in the Armed Forces. He entered as a lieutenant, was promoted to captain, then became an officer on the staff of the Commanding General in Washington of the Signal Corps Army Pictorial Division.

He was awarded the Legion of Merit for his overseas activities and was released from the Army in 1945 with the rank of lieutenant colonel. He returned to M-G-M as a producer and from there went to Columbia.

A look at his credits at Columbia is like glancing over a list of some of the biggest money-makers in industry history. He made "The Dark Past," "Tell It To The Judge," "A Woman of Distinction," "No Sad Songs For Me," "Saturday's Hero," "Paula," "Last of the Comanches," "Salome" and "From Here To Eternity."

"As a producer, I have no problems after I find my story," Adler explained. "I get a good, capable director and people who understand the story. The story is the most vital factor."

In answer to the constant clamor: "Why



BUDDY ADLER

doesn't Hollywood make more good films," Producer Adler stated it simply. "The more pictures you make the larger percentage of great pictures you have."

At 20th-Fox, he will make all his films in CinemaScope. "It's a toss up whether to use color or black and white on a film," he added, noting that his color films will be in Technicolor.

He thinks that the star system is good for films, but pointed ont that an unknown could be made into a star if the story is strong enough. However, the best method for star-making in his opinion is to give a newcomer a strong part with a known performer.

In regard to off-beat casting, he smiled: "It gives the public that 'want-to-see' a star in a characterization which he or she is not known for."

He explained further that the future of motion pictures "looks great. I'm optimistic," he stressed. He pointed out that audiences are selective, but when a good film is playing they turn out to see it. Another promising factor is that the industry is being run economically. A lot of great problems have thus been beaten, he said.

Adler is a strong believer in realism as may be noted by "From Here To Eternity" and "No Sad Songs For Me," where it was brought out that the heroine was suffering from cancer and not the unexplained mysterious illness which have been mentioned in other films.

James Slates 26 Shorts

William James, president of Indo-American Internatonal Films, which previously had specialized in exporting American and East Indian films, has signed with Sketchbook films to produce 26 seven-minute bilingual cartoons in color based on the famous India fables, "Panchatantra Fables." James formerly was Coast representative of THE INDEPENDENT.

Para Starts New Production Policy

(*Continued from page* 19)

tion, planned by Pine and Thomas for July 6 start; Bob Hope's next comedy, as yet untitled, scheduled to shoot July 14 with Mel Shavelson and Jack Rose producing and directing.

Danny Kaye's "The Court Jester," again combining the writing-directing-producing team of Norman Panama and Melvin Frank with the comedian of "Knock on Wood" fame, being prepared for an Aug. 15 getaway by Dena Productions, and another August starter, "Lucy Gallant," to be produced by Pine and Thomas with a top cast.

Keeping production rolling uninterruptedly at a high level will be these additional projects in active preparation for fall and late 1954 shooting in Technicolor:

Martin and Lewis in "You're Never Too Young," to be directed by Norman Taurog and produced by Paul Jones, scheduled for September.

Cecil B. DeMille's "The Ten Commandments," with a cast being assembled which already includes Charlton Heston, Yul Brynner and Sir Cedric Hardwicke, to start Oct. 11 on the Biblical locales.

"King" Stars Kirkop

"The Vagabond King," starring Kathryn Grayson and the brilliant new European operatic tenor, Oreste Kirkop, to be produced on the grand scale starting in November. "The Vagabond King" will be directed by Michael Curtiz, who previously at the studio directed Irving Berlin's "White Christmas," the first film in VistaVision. Pat Duggan will produce.

The fall production slate of important properties also includes Hal Wallis's filmization of "Rose Tattoo," Tennessee Williams' Broadway dramatic hit. Starring in the top roles will be Burt Lancaster and the Italian actress, Anna Magnani, who is scheduled to report in Hollywood in September. This film will be directed by Daniel Mann.

Later this year producer-director William Wyler will place before the camera "The Desperate Hours," suspense novel by Joseph Hayes, now in a fourth month as a best-seller. A top Literary Guild selection, it is also scheduled as a Broadway play next season.

Also in preparation for later this year is another Cary Grant starring picture to be produced and directed by Alfred Hitchcock, the subject of which will shortly be announced.

Title Changes

Valor: "**Walk The Dark Street**" is the new title for "The Sporting Game." (Cast not completed; Wyott Ordung produces).

Allied Artists: "**Stranger In Town**" is the new title for "The Ghost of O'Leary." (Stars David Niven, Yvonne De Carlo and Barry Fitzgerald; Mario Zampi directed).

U-I: "**Four Guns To The Border**" is the new title for "Shadow Valley." (Stars Rory Calhoun, Colleen Miller and George Nader; Richard Carlson directed).

FEATURES—Calendar of 1953-54 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Oct. 4th	5430	Yellow Balloon	80	Andrew Ray, Kathleen Ryan
Oct. 11th	5327	Hot News	60½	Stanley Clements, Gloria Henry
Oct. 25th	5407	Jennifer	73	Ida Iupino, Howard Duff
Nov. 8th	5406	Jack Slade	90	Mark Stevens, Dorothy Malone, Barton MacLane
Nov. 15th	5422	Vigilante Terror (Sepia)	70	Bill Elliott, Mary Ellen Kay
Nov. 29th	5402	Fighter Attack (Color)	80	Sterling Hayden, Joy Page, J. Carroll Naish
Dec. 6th	5321	Private Eyes	64	Leo Gorcey, Huntz Hall, Joyce Holden
Dec. 20th	5335	Texas Bad Man	62	Wayne Morris, Elaine Riley
Nov./Dec.	5436	Six Gun Decision	53½	Guy Madison, Andy Devine
Nov./Dec.	5437	Two Gun Marshall	52	Guy Madison, Andy Devine
Nov./Dec.	5438	Border City Rustlers	54	Guy Madison, Andy Devine
Nov./Dec.	5438	Secret of Outlaw Flats	53½	Guy Madison, Andy Devine
Jan. 10th	5315	The Golden Idol	71	Johnny Sheffield, Anne Kimbell
Jan. 17th	5331	Yukon Vengeance	68	Kirby Grant, Mary Ellen Kay
Jan. 31st	5408	World For Ransom	82	Dan Duryea, Gene Lockhar, Marian Carr
Feb. 7th	5405	Highway Dragnet	70	Joan Bennett, Richard Conte Wanda Hendrix
Feb. 21st	5423	Bitter Creek	74	Wild Bill Elliott, Beverly Garland
Feb. 28th	S1	Riot In Cell Block II	80	Neville Brand, Emile Meyer, Frank Fayler
Mar. 7th	5418	Paris Playboys	62	Leo Gorcey, Veala Vann, H. Hall
Mar. 14th	5400	Mr. Potts Goes To Moscow	74	Oscar Homalka, Nadia Gray, George Cole
Mar. 21st	S2	Dragonfly Squadron	84	John Hodiak, Barbara Briton, Bruce Bennett
Mar. 28th	5414	Loophole	80	Barry Sullivan, Dorothy Malone
Apr. 4th	5410	Pride of the Blue Grass (Color)	71	Lloyd Bridges, Vera Miles
Apr. 25th	5404	Arrow In The Dust (Tech.)	80	Sterling Hayden, Colleen Gray, Keith Larsen
May 9th	5424	The Forty Niners	71	Wild Bill Elliott, Virginia Grey
June 6th	5419	Bowery Boys Meet The Monsters	65	Leo Gorcey, Huntz Hall
June 20th	5426	The Desperado	.....	Wayne Morris, James J. Lydon, Beverly Garland
June 27th	5409	Home From The Sea	.....	Jan Sterling, Neville Brand

COLUMBIA

Release Date	Release No.	Production	Time (min.)	Cast
Oct.	615	The Big Heat	90	Gloria Grahame, Glenn Ford
Oct.	612	Slaves of Grey Law	82	Richard Conte, Linda Christion
Oct.	613	Combat Squad	72	John Ireland, Lon McCallister
Nov.	621	Paris Model	81	Marilyn Maxwell, Paulette Goddard, Eva Gabor
Nov.	622	Prisoners of the Casbah (Tech.)	78	Gloria Grahame, Cesar Romero, Turhan Bey
Nov.	617	Gun Fury (Tech.-3-D)	83	Rock Hudson, Donna Reed Haynes
Nov.	513	Last of the Pony Riders	59	Gene Autry Champion, Smiley Burnette
Dec.	626	Killer Ape (Tech.-3-D)	68	Johnny Weissmuller
Dec.	618	The Nebraskan (Tech.-3-D)	68	Phil Carey, Roberta Haynes
Jan.	624	Bad For Each Other	83	Charlton Heston, Lizabeth Scott, Dianne Foster
Jan.	620	El Alamein	67	Scott Brady
Jan.	619	Paratrooper (Tech.)	87	Alan Ladd, Leo Genn, Susan Stephen
Jan.	628	Drums of Tahiti (Tech.-3-D)	73	Dennis O'Keefe, Patricia Medina
Jan.		Singin' in the Corn (Reprint)	64	Judy Canova
Feb.	623	The Wild One	79	Marlon Brando, Mary Murphy, Robert Keith
Feb.	625	Charge of the Lancers	74	Paulette Goddard, Jean Pierre Aumont
Feb.	630	Miss Sadie Thompson (Tech. 3 D or 2 D Special)	91	Rita Hayworth, Jose Ferrer, Aldo Ray
March	631	It Should Happen To You	87	Judy Holliday, Peter Lawford, Jack Lemmon
March	637	Battle of Rogue River (Tech.)	71	George Montgomery, Martha Hyer, Richard Denning
March	639	Bait	79	Cleo Moore, Hugo Haas, John Agar
April	638	Dirve a Crooked Road	82	Mickey Rooney, Dianne Foster
April	634	The Iron Glove (Color)	77	Robert Stack, Ursula Theiss
April	629	Jesse James vs the Daltons (Tech.-3-D)	65	Brett King, Barbara Lawrence
May	635	Massacre Canyon	66	Phil Carey, Audrey Totter
May	640	Mad Magician	72	Vincent Price, Eva Gabor, Mary Murphy
May	641	Miami Story	75	Barry Sullivan, Luther Adler
June	663	Saracen Blade (Color)	96	Ricardo Montalban, Betta St. John
June	.....	Jungle Man-Eaters	.....	Johnny Weissmuller
June	.....	Black Eagle (Story of a Horse)	.....	William Bishop, Virginia Patton Gordon James

I. F. E.

American Dialogue 1953

Release Date	Release No.	Production	Time (min.)	Cast
September		The Secret Conclave	80	Henry Vidon
October		The Young Caruso	77	Gina Lollobrigida, Voice of Mario Del Monaco
October		Three Girls From Rome	85	Lucia Bose, Cosetta Greco, Liliana Bonfatti
October		Little World of Don Camillo	96	Fernandel, Gino Cervi
November		The White Hell of Pitz-Palu	75	Hans Albers
December		Lure of the Sila	74	Silvana Mangano, Vittorio Gassman, Amedeo Nazzari
Jan. 1954		The Golden Coach (Technicolor) Road Show	105	Anna Magnani
Jan. '54		The Greatest Love	116	Ingrid Bergman, Alexander Knox
April '54		Sensualita	74	Eleonora Rossi Drago, Amedeo Nazzari
June '54		Girls Marked Danger!	75	Vittorio Gassman, Silvana Pampanini, Eleonora Rossi Drago, Sophia Loren, Tamara Lees
August '54		A Husband For Anna	.....	Silvana Pampanini, Amedeo Nazzari, Massimo Girotti
August '54		Hell Raiders of the Deep	93	Eleonora Rossi Drago, Pierre Cressoy
October '54		Aida (in Ferraniacolor) (in association with S. Hurok)	.....	*Operatic voices of:* Renata Tebaldi, Ebe Stignani, Enrico Formichi *Dramatic cast:* Sophia Loren, Afro Polli, Lois Maxwell

Subtitled (English)—Italian Dialogue 1953

September		Bellissima	108	Anna Magnani, Walter Chiari
December		Times Gone By	106	Vittorio DeSica, Gina Lollobrigida

LIPPERT PRODUCTIONS

Release Date	Release No.	Production	Time (min.)	Cast
Oct. 2nd	5306	Undercover Agent	69	Dermot Walsh, Hazel Court
Oct. 9th	5222	The Fighting Men	63	Special Cast
Oct. 16th	5316	Shadow Man	77	Cesar Romero
Oct. 23rd	5225	Sins of Jezebel (Anscocolor)	74	Paulette Goddard, George Nader, John Hoyt, Eduard Franz
Nov. 27th	5302	Man From Cairo	82	George Raft, Gianna Maria Canale
Dec. 4th	5304	Terror Street	83	Dan Duryea
Dec. 11th	5318	Limping Man	76	Lloyd Bridges
Jan. 1st	5317	White Fire	82	Scott Brady, Mary Castle
Jan. 15th	5321	Hollywood Thrill Makers	60	James Gleason
Jan. 29th	5305	Black Glove	84	Alex Nicol
Feb. 12th	5325	Queen of Sheba	99	Special Cast
Feb. 19th	5324	We Want A Child	76	Special Cast
Mar. 19th	5309	Blackout	87	Dane Clark
Apr. 2nd	5311	Fangs of the Wild	71	Charles Chaplin, Jr., Margia Dean, Onslow Stevens
Apr. 16th	5310	Heat Wave	68	Alex Nicol, Hillary Brooke
May 21st	5328	Monster From The Ocean Floor	...	Anne Kimbell, Stuart Wade
May 28th	5308	Cowboy (Eastman Color)	69	Special Cast
June 11th	5329	River Beat	73	Phyllis Kirk, John Bentley
June 18th	5327	The Big Chase	.....	Lon Chaney, Glenn Langan, Adele Jergens
June 27th	5326	Paid To Kill	.....	Dane Clark
July 2nd	5404	Silent Raiders	.....	Richard Bartlett, Earle Lyon, Jeannette Bordeaux
Aug. 6th	5401	The Unholy Four	.....	Paulette Goddard
Sept. 3rd	5402	Deadly Game	.....	Lloyd Bridges, Simone Silva, Finlay Currie

METRO-GOLDWYN-MAYER

Release Date	Release No.	Production	Time (min.)	Cast
September	401	Half A Hero	71	Red Skelton, Jean Hagen
	402	Terror on a Train	72	Glenn Ford, Anne Vernon
	403	The Actress	90	Spencer Tracy, Jean Simmons, Teresa Wright
October	404	Mogambo (Technicolor)	116	Clark Gable, Ava Gardner, Grace Kelly
	405	Torch Song (Technicolor)	90	Joan Crawford, Michael Wilding, Gig Young
	406	Take The High Ground (Anscocolor)	101	Richard Widmark, Karl Malden, Elaine Stewart
November	407	All the Brothers Were Valiant (Technicolor)	95	Robert Taylor, Stewart Granger, Ann Blyth
	408	Kiss Me Kate (Tech.) 2-D or 3-D	109	Kathryn Grayson, Howard Keel
December	409	Escape From Fort Bravo (Ansco Color)	98	William Holden, Eleanor Parker
	410	Easy to Love (Tech.)	96	Esther Williams, Van Johnson
January	412	Give A Girl A Break (Technicolor)	82	Marge & Gower Champion, Debbie Reynolds
	413	Knights of the Round Table (Color Cinema-Scope)	115	Robert Taylor, Ava Gardner, Mel Ferrer
	414	The Great Diamond Robbery	69	Red Skelton, Cara Williams
February	415	Saadia	80	Cornel Wilde, Mel Ferrer, Rita Gam
	416	The Long, Long Trailer	96	Lucille Ball, Desi Arnez
March	417	Tennessee Champ (Technicolor)	73	Dewey Martin, Shelley Winters, Keenan Wynn

FEATURES—Calendar of 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
Feb.	403	Hell and High Water (CinemaScope-Tech.) De Luxe	103	Richard Widmark, Bella Darvi
Feb.	338	Miss Robin Crusoe	75	A. Blake, George Nader
Mar.	407	Night People (CinemaScope-Tech.) De Luxe	93	Gregory Peck, Broderick Crawford, Rita Gam
Mar.	441	Cry of the City (Re-issue)	95	Victor Mature, Richard Conte
Mar.	442	Street With No Name (Re-issue)	91	Richard Widmark, Lloyd Nolan
Mar.	443	Riders of the Purple Sage (Re-issue)	56	George Montgomery
Mar.	440	Scudda Hoo! Scudda Hay! (Re-issue)	95	June Haver, Walter Brennan
Apr.	412	The Rocket Man	79	Charles Coburn, Spring Byington
April	404	The Siege At Red River (Technicolor)	81	Van Johnson, Joanne Dru
Apr.	411	Prince Valiant Cinema-Scope-Tech.)		Robert Wagner, Janet Leigh, James Mason
Mar.	409	New Faces (Cinema-Scope)	98	Eartha Kitt, Ronny Graham
May	405	River of No Return (Tech.-CinemaScope)	90	Robert Mitchum, Marilyn Monroe, Rory Calhoun, Tommy Rettig
May	406	Gorilla At Large (Technicolor-3-D)	84	Anne Bancroft, Cameron Mitchell, Lee J. Cobb
May	445	Orchestra Wives (Re-Issue)	98	Glenn Miller & Orchestra, George Montgomery, Ann Rutherford, Cesar Romero
May	446	Sun Valley Serenade (Re-Issue)	86	Glenn Miller & Orchestra, Sonya Henie, John Payne, Milton Berle
May	.....	Three Coins In The Fountain	102	Clifton Webb, Dorothy McGuire, Jean Peters, Louis Jourdan, Maggie McNamara
June	415	Demetrius and the Gladiators (CinemaScope-Tech.)	.....	Victor Mature, Susan Hayward
June	414	Princess of the Nile (Tech.)	.....	Jeffrey Hunter, Debra Paget
June	408	The Raid (Tech.)	.....	Van Heflin, Anne Bancroft

UNITED ARTISTS

Oct. 9th	5331	Steel Lady	84	Rod Cameron, Tab Hunter
Oct. 16th	5332	Dragon's Gold	70	John Archer, Hillary Brooks
Oct. 23rd	5333	The Village	98	John Justin, Eva Dahlbeck
Oct. 23rd		Fan-Fan The Tulip	.....	Gerard Phillipe, Gina Lollobrigida
Nov. 2nd	5335	Stranger On The Prowl	82	Paul Muni, Joan Lorring
Nov. 13th	5336	Shark River	80	Steve Cochran, Carole Mathews
Nov. 20th	5337	Capt. John Smith & Pocahontas (Color)	75	Anthony Dexter, Jody Lawrance
Nov. 27th	5338	Song of the Land (Color)	71	Narration—J. Henry Steele, Marvin Miller
Dec. 2nd	5344	Yesterday & Today	57	70-year cavalcade of movies — narrator George Jessel
Dec. 18th	5339	The Captain's Paradise	78	Alec Guiness, Yvonne de Carlo
Jan. 1st	5341	The Great Gilbert & Sullivan (Technicolor)	105	Robert Morley, Maurice Evans
Jan. 8th	5345	Wicked Woman	77	Beverly Michaels, Richard Eagan
June 15th	5345	Algiers (re-release)	76	Hedy Lamarr
Jan. 22nd	5403	Go, Man, Go	82	Dane Clark, Harlem Globetrotters
Jan. 29th	5346	Riders to the Stars (Color)	80	Wm. Lundigan, Herbert Marshall, Richard Carlson
Jan. 29th	5401	Conquest of Everest (Technicolor)	78	Documentary — narrated by Meredith Edwards
Feb. —	5402	Personal Affair	82	Gene Tierney, Leo Genn, Glynnis Johns
Feb. —	5409	Top Banana (color)	100	Phil Silvers, Judy Lynn, Rose Marie, Danny Scholl
Feb. —	5408	Beachhead (PatheColor)	89	Tony Curtis, Mary Murphy
Feb. —	5410	Overland Pacific	72	Jack Mahoney, Peggy Castle
Feb. —	5340	The Man Between	101	James Mason, Claire Bloom
Mar. —	5406	Act of Love	108	Kirk Douglas, Dany Robin
Mar. —		The Scarlet Spear (Technicolor)	78	John Archer, Martha Hyer
Mar. —	5412	The Golden Mask (Technicolor)	90	Van Heflin, Wanda Hendrix
Mar. —	5347	Beat The Devil	92	Humphrey Bogart, Gina Lollobrigida, Jennifer Jones
Apr. —	5405	Heidi	98	Elsbeth Sigmund, Heinrich Gretter, T. Klameth
April —	5415	Southwest Passage 3-D—PatheColor)	82	Rod Cameron, Joanne Dru, John Ireland
April —	5416	The Lone Gun (Color Corp. of America)	73	George Montgomery, Dorothy Malone
April —	1085	Champion (Re-issue)	86	Kirk Douglas, Frank Lovejoy, James Edwards
April —	1082	Home of the Brave	99	Marilyn Maxwell, Arthur Kennedy
May —	5418	Captain Kidd and the Slave Girls (Color Corp. of America)	83	Anthony Dexter, Eva Gabor
May —	5421	The Long Wait	93	Anthony Quinn, Peggie Castle
May —	5420	Witness to Murder	83	Barbara Stanwyck, George Sanders, Gary Merrill
May —	5414	The Yellow Tomahawk (Color Corp. of America)	82	Rory Calhoun, Peggie Castle

Release Date	Release No.	Production	Time (min.)	Cast
UNIVERSAL				
Nov.	401-2	The Glass Web 3-D 2-D	81 81	Edw. G. Robinson, John Forsythe, Marcia Hendersen
Nov.	403	Back to God's Country (Technicolor)	78	Rock Hudson, Marcia Henderson, Steve Cochran
Nov.	404	The Veils of Bagdad (Technicolor)	82	Victor Mature, Mari Blanchard, Virginia Field
Dec.	405	Tumbleweed (Technicolor)	80	Audie Murphy, Lori Nelson, Chill Wills
Dec.	406	Walking My Baby Back Home (Technicolor)	95	Donald O'Connor, Janet Leigh
Jan.	407	Forbidden	85	Tony Curtis, Joanne Dru
Jan.	408	War Arrow (Technicolor)	78	Maureen O'Hara, Jeff Chandler, Suzan Ball
Jan.	409	Border River (Technicolor)	80½	Joel McCrea, Yvonne De Carlo
Feb.	410	Taza, Son of Cochise (Technicolor)	80	Rock Hudson, Barbera Rush, Gregg Palmer
Feb.	412	The Glenn Miller Story (Technicolor)	116	James Stewart, June Allyson
Mar.	413	Ride Clear of Diablo (Technicolor)	80½	Audie Murphy, Susan Cabot, Dan Duryea, Abbe Lane
Mar.	414	Saskatchewan (Technicolor)	88	Alan Ladd, Shelley Winters
Mar.	415	Creature From The Black Lagoon (3-D)	79	Richard Carlson, Julia Adams
Apr.	417	Yankee Pasha (Technicolor)	84	Jeff Chandler, Rhonda Fleming, Lee J. Cobb, Mamie Van Doren
Apr.	418	Ma & Pa Kettle At Home	81	Marjorie Main, Percy Kilbride, Alice Kelley
Apr.	419	Rails Into Laramie (Technicolor)	82	John Payne, Mari Blanchard, Dan Duryea
May	420	Playgirl	87	Shelly Winters, Barry Sullivan
May	421	Fireman Save My Child	80	Spike Jones, Buddy Hackett, Hugh O'Brien
June	422	Drums Across The River (Technicolor)	78	Audie Murphy, Lisa Gaye
June	423	Black Horse Canyon (Technicolor)	82	Joel McCrea, Mari Blanchard
July	424	Johnny Dark (Tech.)	85	Tony Curtis, Piper Laurie
July	425	Tanganyika (Tech.)	.....	Van Heflin, Ruth Roman
Aug.	427	Francis Joins The Wacs	.....	Donald O'Connor, Julia Adams
Aug.	428	Magnificent Obsession	.....	Jane Wyman, Rock Hudson

WARNER BROS.-FIRST NATIONAL

Oct. 17th	306	Blowing Wild (Available with Warner Phonic Sound)	90	Gary Cooper, Barbara Stanwyck, Ruth Roman, Anthony Quinn
Oct. 31st	307	So Big	101	Jane Wyman, Sterling Hayden, Nancy Olson, Steve Forrest
Nov. 7th	309	Key Largo (Re-release)	101	Edward G. Robinson, Humphrey Bogart, Lauren Bacall
Nov. 7th	310	Treasure of Sierra Madre (Re-release)	126	Humphrey Bogart, Walter Huston
Nov. 14th	311	Calamity Jane (Color by Technicolor) (Available with Warner Phonic Sound)	101	Doris Day, Howard Keel
Nov. 28th	302	The Diamond Queen (Color)	80	Fernando Lamas, Arlene Dahl
Dec. 12th	313	Thunder Over the Plains (Color by WarnerColor)	82	Randolph Scott, Lex Barker, Phyllis Kirk
Dec. 26th	314	Three Sailors and a Girl (Technicolor)	95	Jane Powell, Gordon MacRae, Gene Nelson
Jan. 2nd	312	Hondo (in 3-D) (Color by WarnerColor	83	John Wayne, Geraldine Page
Jan. 16th	315	His Majesty O'Keefe (Technicolor)	88	Burt Lancaster, Joan Rice
Jan. 30th	316	The Eddie Cantor Story (Technicolor)	116	Keefe Brasselle, Marilyn Erskine
Feb. 13th	319	The Command	94	Guy Madison, Joan Weldon
Feb. 27th	320	The Boy From Oklahoma (Warnercolor)	88	Will Rogers, Jr., Nancy Alsar, Lon Chaney
Mar. 6th	308	Crime Wave	74	Sterling Hayden, Gene Nelson, Phyllis Kirk
Mar. 13th	321	Duffy of San Quentin	78	Louis Haywood, Joanne Drue, Paul Kelly
Mar. 27th	322	Phantom of the Rue Morgue (WarnerColor-3-D)	84	Karl Malden, Claude Dauphin, Patricia Medina
Apr. 10th	323	Riding Shotgun (WarnerColor)	75	Randolph Scott, Joan Weldon, Wayne Morris
Apr. 24th	324	Lucky Me (WarnerColor-Cinema-Scope)	100	Doris Day, Phil Silvers
May 15th	325	A Girl For Joe formerly "Force of Arms" (Re-release)	100	William Holden, Nancy Olson, Frank Lovejoy
May 15th	326	Guy With a Grin formerly "No Time for Comedy" (Re-release)	93	James Stewart, Rosalind Russell, Genevieve To-Bin, Charles Ruggles, Allyn Joslyn
May 29th	327	Dial M For Murder (Color By WarnerColor)	105	Ray Milland, Grace Kelly, Robert Cummings, John Williams
June 19th	328	Them	94	James Whitmore, Edmund Gwenn, Joan Weldon, James Arness
July 3rd	329	The High And The Mighty (CinemaScope-Color by WarnerColor)	147	John Wayne, Claire Trevor, Laraine Day, Robert Stack, Jan Sterling
July 17th	330	Ring Of Fear (CinemaScope-Color by WarnerColor)	93	Clyde Beatty, Pat O'Brien, Mickey Spillane, Marian Carr

FEATURES—Calendar of 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
	418	Rose Marie (KodaColor) (Cinema-Scope	106	Ann Blyth, Howard Keel, Fernando Lamas
April	419	Gypsy Colt (Ansco)	72	Donna Carcaran, Ward Bond, Frances Dee
	420	Rhapsody (Technicolor)	115	Elizabeth Taylor, Vittorio Gassman J. Ericson
	423	Executive Suite	104	William Holden, Barbara Stanwyck, June Allyson

PARAMOUNT

Oct.	5303	The War of the Worlds (Technicolor)	85	Gene Barry, Ann Robinson
Oct.	5304	Little Boy Lost	95	Bing Crosby, Nicole Maurey, Christian Fourcade, Claude Dauphin
Oct.	5305	Those Redheads From Seattle 3-D (Tech.)	90	Teresa Brewer, Guy Mitchell, Rhonda Fleming
Nov.	5306	Flight to Tangier 3-D (Technicolor)	90	Joan Fontaine, Jack Palance, Corinne Calvet
Nov.	5307	Botany Bay (Tech.)	94	Alan Ladd, James Mason, Patricia Medina
Dec.	5309	Here Come the Girls (Technicolor)	78	Bob Hope, Arlene Dahl, Rosemary Clooney, Tony Martin.
Jan.	5308	Cease Fire 3-D	75	Korean GI's
Jan.	5311	Jivaro (Technicolor)	91	Fernando Lamas, Rhonda Fleming, Brian Keith
Jan.	5312	Forever Female	93	Ginger Rogers, William Holden, Paul Douglas, Pat Crowley
Feb.	5310	Money From Home (Tecn., 3-D)	100	Dean Martin, Jerry Lewis
	5330	Monev From Home (Tech., 2-D)	100	
Feb.	5313	Alaska Seas	78	Robert Ryan, Jan Sterling, Brian Keith, Gene Barry
Mar.	5314	Red Garters (Tech.)	91	Rosemary Clooney, Jack Carson, Guy Mitchell, Pat Crowley, Joanne Gilbert
Mar.	5315	The Naked Jungle (Tech.)	95	Eleanor Parker, Charlton Heston
Apr.	5351	Javanese Dagger (Featurette Special)	27	Paul Douglas
Apr.	5352	Falstaff's Fur Coat (Featurette Special)	27	Paul Douglas
Apr.	5353	The Missing Passenger (Featurette Special)	27	Paul Douglas
Apr.	5354	The Final Twist (Featurette Special)	27	Paul Douglas
Apr.	5355	The Sable Scarf (Featurette Special)	27	Paul Douglas
Apr.	5356	The Wedding Gift (Featurette Special)	27	Paul Douglas
May	5316	Casanova's Big Night (Tech.)	85	Bob Hope, Joan Fontaine, Audrey Dalton, Basil Rathbone
June	5317	Elephant Walk (Technicolor)	103	Elizabeth Taylor, Dana Andrews
June	5318	Secret of the Incas (Technicolor)	101	Charlton Heston, Robert Young
July	R5325	The Greatest Show on Earth (Re-Release)	153	Charlton Heston, Betty Hutton, James Stewart, Cornel Wilde, Dorothy Lamour, Gloria Grahame
July	5319	Knock On Wood (Technicolor)	103	Danny Kaye, Mai Zetterling
August	5320	Living It Up (Technicolor		Dean Martin, Jerry Lewis, Janet Leigh
August	5321	About Mrs. Leslie	104	Shirley Booth, Robert Ryan

RKO-RADIO

Oct.	404	Marry Me Again	73	Marie Wilson, Robert Cummings, Ray Walker
Oct.	406	Appointment In Honduras (Technicolor)	79	Ann Sheridan, Glenn Ford, Zachary Scott
Oct.	488	Out of the Past (Re-release)	97	Robert Mitchum, Jane Greer
Oct.	487	Follow the Fleet (Re-release)	110	Fred Astaire, Ginger Rogers, Randolph Scott
Oct.	405	Louisiana Territory (3-D) (Technicolor)	65	Documentry
Nov.	461	Decameron Nights (Technicolor)	87	Joan Fontaine, Louis Jourdan, Godfrey Tearle, Binnie Barnes
Jan.	409	Killers From Space	71	Peter Graves, Barbara Bestar
Feb.	408	She Couldn't Say No	89	Jean Simmons, Robert Mitchum
Feb.	407	French LiLne (3-D) (Technicolor)	102	Jane Russell, Gilbert Roland, Arthur Hunnicutt, Mary McCarty
Feb.	452	The Best Years of Our Lives (re-release)	170	Frederic March, Myrna Loy, Dana Andrews
Feb.	469	Rachel and The Stranger (re-release)	93	Loretta Young, Robert Mitchum, William Holden
Feb.	470	Valley of the Sun (re-release)	54	Lucille Ball, James Craig
Feb.	494	Rob Roy (Technicolor)	87	Richard Todd, Glynis John
March	471	Tall in the Saddle (Re-release)	87	John Wayne, Ella Raines
March	472	Enchanted Cottage (Re-release)	91	Dorothy McGuire, Robert Young
March	410	Dangerous Mission (Color-3-D)	75	Victor Mature, Piper Laurie, William Bendix, Vincent Price
April	473	Mr. Blandings Builds His Dream House (Re-release)	94	Cary Grant, Myrna Loy
April	474	They Won't Believe Me (Re-release	95	Robert Young, Susan Hayward
April	493	Pinocchio (Technicolor) (Re-release)	87	Walt Disney
April	411	The Saint's Girl Friday	68	Louis Hayward, Naomi Chance
April	412	Carnival Story (3-D) (Technicolor)	95	Anne Baxter, Steve Cochran, Lyle Bettger
May	475	Spanish Main (Re-issue)	100	Paul Henreid, Maureen O'Hara
May	476	Badman's Territory (Re-issue)	98	Randolph Scott, Ann Richards
June	414	Sins of Rome	75	Massimo Girotti, Ludmilla Tcherina
June	.....	Son of Sinbad	90	Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price
June	.....	Silver Lode	80	John Payne, Lizabeth Scott
June	.....	Big Rainbow	.....	Jane Russell, Gilbert Roland, Richard Egan
June	477	The Thing	87	All star exploitation picture
June	478	Stations West	92	Dick Powell
July	.....	Susan Slept Here	.....	Debbie Reynolds, Dick Powell, Anne Francis

REALART

September	060	Counselor at Law (Re-issue)	88	John Barrymore, Bebe Daniels
September	264	Pittsburgh (Re-issue)	91	John Wayne, Marlene Deitrich
September	127	Green Hell (Re-issue)	87	Douglas Fairbanks, Jr., Joan Bennett
September	128	Gung Ho (Re-issue)	90	Randolph Scott, Robert Mitchum
September	098	Eagle Squadron (Re-issue)	100	Robert Stack, Diana Barrymore
October	181	Keep 'Em Flying (Re-issue)	85	Abbott & Costello
October	032	Buck Privates (Re-issue)	84	Abbott & Costello
October	295	Scarlet Street (Re-issue)	102	Joan Bennett, Dan Duryea
October	299	Seven Sinners (Re-issue)	86	John Wayne, Marlene Deitrich

REPUBLIC

Dec. 1st	5211	Champ For A Day	90	Alex Nicol, Audrey Totter, Charles Winninger, Hope Emerson
Dec. 15th	5234	Red River Shore	54	Rex Allen, Koko, Slim Pickens, Lynn Thomas
Jan. 1st	5212	Trent's Last Case	90	Michael Wilding, Margaret Lockwood, Orson Welles
Feb. 1st	5213	Sea of Lost Ships	85	John Derek, Wanda Hendrix, Walter Brennan, Richard Jaeckel
Feb. 10th	5331	Phantom Stallion	54	Rex Allen, Slim Pickens, Carla Balenda
Feb. 15th	5224	Crazylegs	88	Elroy "Crazylegs" Hirsch, Lloyd Nolan, Joan Vohs
Mar. 1st	5301	Flight Nurse	90	Joan Leslie, Forrest Tucker, Arthur Franz
April 1st	5302	Geraldine	90	John Carroll, Mala Powers, Jim Backus, Stan Freberg
April 12th	5325	Untamed Heiress	70	Judy Canova, Don Barry, George Cleveland
May 15th	5303	Jubilee Trail	103	Vera Ralston, Joan Leslie, Forrest Tucker, John Russell, Ray Middleton, Pat O'Brien
June 1st	5304	Hell's Half Acre	91	Wendell Corey, Evelyn Keyes, Elsa Lanchester
July 1st	5305	Laughing Anne	91	Wendell Corey, Margaret Lockwood, Forrest Tucker Ronald Shiner
Aug. 1st	5306	Make Haste to Live	90	Dorothy McGuire, Stephen McNally, Mary Murphy
Aug. 23rd	5307	Johnny Guitar	110	Joan Crawford, Sterling Hayden, Scott Brady, Mercedes McCambridge

TWENTIETH CENTURY-FOX

1953

Oct.	333	Thy Neighbor's Wife	77	Hugo Haas, Cleo Moore
Oct.	334	Vicki	85	Jeanne Crain, Jean Peters, Elliott Reid
Oct.		The Robe (CinemaScope-Technicolor))	133	Richard Burton, Jean Simmons, Victor Mature, Michael Rennie
Nov.	336	How To Marry a Millionaire (CinemaScope-Technicolor)	96	Marilyn Monroe, Betty Grable, Lauren Bacall
Nov.	365	Fallen Angel (Re-issue)	97	Alice Faye, Dana Andrews, Linda Darnell
Nov.	366	Forever Amber (Re-issue)	140	Linda Darnell, Cornel Wilde, George Sanders
Nov.	367	A Yank In The R.A.F. (Re-issue)	97	Tyrone Power, Betty Grable
Nov.	346	Inferno (2-D-Tech.)	83	Robert Ryan, Rhonda Fleming, William Lundigan
Dec.	337	Beneath The 12-Mile Reef (CinemaScope-Tech.)	102	Robert Wagner, Terry Moore, Gilbert Roland
Dec.	339	Man Crazy	79	Neville Brand, Christine White
Dec.	340	Man In The Attic (Panoramic Prod.)	82	Jack Palance, Constance Smith, Byron Palmer

1954

Jan.	401	King of the Khyber Rifles (CinemaScope-Tech.) De Luxe	99	Tyrone Power, Terry Moore, Michael Rennie
Jan.	402	Three Young Texans (Tech.)	99	Mitzi Gaynor, Jeff Hunter, Keefe Braselle
Jan.	358	Keys of the Kingdom (Re-issue)	99	Gregory Peck, Thomas Mitchell



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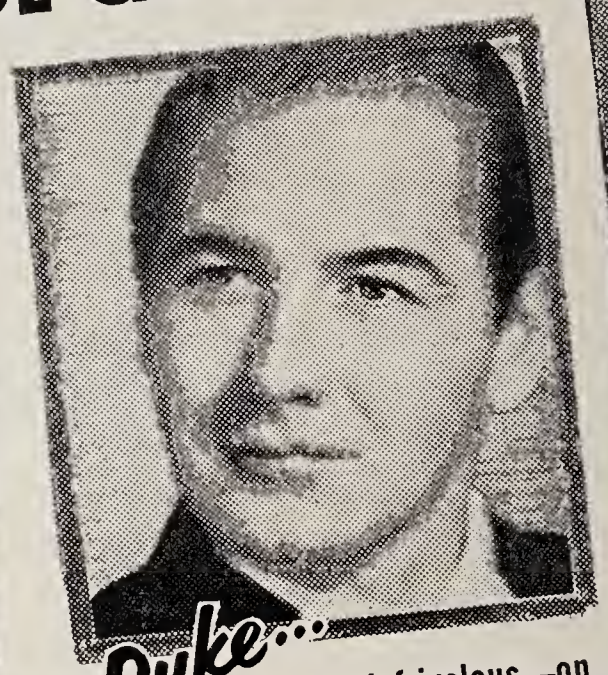
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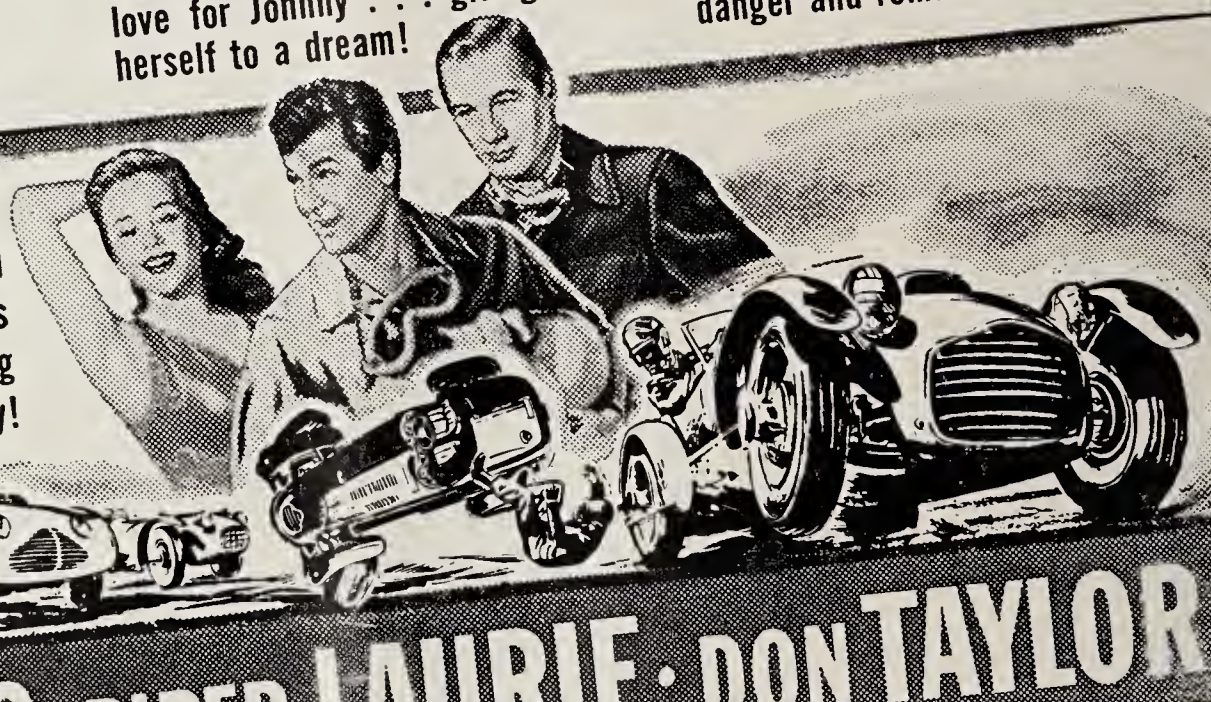
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with PAUL KELLY · ILKA CHASE · SIDNEY BLACKMER RUTH HAMPTON · Directed by GEORGE SHERMAN

Written by FRANKLIN COEN · Produced by WILLIAM ALLAND · A Universal-International Picture

Universal International

PICTURES WITH THAT UNIVERSAL APPEAL

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

IEWS

IMPROVED CINEMASCOPE GARNERS TRADE PLAUDITS

TOA EXECUTIVES PROPOSE HIRING INDUSTRY COORDINATOR

DISTRIB LEADERS SMOLDER IN WAKE OF READE ATTACK

VIEWERS APPLAUD TODD-AO SHOWING

STATE STUDIES WAGNER BO TAX FOR REPEAL ACTION

EVIEWS

pages 16, 19, 21

33, No. 12 June 26, 1954

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DEWEY STATESMANSHIP

THE most pressing problem currently facing the industry, product excluded, is that of discriminatory and destructive taxation.

The granting of partial relief with a promise of additional aid by the Federal Government is serving as a signal for municipalities to move into the picture.

There is a basic issue involved. For many years, the American Municipal Association, the U.S. Conference of Mayors and similar groups have advocated that Congress relinquish the admissions tax field to cities and towns on the theory that it was a proper source for local revenue.

In halving the Federal excise and granting complete exemption on 50 cent tickets, it was the clear intention of Congress to give theatres an opportunity

(See Page 5)

"NORTH TO EAST TO WEST TO SOUTH!
LISTEN TO THAT WORD-OF-MOUTH!

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MUSICAL THAT TOPS ALL OTHERS!"



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Directed by **STANLEY DONEN**

Produced by **JACK CUMMINGS**



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BEN BORROWED DORCAS



EPH ENCIRCLED MARTHA



GIDEON GRABBED ALICE

OH BROTHER!

Read the reviews! Keep them for advance lobby!

"Excellent. M-G-M, always noted for its lavish sweep. Outstanding musical, rich in imagination and entertainment premiums to show CinemaScope to its fullest advantages. A boxoffice bulls-eye."
—MOTION PICTURE HERALD

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"Lavish musical treat! Outstanding entertainment!"—MOTION PICTURE DAILY

"Top musical bound to slide into top place among the season's money-makers. It will bring raves and enthusiastic word-of mouth."
—SHOWMEN'S TRADE REVIEW

"Melody, mirth and magnitude head the long list of assets of this delightfully different filmusical." —BOXOFFICE

"An M-G-M honey which will sweep the boards at the boxoffice. This socko film is proof indeed that M-G-M figures to stay right on top when it comes to big money-making film musicals. Nominated for Laurel Award!" —MOTION PICTURE EXHIBITOR

"A smash musical show. Three sequences in a row bring forth house-rocking applause. If you see this picture once, you're bound to want to see it again." —HOLLYWOOD REPORTER

"On merit alone, it rates sturdy returns and can be sold almost without qualifications.' —DAILY VARIETY

"Hearty, happy, bountiful chunk of pure entertainment. Will have audiences permeated with good feeling, Sends them out with a smile."
—FILM BULLETIN

"Ticket sales should be gloriously high at all situations, for this feature literally abounds in entertainment value." —INDEPENDENT FILM JOURNAL

Watch for widely promoted M-G-M Records Album of tunes from the Sound Track. Variety calls it "a trailer for the picture 2 months ahead!"



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FRANK FETCHED SARAH



ADAM ABDUCTED MILLY
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with the Shot-gun Wedding!



What's a lily to a lady?

This particular lily may not "toil"—but it certainly does "spin" an important yarn for the processor.

Are the colors in balance? Are the flesh tints correct? How about gray scale values?

These together with many other questions, "the lily" answers quickly, authoritatively. For it is the test standard for tone values in release prints, a step wedge with color patches added.

In areas like this—how best to use various devices and tests, how to set up systems and controls, the Eastman Technical Service for Motion Picture Film is working with the industry—helping make today's motion picture production increasingly efficient—adding thus to the effectiveness of both black-and-white and color.

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June 26, 1954
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Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

to balance their budgets and not to balance the budgets of municipalities. There was a recognition that revenue was improperly obtained when sovereign taxing powers were used to destroy.

In any event, the tax battles are now shaping up. No city or other locality anywhere in the U.S. has the power to tax admissions unless that right is granted by the state in which it is located by means of enabling legislation. Many state legislatures have already given this permission to municipalities. Others are preparing to do so under the prodding of state-wide Leagues of Municipalities. Intra-industry squabbling with regard to tax savings is not helping the situation either.

Mistakes have been made where the industry has not fought the enabling legislation in the first instance and is being compelled to fight on local tax fronts. The state level is the area in which industry efforts must be concentrated either for repeal or to prevent passage. If the enabling legislation falls, there can be no local taxes.

Such an effort will be made in New York State, where exhibitors failed to vigorously combat the 1947 enactment. With the imposition of this tax on a local level by Mayor Wagner of New York City, the industry is drawing some comfort from Governor Dewey's reply to its appeal for aid. In a wire to the industry's New York Emergency Committee, Dewey announced that he would assign a commission to study the effects of the "Wagner" tax on theatre closings and unemployment and *to re-examine the enabling legislation in the light of present industry conditions.* The Governor implied that the amusement tax is not as sound a source of revenue as it was when enacted and emphasized that Congress gave relief because the theatres were in distress.

The commission is now engaged in carefully examining the facts and figures which are likely to confirm the industry's findings and put the lie to the estimated yield of the tax as put forth by the city. Therefore, it can logically be expected that Governor Dewey will send a message to the legislature to revoke the enabling legislation at its next session.

The next regular session starts in January 1955. However, there is some hope that the Governor may decide not to wait until next year to correct this flagrant abuse of the taxing power. The Governor has it in his power to call a special session if he ascertains that the need is sufficiently urgent. If in the exercise of his courage and statesmanship Governor Dewey did this, he would earn for himself the everlasting gratitude of a beleaguered industry.

Coins In This Fountain

This week, 20th-Fox began screening a special production trailer for exhibitors in exchange areas all over the country. Narrated by Darryl F. Zanuck, studio production chief, it was just simply terrific.

It furnished proof positive of CinemaScope's forward march to technical perfection.

And if the play's the thing, there is ample evidence that 20th-Fox has ready for or already in production the most impressive line-up of pictures in its history —and that's saying a mouthful! There's a lot of coin for theatre owners in this fountain of entertainment.

This presentation was so good that we urge 20th-Fox to consider releasing a version for theatre patrons. It was good enough to sell the exhibitors—it can certainly sell the public!

$64 Question

Here is an excerpt from an editorial in Editor and Publisher of June 5, 1954, which every theatre owner should bring to the attention of his local newspapers:

"The big question actually involves two questions: should newspapers be giving radio and television, competitors for the advertising dollar, a free ride in program listings; should newspapers be charging local theatres, which do not compete for advertising, premium ad rates?

"The situation is not all black or white around the country. A few newspapers have found that they can convert free program listings to paid space, or they can drop them entirely without loss of circulation. And some newspapers have found that application of the local rate to theatre advertising is advisable and profitable.

"But those newspapers which have done neither will have to face up to the apparent inequity: Why give free space to a competitor while applying a penalty rate to a non-competitor?"

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Aaron Sloan; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 2-6494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0001.

Improved CinemaScope Garners Trade Plaudits

CinemaScope pictures as photographed with improved anamorphic camera lenses which afford greater depth of focus to the image on the screen loomed as highlights of special 20th Century-Fox demonstrations this week at theatres in key cities throughout the nation.

Demonstrations also pointed up the aural effects to be gained via use of four track stereophonic high fidelity sound equipment over and above standard optical and single magnetic track reproduction. At the Roxy Theatre, N.Y.C., the demonstration film, which lasted for one full hour, was followed by the showing of a special three-minnte subject featuring hearty reactions of Theatre Owners of America board members to the presentation.

Enthusiastic Reaction Evoked

Enthusiastic reaction was also the order of the day from the hundreds of exhibitors and other industryites attending the New York and out-of-town demonstrations alike.

The demonstration feature was introduced by Al Lichtman, 20th-Fox distribution director, and narrated for the most part by Darryl F. Zanuck, vice-president in charge of production.

Comparisons of four track magnetic with single optical and single magnetic track sound reproduction took the form of side-by-side scenes of a parade traveling across the screen and a railroad train approaching the field of vision.

In both sequences, it was evident that four track sound enhanced the sensation of audience participation within the scene. In four track reproduction, the train was heard first faintly, then more powerfully, as it neared the foreground. The same was true for the parade.

A greater visual sense of depth was generated by nse of the improved CinemaScope camera lenses throughout the second and longer portion of the demonstration. Clarity of image and extraordinary depth of focus, together with even definition on all sides of the screen, were achieved with the new lenses.

It was firmly emphasized by the film company that the improved lenses are being used only on the motion picture camera and not on the theatre projector.

New Lenses Used

Scenes photographed with the new lenses from the following forthcoming pictures were shown: "Broken Lance," "A Woman's World," "Untamed," "There's No Business Like Show Business," "Garden of Evil" and "The Egyptian."

An additional highlight of the demonstrations was the disclosure that 20th-Fox would release 10 top-budgeted CinemaScope productions and two standard films between July and December, bringing to 18 the number of anamorphic and 10 the number of 2-D features the company will offer during 1954. All but one of the 28 films are in color.

The 10 in CinemaScope include "The Royal Tour of Queen Elizabeth and Philip," for July; "Carmen Jones," starring Harry Belafonte, Dorothy Dandridge and Pearl Bailey, with Otto Preminger producing, for October.

Also, "Black Widow," suspense drama produced and directed by Nunnally Johnson and starring Gene Tierney, Van Heflin and Peggy Ann Garner, for November release; "White Feather," Leonard Goldstein's last Panoramic Production for 20th-Fox, for December.

The standard films will be: "The Gambler From Natchez," a Panoramic film, starring Dale Robertson, for July; "The Raid," also Panoramic, starring Van Heflin, for August.

CinemaScope attraction for July is "Garden of Evil," co-starring Gary Cooper, Susan Hayward and Richard Widmark; CS picture for August is "Broken Lance," co-starring Spencer Tracy, Jean Peters, Richard Widmark and Robert Wagner.

Ushering in the fall will be Darryl F. Zanuck's first personal production since "David and Bathsheba": "The Egyptian." Starred in this film are Edmund Purdom, Victor Mature, Gene Tierney, Jean Simmons, Bella Darvi and Michael Wilding.

November, December Releases

For November and December will be, respectively, "Desiree," starring Marlon Brando, Jean Simmons and Victor Mature, and "There's No Business Like Show Business," starring Marilyn Monroe, Ethel Merman, Dan Dailey, Donald O'Connor, Mitzi Gaynor and Johnnie Ray.

Following release of the above slate, production will either have been concluded or in final stages on a new batch of CinemaScope features, the names of which were revealed at the demonstrations:

"A Man Called Peter," from the best-selling book; "Lord Vanity," adapted from Samuel Shellabarger's novel; "Daddy Long Legs," musical starring Fred Astaire and Leslie Caron and "Prince of Players," starring Richard Burton as the famous American actor, Edwin Booth.

Also, "The Racers," co-starring Kirk Douglas and Gilbert Roland; "The Left Hand of God"; "Sir Walter Raleigh"; "Black Widow"; "The Gun and the Cross"; "The Enchanted Cup"; "The Queen of Sheba"; "Katherine"; 'The Girl in the Red Velvet

(*Continued on page* 14)

TOA Execs Propose Coordinator Be Hired For Entire Industry

HOLLYWOOD.—A plan for the hiring of an "industry coordinator," a decision to appoint a committee to seek closer liaison with other exhibitor associations, especially England's Cinematographers Exhibitors Association, and various discussions of the product shortage highlighted the three day special summer meeting of the TOA executive committee and board of directors at the Beverly Hills Hotel here.

The proposed coordinator would concern himself with comprehending "all matters relating to the exhibition, production and distribution of motion pictures and the financing thereof." Both the board and executive committee gave unanimous support to a resolution authorizing the securing of such a person.

Another of the coordinator's duties would be to investigate various suggestions for the solving of the current product shortage. In line with this, he is to study the direct and indirect financing of independent production according to a suggestion of Charles P. Skouras, National Theatres president and honorary board chairman of TOA, who presided at several of the sessions in the absence of Alfred Starr, chairman.

Exhibitor Company Proposed

Skouras further proposed that TOA undertake the establishment of a company similar to the old First National Exhibitors Association of many years ago. Some concrete ideas on the matter are expected to be presented to the annnal TOA convention which will be held this year in Chicago from Oct. 31 to Nov. 1.

The committee to work with CEA and other similar groups throughout the world will be appointed by Walter Reade, Jr., head of the exhibitor organization. Herman Levy, TOA general counsel, disclosed that CEA and TOA have been co-operating effectively for the last eight months.

The possibility of establishing a plan for periodic meetings between the two groups will be explored when representatives of the British group meet with Starr shortly in London. Robert J. O'Donnell, general manager of the Interstate circuit, may possibly attend the meeting also.

(*Continued on page* 20)



Industryites gathered at the Roxy Theatre for Gotham's 20th Century-Fox CinemaScope demonstration include (upper left), Joseph Vogel, vice-president in charge of theatres of Loew's, Inc., and Alex Arnswalder, 20th-Fox assistant branch manager; (upper right), Abe Dickstein, 20th-Fox New York branch manager and Sam Rinzler, president of the Randforce Amusement Corp.; (lower left), Al Lichtman, 20th-Fox distribution chief and E. Turnbull, of Australia's Hoyt Circuit; (lower right), Spyros Skouras, Jr., president of Skouras Theatres, and William and George Brandt, of Brandt Theatres.

Viewers Applaud Todd-AO Method At Demonstration

HOLLYWOOD.—The Todd-AO process for the production and exhibition of motion pictures made its public debut this week in a demonstration held on a converted sound stage at M-G-M. Audience reaction seemed highly favorable to the scenes of roller coaster rides and bull fights, some of which were identical with scenes from "This Is Cinerama" and test shots from the forthcoming 'Oklahoma," which will be shot in the new process.

The demonstration was held on a curved screen 51-feet wide and 25-feet high. The screen measured 60-feet along the curve. The point was made that the screen size could vary with the individual theatre. Major difference between Todd-AO and Cinerama is that the former requires only one strip of film and one projector.

The system was developed through the activity of showman Michael Todd, with the technical work performed by the American Optical Co. under the leadership of Dr. Brian O'Brien. It uses 65mm. film, but the projectors now being manufactured in the Netherlands for the process will permit theatres to play regular 35mm. film when they are not using this system.

Test Shots Used

Machines are estimated to cost about $4,000 by Todd. Total conversion of a theatre to this system could cost about $20,000, it was estimated. All equipment is expected to be available by the time "Oklahoma" is put into release, which should take place early in 1955. The film is going into production next month.

Test shots were especially chosen to show that a director can achieve a variety of effects by using four different size lenses ranging fom 128 degrees through 64, 48 and 37 degree lenses. Dr. O'Brien stated that it was hoped to make the picture "so clear and so good that audiences will no longer feel that they are looking at a screen but are actually participating in the action."

Charles P. Skouras, president of National Theatres, which has a stock interest in the new process, commended it highly and stated that he hoped that some of his chain's theatres would be among the first in the nation to exhibit "Oklahoma."

The Todd-AO film contains five sprocket holes to the frame instead of the usual four, with seven sound tracks placed on the film. One of these is a control track, it was explained. Film used in the demonstration was in Eastman color, with old Ernemann projectors used while the new ones are still being tested on the east coast.

Distribution Toppers Smolder In Wake Of Reade's Attack

Distribution executives were smoldering this week following the blast hurled in their direction by Walter Reade Jr., Theatre Owners of America president, during a meeting of the Motion Picture Industry Council in Los Angeles last week. Reade's attack was so strong that it figured in discussion at a session of the MPAA's distribution committee held across the land in New York.

Distribution heads decided that rather than take any action as a body, the matter was "purely one for individual company consideration." However, the individuals concerned were all pretty much riled by terms like "great octopi," "bright, old men," and "excessive salaries" used by Reade in his talk.

The decision not to make any formal reply to the Reade statement was announced by Charles Boasberg, chairman of the MPAA National Distributors Committee. The feeling was to be found among some sales heads that the Reade statement should not be dignified by any answer at all, no less a formal one.

Even before the MPAA distribution committee met to discuss Reade's charges, James R. Grainger, president of RKO Radio, wired a telegram to the exhibitor leader. Grainger stated in the wire that he enjoyed Reade's "Hollywood thesis," but the company head noted in a more serious tone "that it does not become you (Reade) or any other man to criticize other men in this industry."

Cites Hard Work

Grainger added "particularly those men who have reached the top from the bottom by their own ability, hard work and experience, and have a reputation for integrity." The executive declared that in all his years in this business he has "never seen any exhibitor on the breadline."

In his speech before the Motion Picture Industry Council, Reade paid tribute to production, which he claimed makes "the lion's contribution to the history of every motion picture." He declared that distribution, which he termed "the great octopi," has "grown fat" on production's "creative genius" and exhibition's investments and showmanship.

The TOA president called it both "true and unfortunate that the self-perpetuating heads of distribution, at their whim, have the power to turn on or off the faucet of production." He added that "they are able to and do control the law of supply and demand," which he called a "dangerous power" that "has been used recklessly."

Reade charged that "distribution has adopted a policy of releasing fewer and fewer films at higher and higher rentals" so that exhibition's "position today is precarious." The speaker claimed that "exhibition is unable properly to use its talents and its showmanship to exploit and to sell" the films created by production.

It was estimated that distribution "extracts 30 to 35 percent of the total national gross box office receipts" derived from these films. Reade charged that distribution, "when it acts in its capacity as producer, controls when pictures are to be released, how they are to be released and how many are to be released."

Distribution "also stipulates exploitation procedures, advertising budgets, types of bookings and film rentals," Reade declared, charging additionally that it controls what production personnel will earn and when they will earn it.

Blasts "Excessive" Salaries

Reade hit out against the "excessive and completely disproportionate salaries" of distribution executives. He noted that "many of these people know little about the production of motion pictures and less about the running of theatres," while production and exhibition are "less secure than ever before."

The huge amount of money spent on anti-trust suits was blamed on the "archaic and short view methods of doing business now being employed by distribution." The TOA head declared that there is no need for anyone to sell him motion pictures because he has "to plead to buy them."

He asked that at a time when "there has never been a greater need for more better films on the theatre screens of America," why have producers been forced "to turn to the production of low-budgeted, unimaginative television films?" Reade stated that a continuation of the present situation would result in less work for production and a continued shortage of supply for theatres.

"Calculated Plan" Scored

This state was called "not a matter of the customary workings of the laws of supply and demand" but rather "the calculated plan of a few companies to force their desires and designs on all of us."

The theory that "only in the so-called epic or million dollar budget pictures is there a future in production and a basis for substantial profit" was scored by the TOA head, who declared that "medium or low budgeted pictures, well planned, well exploited have been and will continue to be successful."

His listeners were asked to "pay no attention to the malicious and untruthful statements by distribution that exhibition plays an unimportant role in the motion picture world." Reade told his audience that U.S. exhibitors have an investment of billions of dollars in their plants "as against a far, far smaller investment by all of the production and distribution elements combined."

"The phony overhead and the prohibitive costs of distribution must be reduced and changed," Reade declared. He added that

(*Continued on page* 14)

Allied Studies Cole Charge Distributors Hiking Rentals

A committee of National Allied leaders has been appointed by Ben Marcus, president, to study charges by Texas exhibitor Col. H. A. Cole and other theatre owners that film distributors are deliberately hiking film rentals since the Federal government granted admissions tax relief. The committee will then meet with distribution heads, according to Marcus, who heads the investigating group.

Serving with Marcus on the committee are Jack Kirsch, Nathan Yamins and Wilbur Snaper. Marcus claimed that if the charges are true, they present "a new form of suicidal mania" because distribution's "strangulation" of exhibition will result in "ultimate self destruction." Col. Cole had suggested an appeal to the House Ways and Means Committee, an action which Marcus would delay until after the meeting.

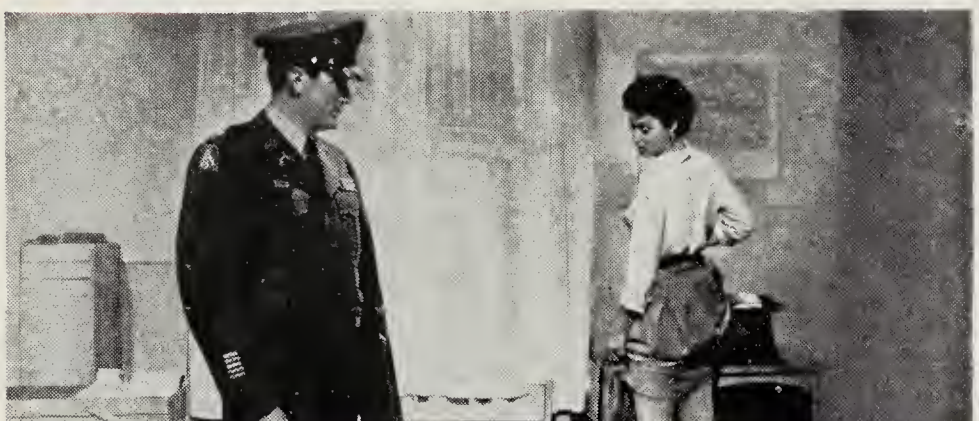
20th WILL RELEASE ONE WEEK STARTING JUNE 19th!.



JUNE 19 — **THE ROBE**
Color by Technicolor • starring Richard Burton • Jean Simmons • Victor Mature • Michael Rennie



JUNE 26 — **HOW TO MARRY A MILLIONA**
Color by Technicolor • starring Marilyn Monroe • Grable • Laurèn Bacall and William Powel



JULY 3 — **NIGHT PEOPLE**
Color by Technicolor • starring Gregory Peck • Broderick Crawford • Anita Bjork • Rita Gam



JULY 10 — **PRINCE VALIANT**
Color by Technicolor • starring James Mason • Leigh • Robert Wagner • Debra Paget • Sterling H



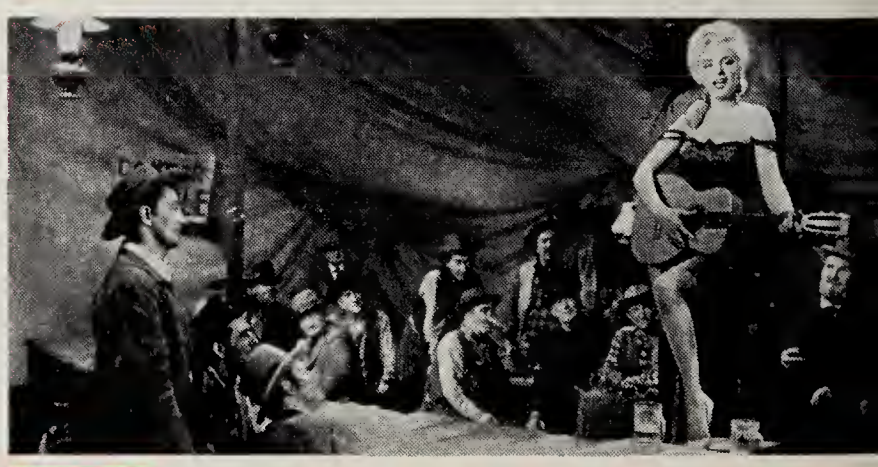
JULY 17 — **HELL AND HIGH WATER**
Color by Technicolor • starring Richard Widmark Bella Darvi with Victor Francen



JULY 24 — Leonard Sillman's **NEW FACES**
in Glorious Color • starring Ronny Graham • Eartl Robert Clary • Alice Ghostley



JULY 24 — **3 COINS IN THE FOUNTAIN**
Color by Deluxe • starring Clifton Webb • Dorothy McGuire • Jean Peters • Louis Jourdan



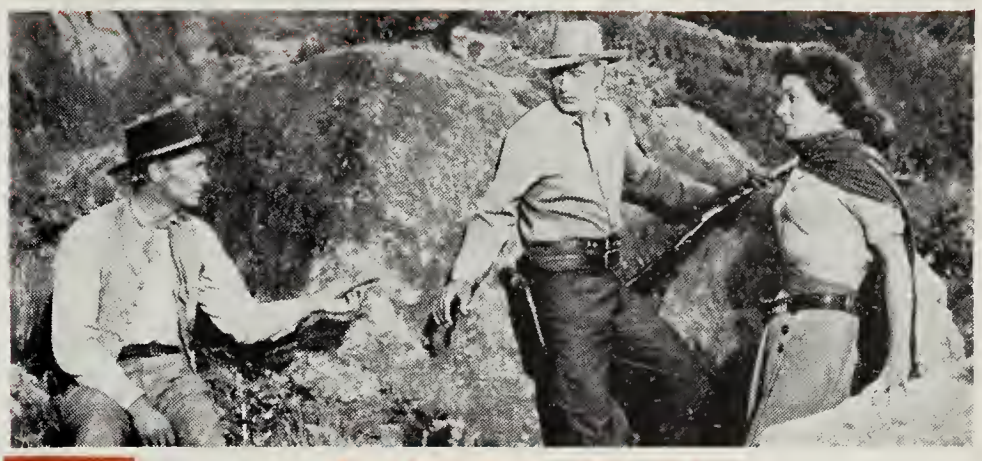
JULY 31 — **RIVER OF NO RETURN**
Color by Technicolor • starring Robert Mi Marilyn Monroe • Rory Calhoun

MaScope PICTURE EVERY



G. **KING OF THE KHYBER RIFLES**

Color by Technicolor-Deluxe • starring Tyrone Power Terry Moore • Michael Rennie



AUG. 14 **GARDEN OF EVIL**

Color by Technicolor • starring Gary Cooper • Susan Hayward • Richard Widmark with Hugh Marlowe



G. **BENEATH THE 12-MILE REEF**

Color by Technicolor • starring Robert Wagner • Terry Moore • Gilbert Roland



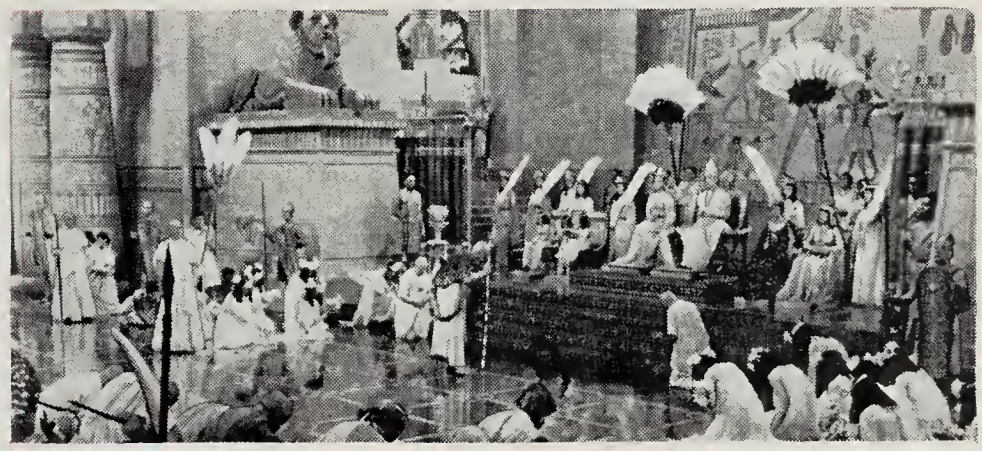
AUG. 28 **Demetrius and the GLADIATORS**

Color by Technicolor • starring Victor Mature • Susan Hayward • Michael Rennie • Debra Paget • Anne Bancroft • Jay Robinson



ON **BROKEN LANCE**

Color by Deluxe • starring Spencer Tracy • Robert Wagner • Jean Peters • Richard Widmark



SOON **THE EGYPTIAN**

Color by Deluxe • starring Jean Simmons • Victor Mature Gene Tierney • Michael Wilding • Bella Darvi • Peter Ustinov and Edmund Purdom as The Egyptian

THERE'S NO PRODUCT SHORTAGE-BUT NO PRODUCT SHORTAGE AT 20TH!

AVAILABLE IN

- 4-TRACK, HIGH-FIDELITY MAGNETIC DIRECTIONAL-STEREOPHONIC SOUND
- 1-TRACK HIGH-FIDELITY MAGNETIC SOUND
- 1-TRACK OPTICAL SOUND



SEE YOUR 20th BRANCH MANAGER TODAY!

Wagner Tax Under State Study For Repeal Action

With Mayor Robert F. Wagner of New York City having signed into law the bill providing for a five percent amusement tax, including film theatre tickets, the Byrd Commission, a group appointed by Gov. Thomas E. Dewey, is studying the figures used by the city and the theatre people in the hearings on the measure. Exhibitors are aiming for a repeal of the state enabling act at the next session of the State Legislature.

The governor has already hinted that such repeal is possible, and his appointment of the special committee is taken as a good omen by local industryites. It is not known when the next regular session of the Legislature will be held, but theatre owners are hoping that the governor will convene a special session to deal with this matter.

The investigation by the Byrd Commission is expected to be concluded within a period of from two to three weeks. The commission is examining the figures to determine what the tax will raise and how many theatres will be forced to close. The group is also restudying the state's 1947 enabling legislation in view of the present condition of the film industry. Commission will decide whether the industry provides as sound a source of revenue today as in 1947 or whether the Legislature should be asked to repeal the enabling act.

Meanwhile, exhibitors are preparing themselves for the new tax, which goes into effect July 1. The mayor signed the bill after a stormy all-day public hearing which was highlighted by a heated argument between industry spokesmen and the city's budget director about the amount of money the city could hope to gain from the tax.

Commission Members Present

Members of the Byrd Commission were present at the hearing and were observed taking copious notes, especially on the figures used. This has given theatre people hope that the state will continue to take an active interest in the matter. One of the industry's chief complaints is that it has been placed in the middle in a dispute between the state and city.

Even as he signed the bill, Mayor Wagner declared that he was doing it against his will but that the state left him no other choice. He has repeatedly charged that Governor Dewey has refused all other revenue-raising plans proposed by the city, which needs some $30,000,000 to balance its budget.

Another aspect of the city-state-nation controversy over which governmental unit has the right to impose a tax on theatre tickets came into play at the hearing by a statement by Representative Emanuel Celler, U. S. Congressman from Brooklyn, who spoke on behalf of the industry.

Rep. Celler threatened that the U. S. Congress would take some sort of "retaliation" against the 20 states and 200 cities that have local tax laws on their books against theatre tickets. The Congressman pointed out that the Federal government had not lifted its tax on the theatre business so that localities could grab the money.

He spoke of a strong "resentment" by his fellow Congressmen against the city tax and warned that some action is in the offing. He mentioned as a possibility a reduction in Federal grants to the city equal to the amount the city hopes to collect by the tax.

New York City "is not the darling of the Congress," Mayor Wagner was informed, and the Congress would not look with favor on this action. Rep. Celler urged that he find some other means of balancing the budget, including a better collection of the sales tax. While agreeing that the task is difficult, Rep. Celler announced that a "Wagner is not without courage."

Taking up most of the time of the morning session was the dispute over the amount of money that could possibly be netted first from theatres and secondly from the entire measure. Arguing for the theatre people was Martin Newman, vice-president and comptroller of Century Circuit, with the aid of statistician Albert E. Sindlinger, whose figures the industry was using.

Presenting the city's case was budget director Abraham Beame, who interrupted Newman's speech to challenge his figures. This latest controversy was a continuation of previous interchanges that have been going on ever since the city announced that it was contemplating an amusement tax.

Argue About Statistics

Beame stated the position that the tax could bring into the city's coffers about $17,000,000 with about $5,500,000 of that sum coming from the city's theatres. According to Sindlinger, the city will get only about half the total amount, with about $3,800,000 coming from theatres if all theatres currently open remain so.

Since it has been estimated that once the tax is put into effect about 87 houses will close, the industry has been arguing that the city will probably get considerably less than $3,800,000 from its theatres. Also, Newman pointed out that the city stands to lose about $2,000,000 in other forms of taxes paid by those theatres that will be forced to close.

While the controversy raged between Beame and Newman, Harry Brandt, president of the ITOA, offered the suggestion that an independent accounting firm be hired to

(*Continued on page* 21)

Exhibs Win 60 Days To Exhaust Tix Supply

New York exhibitors have been granted up to 60 days after July 1, starting date of the city's five percent amusement tax, to use up their present supply of tickets. The controller's office has ruled that tickets need not be overstamped or overprinted as long as the box office shows the correct price and the bookkeeping is done accurately.

The tax, applied to admissions costing more than 10 cents, levies a one cent payment on admissions from 11 to 29 cents, two cents on 30 to 49 cents, three cents on 50 to 69 cents, four cents on 70 to 89 cents, and five cents on 90 cents to $1.09. Tax must be paid on the total admission charge, including the first ten cents.

Solon Sees Tax Cuts Inducing Video Sales

WASHINGTON.—Tax inducements to encourage film companies to release their film libraries to television and to induce established Hollywood stars, writers and producers to make films specially for TV were suggested this week to the Senate Commerce communications subcommittee under the chairmanship of Sen. Charles Potter (R., Mich.). The subcommittee has wound up its hearings on the plight of ultra high frequency video.

W. Theodore Pierson, representing 82 operating VHF stations and 53 VHF license holders and applicants for licenses, said that greater use of film might solve the programming difficulties of UHF outlets without recourse to the drastic "cures" suggested by UHF interests.

Pierson suggested that motion picture producers be permitted to use the capital gains tax on income from rentals to TV, rather than being forced to pay the 52 percent corporation tax on receipts from this source.

He suggested as "perhaps the simplest and one of the most effective tax inducements" for Hollywood personalities to get into the field of film production especially for TV, permission to use the so-called "collapsible corporation."

Exclusive Survey Shows New Films Reaching TV Decline To Record Low

The smallest number of new films found their way to the metropolitan area's television screens from March 16 through June 15 for any other quarter, according to an exclusive survey conducted by THE INDEPENDENT. Pictures shown for the first time numbered 75, bringing the overall total to 3,400 for all films shown on video since 1948.

For the last quarter there were 1,802 showings of films previously played before on the city's TV stations, making a total of 1,877 film showings during the period. Number of repeated films has also dropped considerably from previous highs. All signs point to a continuing decrease in the number of new films going to video, caused by a lack of available product.

The video stations are now scraping the barrel, coming up every once in a while with some late 1952 and 1953 films. Companies supplying the chief sources of video film product continue to be Republic, Monogram and Lippert, with westerns and mysteries remaining in the forefront.

Gov'nment Wants Ruling On Anti-Trust Tax Right

WASHINGTON.—An Internal Revenue Service official has revealed that the government will ask the Supreme Court to review lower court decisions exempting punitive damages in anti-trust suits from any tax. Request results from findings in favor of Philadelphia exhibitor William Goldman, who claims he has to pay tax only on the basic award.

Goldman, winner of $375,000 in treble damages, contended that he has to pay tax only on $125,000. Both the Federal Tax Court and the Appeals Court have upheld the theatre owner. The Solicitor General will now ask the Supreme Court to review the ruling.

COMPO'S Page Answers Queries

Latest full-page advertisements in the series COMPO has been running in "Editor & Publisher" answer some of the questions received from newspaper people because of the earlier ads and take up the question of what is a "good movie." The June 12 ad is in the form of question and answer and discusses the present condition of the business, tax savings and new techniques.

The 17th advertisement in the series, inserted June 19, attempts to solve the question of why Hollywood doesn't turn out more good movies. Basis for the answer is that while no one can make a picture that will please everyone, nevertheless, the industry's average is "darn good." Ad copy insists that "no kidding—there are lots of good movies."

Following through on a statement carried in COMPO's 15th "Editor & Publisher" ad, Trueman T. Rembusch, exhibitor and former COMPO governing triumvirate member, recommended that theatremen everywhere visit local newspaper editors and discuss their possible needs for industry news.

Rembusch wrote Charles McCarthy, COMPO information director: "Every exhibitor should take a copy of this ad and be sure his local editor reads it. There should be a bit of discussion on how the exhibitor and editor could work toward helping each other's business."

Industry Self-Regulation Termed Complex Practice By Joseph Breen's Aide

ANN ARBOR, MICH.—Self-regulation of motion picture content, by the industry in accordance with the MPAA Production Code, is a serious and complex practice far removed from mere Hollywood window dressing, it was pointed out by John A. Vizzard, assistant to Joseph I. Breen, MPAA Code Administrator, in an address here last week.

Vizzard, in what appeared to be an attack against state censor boards, noted that these bluepencil units delete little from Code-processed features but charge fees estimated at $3,000,000 annually for looking at films. Such fees, he declared, represent "a vast and unfair burden to impose on the American industry. It represents possible profits, which are the legitimate goal of all picture companies."

Vizzard asked: "Since the motion picture industry is giving a clear cut demonstration of its complete maturity in the preparation of its product, why is it considered necessary to screen through a porcelain filter of local censorship, pictures which bear the Association's seal of approval?"

NCA Preps Fight Against Tax Act Bid

Minneapolis. — North Central Allied is preparing to battle against a proposed admission tax enabling act suggested by the League of Municipalities, which is a body of state's municipal officials. The bill would give any city in the state the right to impose a local theatre tax. The League has sponsored a similar bill unsuccessfully during the last two sessions of the State Legislature.

Minimum $400,000 Goal Asked For Maintaining Rogers Hospital

SCHROON LAKE, N. Y.—The industry will be engaged in raising a minimum of $400,000 for the operation of the Variety Clubs Will Rogers Memorial Hospital at Saranac Lake this year, according to a proposal by Fred J. Schwartz, chairman of the Hospital Fund Raising and Finance Committee. Proposal came at the directors' annual meeting at the Edgewater Hotel at which all officers were re-elected to their posts.

A. Montague continues as president and R. J. O'Donnell as board chairman. A seventh vice-presidential post was created,



FELDMAN



SILVER

and it went to Schwartz. Charles J. Feldman, Universal vice-president, and M. A. Silver, of Stanley Warner, will repeat as distributor and exhibitor chairmen for the 1954 Christmas Salute, a fund raising project of the hospital.

The directors dedicated the northern wing of the hospital to the memory of the late Charles E. (Chick) Lewis, one time executive vice-president of the hospital and editor-publisher of "Showman's Trade Review." A 30 by 40-inch plaque placed on the wing was unveiled by O'Donnell. Montague paid tribute by declaring that "Lewis' dreams were the dreams that can be accomplished."

The $400,000 figure set by Schwartz represents a $100,000 increase over this year's receipts, the board was told. Schwartz hopes to raise $150,000 from this year's Salute. The 10 film companies have announced contributions amounting to $50,000.

Make Photo Offer

The majors will be asked to include a "drop-in" in their advertising in the fan and national magazines. This 'drop-in" will offer a photo of the star or scene being advertised to any fan who sends 25 cents in coin or stamp to the hospital. Photo and mailing costs would be assumed by the companies.

An additional recommendation is that a "Will Rogers Hospital Stamp" be sold to theatres, radio and television stations, as well as producing and distributing companies. These stamps would be used on industry letters as a symbol of a contribution to the hospital.

Schwartz also recommended that the Christmas Salute get under way earlier this year than last, with a Sept. 15 starting date a possibility. He explained that last year the Salute was held at the same time that COMPO was engaged in dues collections. Branch managers handled both activities at the same time.

J. Robert Hoff, Ballantyne general sales manager, declared that the hospital might be more successful in getting sponsored room contributions if it were publicized that a group of 10 or 20 people could combine to sponsor a room. He suggested that a group of film company executives, while not able to pay the $2,000 by themselves, could sponsor one together.

O'Donnell stated that he would attend a meeting of the Hollywood Permanent Charities Committee in an effort to get that group to renew its contribution of $25,000 that it has made sometime in the past. Another source of revenue is a planned Drive-In Salute during the summer months.

Montague's annual presidential report included the statement that the most important thing the hospital group can do "is to take a vital part in the search for the eventual elimination of tuberculosis." Montague warned against "signs of a dangerous public complacency."

It was emphasized by O'Donnell that the hospital is not a home for people suffering from tuberculosis but rather a place to cure them. Samuel Rosen, Stanley Warner executive, warned of the higher operating expenses and stated that it would soon be necessary to build a dormitory for staff and nurses.

George Hoover, newly elected International Chief Barker, stated that his administration would engage in an educational program among the various tents on behalf of the hospital. He declared that he would do everything possible "to make Variety proud of its identification with Will Rogers."

Max A. Cohen, Cinema Circuit head and secretary of the hospital, revealed that the institution has discharged as cured 119 amusement industry patients during the past 29 months.

Nine new members were added to the board, including two substitutions. Ben Marcus, National Allied president, replaced Wilbur Snaper and Walter Reade, Jr., TOA head, replaced Alfred Starr. New members include Hoover, Ben Kalmenson, Arthur L. Mayer, Eugene Picker, Charles M. Reagan, Al W. Schwalberg and Arthur Krim.

BMI Sends Music Pacts With Rates To Theatres

Broadcast Music Inc. has sent a contract to every theatre in the country for the use of its recorded music at rates ranging from $5 to $15 per year. Theatres operating for 26 weeks or less during the contract year starting July 1 will be charged one half of the fees, the contract explains.

In addition to rights to the use of recorded music at intermission, the contract permits the use of BMI music live as an incidental portion of a program on one evening of any calender week. Contracts were mailed to 18,000 theatres, according to the company.

The BMI catalogue includes a repertoire of more than 135,000 active copyrights with more than 1,000 publishers contributing to it, according to the circular. The BMI license also permits the use of music from the catalogue of Associated Music Publishers, Inc.

Rates for closed theatres begin at $5 for houses seating up to 600; $7.50 for 601 to 1200 seats; $10 for 1201 to 1500 seats, and $15 for anything larger. Drive-ins are charged $5 for theatres accommodating up to 200 cars; $7.50 for 201 to 400 cars; $10 for 401 to 500 cars, and $15 for all larger.

MICKEY SPILLANE'S



F
First Tim re
All the W th

CLYDE BEA
and SPILLAN M

CINEM

WARNERCOLOR

THE ONE AND ONLY

CLYDE BEATTY

AND HIS GIGANTIC

3-RING CIRCUS

THE ONE AND ONLY

RING G

ALSO STARRING

PAT O'BRIEN

WITH SEAN McCLORY · MARIAN CARR · JOHN BROMFIELD · GONZALEZ-GONZALEZ · WRITTEN BY PAUL FIX · PHILIP M

MOVIE-STAR NOW!



ere!
the
Y CIRCUS
MSELF in Action, in

SCOPE

EREOPHONIC SOUND

THE ONE AND ONLY

MICKEY SPILLANE

Gun-butting his way out of the hottest corner any man ever got blonded into!





WARNER BROS.
START THE SUPER-HOOPLA JULY 2!
PRE-RELEASE BALLYHOO
PREMIERE AT THE FOX THEATRE, PHOENIX!

F FEAR

ARD GRANT PRODUCED BY ROBERT M. FELLOWS A WAYNE-FELLOWS PRODUCTION · DIRECTED BY JAMES EDWARD GRANT · DISTRIBUTED BY WARNER BROS.

DISTRI-BITS

RKO Sales Meetings

RKO Radio executives have completed two of a series of two-day sales meetings this week with conferences held in New Orleans and Chicago. Product discussions were led by J. R. Grainger, president, and Charles Boasberg, general sales manager. Screenings of the company's "Susan Slept Here" and of Superscope were held at the meetings.

Upcoming product under discussion included "The Conqueror," "The Americano," "Passion," "Cattle Queen of Montana," "Night Without End," "Girl Rush," "Syndicate" and "Indian Fighter." Current releases discussed included "Sins of Rome," "Silver Lode," "French Line," "Son of Sinbad," "Big Rainbow," "Pinocchio," "Hans Christian Andersen" and "Carnival Story."

Army Film Slated

The various company exchanges are planning to distribute a U.S. Army film entitled "This Is Your Army," according to Al Lichtman, 20th Century-Fox distribution chief who is the distributors' representative on the COMPO governing triumvirate. The film would be presented by the Department of Defense under the aegis of COMPO. A 50-minute and a 30-minute version of the film is expected to be available on a nominal rental basis.

Plan Italian Festival

An international advertising film festival will be held in Venice, Italy, Sept. 24-28 under the auspices of the International Screen Advertising Services, world-wide organization of film advertising producers, it has been made known by J. Don Alexander, president of Alexander Film Co., Colorado Springs.

Festival, to be held for the purpose of promoting recognition of film advertising on a world-wide basis, will take place in conjunction with the Italian Advertising Congress.

Solon Urges TV, Houses Cooperate

Suggestion to create a new "home market" for exhibitors via arrangements between community television operators and theatres for the showing of special features to mutual profit was made by Sen. Edwin Johnson (D., Colo.), at the closing session of the National Commmnity Television Association's third annual convention last week.

Creation of such markets, the solon advised, would be "no simple matter, but it does have tremendous possibilities" for TV operators and exhibitors. These projects, he said, would probably best be applicable "in smaller communities where the movie house already is suffering from drops in attendance."

Johnson predicated his ideas on the thought that "it is becoming increasingly clear that advertiser revenues alone can never meet the upkeep for broadcast TV stations in thousands of communities." He suggested that TV operators in some cases enter pay-as-you-see video service.

Pastors Purchase Space Challenging Theatre's Ad Promoting "French Line"

PERTH AMBOY, N. J.—Readers of the "Perth Amboy Evening News" were urged by an advertisement inserted by 16 local pastors here to "accept the challenge" that had been issued by Walter Reade's Majestic Theatre in an ad for "French Line." The theatre had advertised that the film was "condemned by the Legion of Decency and refused a Production Code seal."

The pastors' ad asked that the readers "remember the Legion of Decency pledge" and "uphold the moral code." A theatre official explained that the house had run that copy in its ad so that it wouldn't be accused of misrepresentation or of withholding information concerning the picture.

NEW POSTS

LACY W. KASTNER was promoted to executive vice-president of Columbia Pictures International Corp., in which post he will assume charge of all foreign operations under the supervision of Joseph A. McConville, president. Kastner, a vice-president for the last several years, has been general assistant to McConville since January.

ERNEST L. SCANLON, a veteran executive in the industry, was appointed vice-president and treasurer of the Hecht-Lancaster Organization. Scanlon has served as executive vice-president and treasurer of the David O. Selznick enterprises, studio manager at RKO, and treasurer of the Cinerama Corp., of which he is now West Coast consultant.

BERNARD MCCARTHY was upped from sales representative of I.F.E. Releasing Corp. for the Denver, Kansas City and St. Louis areas to Midwest district manager. With headquarters in Chicago, McCarthy will supervise Milwaukee, Minneapolis, Omaha, Des Moines, St. Louis and Chicago areas.

SAMUEL CHERNOFF was appointed I.F.E.'s Midwest sales representative to assist McCarthy. In another personnel change, Charles Weiner resigned as company sales representative for the Des Moines, Omaha and Minneapolis areas.

KARL KNUST, formerly manager of 20th Century-Fox's Holland branch, was named successor to J. Carlo Bavetta, who is retiring as managing director of the company's Brazilian organization. Knust had been in the Holland office for the past four years. Bavetta is retiring after 30 years of continuous service with the company.

Knust's Holland post went to DAVID RAPHAEL, formerly assistant to Federico Micucci, head of the company's interests in Italy.

HOWARD S. CASE joined Interstate Television Corp. as a booker and will work out of the Hollywood office. Case had been a booker in the Allied Artists Los Angeles exchange.

JOHN A. SHUFF was elected eighth vice-president of I.A.T.S.E. and Moving Picture Machine Operators of the U.S. and Canada, A.F.L. as successor to the late Roger M. Kennedy. Shuff has been business agent and secretary of I.A.T.S.E.'s Akron Local 364, which he joined in 1921.

Improved CinemaScope Lauded

(*Continued from page* 6)

Swing," to star Marilyn Monroe; "Jewel of Bengal," with James Stewart and "Tigero!"

Also, "The Wandering Jew"; "Pink Tights," starring Sheree North; "The Man Who Never Was"; "Saber Tooth"; "The Tall Men," starring Clark Gable; "Alexander The Great," produced by Frank Ross; "The Iron Horse"; "The Seven Year Itch," with Miss Monroe; "The King and I" and "The Greatest Story Ever Told."

Demonstrations next week of the improved lenses will be held in Philadelphia at the Fox at 9 a.m. and in Los Angeles at the Boulevard at 2 p.m., June 28; At the Fox, Atlanta, 10 a.m., State Lake, Chicago, 9 a.m., J. P. Harris, Pittsburgh, 10 a.m., Fox, San Francisco, 10 a.m., June 29; Wisconsin, Milwaukee, 10 a.m., Capitol, Washington, 9:15 a.m., June 30; Indiana, Indianapolis, 10 a.m., Florida, Jacksonville, 10 a.m., Oriental, Portland, Ore., July 1.

Also; Carolina, Charlotte, 10:30 a.m., Albee, Cincinnati, 9:15 a.m., Radio City, Minneapolis, 9:30 a.m., Fifth Avenue, Seattle, 10 a.m., July 2; Fox, Detroit, 10 a.m., Malco, Memphis, 9:45 a.m., Saenger, New Orleans, 9:15 a.m., Orpheum, Omaha, 10 a.m., Villa, Salt Lake City, 2 p.m., July 6.

Also, Hippodrome, Cleveland, 10 a.m., Des Moines, Des Moines, 10 a.m., July 7; Palace, Dallas, 10 a.m., Centre, Denver, 10 a.m., Criterion, Oklahoma City, 10 a.m., July 8; Buffalo, Buffalo, 9:30 a.m., Orpheum, Kansas City, 2 p.m., St. Louis, St. Louis, 1:30 p.m., July 9.

Distrib Toppers Smolder In Wake Of Reade Blast

(*Continued from page* 7)

"existing methods are chaotic and will not do." He called it "essential" that there be a "positive, strong, well planned, co-operative effort between M.P.I.C. and the theatre owners."

Reade explained that exhibition does not feel qualified, nor does it presume, to advise production of "what films to make or how to make them." Rather, he wished to encourage production, he stated, and to tell of the need for films.

The TOA president reminded his listeners that the only direct tie they have "with the box office line of America is the theatre manager who is at that line seven days a week and 52 weeks every year." The latter indicates that "the goal of production and distribution must be a steady flow of good product adequate for a proper operation of the country's theatres" and for the public's taste, Reade stated.

JDA Seeks $5,000,000; German Industry Leader

An all-out industry-wide effort to combat bigotry and discrimination and safeguard democratic liberties will be launched conjunctively by the motion picture industry in association with the American Jewish Committee and the Anti-Defamation League of B'nai B'rith. According to William F. German, who will serve as drive chairman in behalf of the Joint Defense Appeal, a financial goal of $5,000,000 has been set.

German, on behalf of the film industry, noted that its aims are synonymous with those of the JDA agencies. "We have been foremost in helping to safeguard our civil rights and civil liberties, in building better relations among and fighting for equal opportunity for people of all faiths," he said of the industry.

Money Problems Few For Indies Claims Bassler

Participation deals provide a "healthy way to make a picture," stated producer Robert Bassler, whose first independent production, "Suddenly," starring Frank Sinatra, will be released by United Artists in September. Bassler and scripter Richard Sale agreed at a trade press conference that both the stars and production staff have a greater incentive if they are financially interested in the film.

"Suddenly" was shot at 1.75:1 because it's not a CinemaScope "kind of a picture," the producer declared. The latter process is "not the end of the revolution," according to the former 20th Century-Fox producer who was responsible for "Beneath the 12-Mile Reef," the third CinemaScope release.

Bothered By Width

The medium is "a little too wide," and dramatic scenes, which form "the guts of a picture," don't need such width, he claimed. Bassler said he prefers the shape of VistaVision, but he declared that he would consider shooting another picture in the anamorphic medium. His next picture, being considered now, will be released through UA, he revealed.

Independent producers have a freer choice of subjects, according to Sale, who added that there is little problem in financing independent films now. Speaking of this freedom, both men agreed that the industry's production code is being more liberally interpreted now than in the past. Bassler and Sale plan to continue working together under the Libra Productions banner.

Broccoli Calls Low Costs Big Reason For Shooting Motion Pictures Overseas

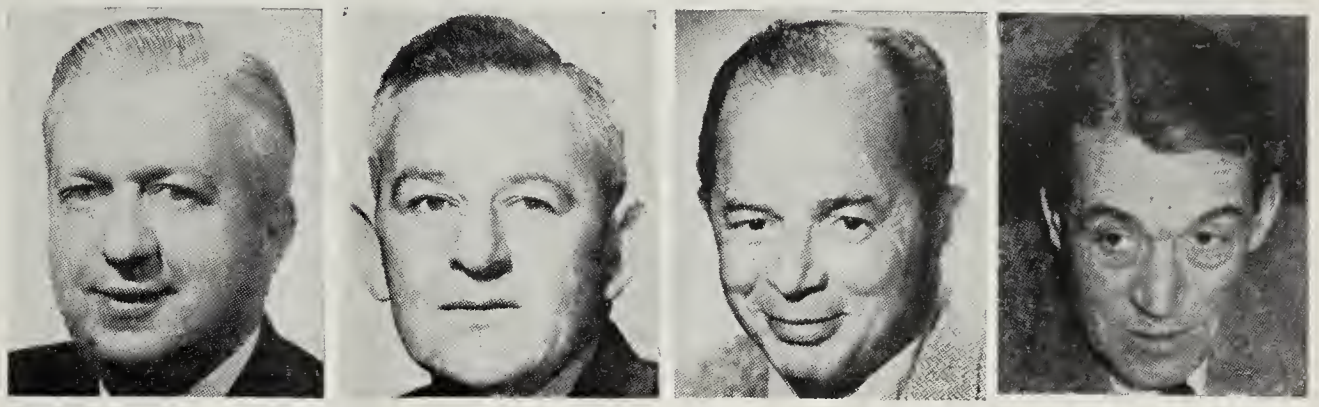
Lower production costs were cited at a trade press conference as a major reason for producing films abroad by A. R. "Cubby" Broccoli, co-partner with Irving Allen in Warwick Productions, which is working on a six-film contract with Columbia Pictures. Broccoli, whose "Paratrooper," Alan Ladd starrer, has already been released, has "Hell Below Zero" as the latest film in the deal.

Warwick Productions has also completed "The Black Knight," another Ladd starrer, which Columbia will release early in the winter. Broccoli is starting next on "Prize of Gold," being shot in Germany with Richard Widmark and Mai Zetterling, and then plans two CinemaScope productions, "Safari" and "Cockleshell Heroes." Broccoli subsequently plans "Golden Fleece," "Naked Lady" and "In All Dishonesty."

Robinson Stresses Acting

A champion of theatricality in acting, Jay Robinson, creator of Caligula in 20th Century-Fox's "The Robe" and "Demetrius and the Gladiators," stated at a press conference that there has been too much emphasis placed on naturalistic acting. He noted that "if you want to see the boy or girl next door, then go next door." Robinson is in the midst of a personal appearance tour on behalf of "Demetrius."

Bigger Line-Up, Costly Films Promised For AA By Broidy



Nearing the signing stage in production deals with Steve Broidy, president of Allied Artists (left) are producer-directors William Wyler and Billy Wilder (second and third from left, respectively), while John Huston (right), concluded a similar agreement and will begin on his first picture, to be budgeted at a minimum of $1,500,000, later this year.

A larger volume of product—with the accent on big pictures—is the order of the day at Allied Artists. According to Steve Broidy, company president, between 38 and 40 features will be delivered to exhibitors by the studio next year. This schedule represents a maximum gain of 14 over the line-up AA has scheduled for 1954.

To handle the increased line-up, Broidy plans a subsequent expansion of the AA advertising, publicity and exploitation departments. Already in line with such policy, Edward Morey was placed in supervisory charge of eastern operations. Morey, a vice-president, previously functioned as east-west liaison executive.

Broidy, during an interview with the trade press, emphasized that his company will make no more "small" pictures except for those in the "Bomba, the Jungle Boy" and "Bowery Boys" series. Entries in those two categories, he explained, are top money-makers for the company in domestic and foreign markets alike.

Of particular note among Broidy's disclosures was the fact that the recently concluded producing agreement between AA and John Huston represents the first in what may be a series of similar pacts with at least four other prominent producer-directors.

Contracts with William Wyler and Billy Wilder for future AA pictures are all but concluded, Broidy noted. All aspects of the agreements with these two producer-directors, except for actual contract signing, have been negotiated, he said.

The AA president revealed additionally that his company is in the talking stages with two other producer-directors of equal stature with Huston, Wyler and Wilder. Although Broidy would not reveal the names of these two, he did say that AA is aiming for one-picture-a-year deals with each.

Meanwhile, Broidy disclosed that filming on the first Huston feature, which will be either "The Man Who Would Be King" or "Alouette," would begin immediately following completion of that producer's current venture, "Moby Dick," now in early shooting stages off the coast of Portugal.

Huston has been signed by AA for three pictures, to be made over a three-year period, Broidy stated. His pictures will be unbudgeted, but guaranteed to cost a minimum of $1,500,000 each, the company president added.

The producer-director will receive 25,000 shares of AA common for his participation deal while Wilder and Wyler will be given AA common stock options for their three-picture deals, Broidy maintained.

Other Categories Listed

In addition to these high-budgeted pictures, Broidy stated that AA will have four other categories of films in release by a year from September:

1. At least two CinemaScope features, one being "The Black Prince," and at budgets of over $800,000 each. Also, "The Adventures of Haji Baba," which, like "Prince," will be released by 20th Century-Fox.

2. Eight to 10 features, budgeted at $350,000-$500,000, including "The Police Story," starring Gary Merrill with Joseph Newman directing, and "The Annapolis Story," in color, co-starring Debra Paget and John Derek. Both pictures are now in production.

3. From 10 to 12, budgeted at $250,000 each.

4. Approximately 12 films, budgeted at $150,000-$175,000, starring players such as Scott Brady and Richard Conte.

Broidy left for the Coast several days after holding the conference with the trade press. His journey east was made after a stay of many months in Hollywood. In addition to his organizational duties while in New York, the AA president viewed completed sections of "The Police Story," which is being shot in consecutive reels on location in San Francisco.

More Merchandising, Less Criticizing—Broidy

All segments of the industry "would do very well" if more time and talk were expended toward the aim of merchandising rather than criticizing pictures, AA president Steve Broidy told the trade press last week.

Broidy, of the opinion that more good pictures are due from Hollywood during the next few months than in a long time, reported that his company's domestic business is up 12 percent over past year's figures. Drive-in returns have increased almost 15 percent during the same period, he added.

Staff Reviews

"Hell Below Zero"

(Columbia) Technicolor 90 Min.

Cast: Alan Ladd, Joan Tetzel, Basil Sydney, Stanley Baker, Joseph Tomelty, Niall McGinnis, Jill Bennett, Peter Dynneley, Susan Rayne, Philo Hauser, Ivan Craig.

Credits: A Warwick Production; Produced by Irving Allen and Albert R. Broccoli; Directed by Mark Robson; Screen play by Alec Coppel and Max Trell; Based on the novel, "The White South," by Hamilton Innes; Adaptation by Richard Maibaum.

This can be honestly called 90 minutes of solid screen entertainment, for here is an adventure film that really holds interest all the way. It is well acted, with Alan Ladd, Joan Tetzel, Basil Sydney and Stanley Baker all turning in excellent performances. The Arctic footage is outstanding and can be compared with most of the great location footage shot in that area in the history of motion pictures. A tale of whaling in the Antarctic, the film shows the ins and outs of that industry graphically. Scenes in which whaling harpooning is shown are exciting. Irving Allen and Robert R. Broccoli have put plenty of production know-how here and it shows. The script is a top piece of writing, giving all the characters realistic touches. Besides its cargo of action, the film has some scenes of great depth and tenderness. This is one of Ladd's best films in some time. This saga of the whaling hunt is sure box office all the way and there'll be plenty of word of mouth to help business along.

American adventurer Alan Ladd comes to Capetown and finds that his partner in a mining venture is a crook. He beats him up, then goes over to see Joan Tetzel, a whaling company heiress, whose father had been reported as fallen overboard to his death in the Antarctic. Interested in Joan, Ladd signs on as the first mate on the Kista Dan, part of the whaling fleet. Through Doctor Niall McGinnis, he learns about Basil Sydney, Joan's father's partner, and his son, Stanley Baker, in charge of the whaling fleet. Ladd suspects foul play in the death of Joan's father and McGinnis helps him prove it. When two whalers crash and the survivors are marooned on an icepack, Ladd gets the goods on Baker and they fight it out with Baker getting killed just before the factory ship heads toward the pack to pick up survivors.

"The Royal Tour Of Queen Elizabeth And Philip"

(20th-Fox) CinemaScope Eastman Color 96 Min.

Credits: Supervised by Sir Gordon Craig; Produced by Jack Ramsden; Chief cameraman, Paul Wyand; Sound Engineer, Reginald Sutton.

Here is the CinemaScope document of last year's six-month, 50,000-mile journey of the British Queen and her consort, filmed in Eastman Color against actual locales ranging over the globe from the South Sea Islands to British East Africa. As presented in feature length, replete with stereophonic sound and the breadth of the anamorphic screen, it is eye-filling with visual magnificence and stirring to the ear. This film should serve to enhance the program at any theatre and arouse the curiosity of millions bent on seeing the royal couple. Bulk of the footage recounts the many colorful events greeting the Royal couple on their visits to such locations as the Fiji Islands, Ceylon, British Southwest Arabia, Uganda in British East Africa, Malta and Gibraltar. Film begins as the queen and her consort board a transport plane in England for their grand trip. Finale finds the royal couple on their home base upon conclusion of the journey.

Throughout their 50,000-mile tour, the pomp which greeted Elizabeth and Philip is recorded via the CinemaScope cameras in all its colorful glory. Fiji Islanders, New Zealand and Australian aboriginies, natives of Uganda, all pay gala tribute to their royal leader. Elsewhere, parades and demonstrations become the order of the day. The queen is shown in a wide assortment of beautiful garments, all of which register with appeal in Eastman Color. Stereophonic sound lends a fresh and unique sensation of participation to the joyous surroundings of these royal visits.

"Sins Of Rome"

(RKO) DUBBING 75 Min.

Cast: Ludmilla Tcherina, Massimo Girotti, Gianna Maria Canale, Yves Vincent.

Credits: Produced by Spartacus Consortium; Directed by Riccardo Freda.

Lovely lasses and spectacle mark this American-language version of an Italian-made historical melodrama for a good grosser as an exploitation entry. Cast features Ludmilla Tcherina, continental dancer seen here in a couple of imports, and Gianna Maria Canale as the female draws. For spectacle there is a recreation of ancient Rome, replete with gladiator arena, man-eating tigers and battle sequences. Story attempts to recreate the actual rebellion against the Romans by slaves led by Spartacus, whom Massimo Girotti portrays. Via fairly successful dubbing, the English dialogue manages to convey a plot which suffers from insufficient continuity due to obvious cutting.

In the story, Girotti is sentenced to slavery and committed into the gladiator arena for an act against Rome. He becomes the object of Miss Canale's affections and she, with high influence, promises to free him provided he return her affections. He refuses, then leads his fellow slaves in an escape. He also saves the life of Miss Tcherina, another slave, whom he loves. Under Girotti, the slaves plan conquest of Rome but their strategy goes awry and they are slaughtered. Miss Tcherina, surviving alone, pledges a continuous struggle against slavery.

"Princess of the Nile"

(20th-Fox) Technicolor 71 Min.

Cast: Debra Paget, Jeffrey Hunter, Michael Rennie, Dona Drake, Wally Cassell, Edgar Barrier, Michael Ansara, Jack Elam, Lester Sharpe, Lee Van Cleef, Billy Curtis, Robert Roark.

Credits: Produced by Robert L. Jacks; Directed by Harmon Jones; Story and screen play by Gerald Drayson Adams; A Leonard Goldstein-Panoramic Production.

With perhaps more than the usual complement of half-adorned femininity on display, "Princess of the Nile" shapes up smartly to fill the indicated demands of the average audience. In addition to a bevy of lovelies, topped by Debra Paget and her numerous costumes, the script delivers the action pattern and is moved smartly along its course by the direction of Harmon Jones. Technicolor lends a further assist. Leonard Goldstein's Panoramic Productions fashioned this number. Like his previous deliveries, this one will give a sound account of itself.

Set in a fictitious Egyptian locality, the story offers Debra as a princess who doubles as a dancer in a nearby cafe in order to be on hand when things happen. Michael Rennie is the heavy of the piece, a Bedouin renegade, trying to unseat Debra's father. Latter is under the domination of the court physician. The arrival of Jeffrey Hunter, son of the Caliph of Bagdad, sets the plot into frenzied motion and the characters and incidents run full tilt to the point where Rennie is neutralized and peace reigns among the sand dunes.

"The Desperado"

(Allied Artists) 80½ Min.

Cast: Wayne Morris, James J. Lydon, Beverly Garland, Rayford Barnes, Dabbs Greer, Nestor Paiva, Roy Barcroft, John Dierkes, Richard Shackleton, Stanford Jolley, Charles Garland.

Credits: Produced by Vincent M. Fennelly; Directed by Thomas Carr; Screen play by Geoffrey Homes; Based on a novel by Clifton Adams.

"The Desperado" is a well-made western which will ride toward better than average business. It's a top entry for Wayne Morris, who also turns in one of his best characterizations. It deals with the three years, 1870 to 1873, when Texas was under the administration of Gov. E. J. Davis and his despotic State Police. It is also the story of an outlaw who lives by the gun, but also has a code of justice. James J. Lydon delivers an outstanding performance as a young man persecuted into learning to live by the gun and team with an outlaw, Morris. Direction is brisk and first grade. This falls into the category of an adult western as far as story content goes and it will also appeal greatly to youngsters. The title is exploitable and there are plenty of other exploitation tags in this past-paced feature.

Lydon and Rayford Barnes flee to the Big Bend country to escape persecution after a run-in with Capt. Nestor Paiva of the State Police. Barnes, who pretends he is Lydon's friend, is really jealous of the fact that Beverly Garland is about to become Lydon's wife. When the two run into desperado Wayne Morris, Barnes is all for killing Morris when he is asleep to collect a reward. Lydon stops him. Morris, after they send Barnes on his way, teams up with Lydon. Barnes is captured by the State Police and kills Paiva. When Lydon and Morris pass through town, he blames the killing of Paiva and a deputy on Lydon. At his trial, when things look bad, Morris, who has a price on his head, shows up to prove Lydon innocent and Barnes guilty. Dabbs Greer, a sheriff who likes Morris, gives him a head start out of town. Lydon and Beverly get ready to marry with Barnes on his way to prison.

"Gog"

(United Artists) Eastman Color 85 Min.

Cast: Richard Egan, Constance Dowling, Herbert Marshall, John Wengraf, Philip Van Zandt, Valerie Vernon, Steve Roberts.

Credits: Produced by Ivan Tors; Directed by Herbert L. Strock; Screen play by Tom Taggart; Story by Tors.

As another adventure into the cinematic realm of science-fiction, Ivan Tors' handling of "Gog" will probably find its strongest audience appeal in the youngest element of the audience. While handling is on the slow moving side, the script is loaded with sufficient incident to maintain a fair hold on the attention. There is almost a plethora of scientific gadgets including a pair of robots, one of the title, the other known as "Magog." This could be a strong exploitation factor. Players go through their paces with dialogue composed mostly of description and information. Richard Egan is the questing man from Washington and Constance Dowling is his guide at the underground New Mexican research laboratory.

Work in New Mexico slants toward the construction and launching of a space station. In short order a half-dozen scientists are dead of various and mysterious causes. Egan and Miss Dowling, pursuing their investigations, finally locate the cause of the strange events and deaths, an electronic brain apparatus. When it was installed potential enemies tampered with its innards and it is able to work for the opposition. Egan, after many tribulations, manages to get to the bottom of the case and "Gog" is done in by remote control when a Sabre Jet destroys an enemy aircraft. Special effects and gimmicks are a constant source of added interest.

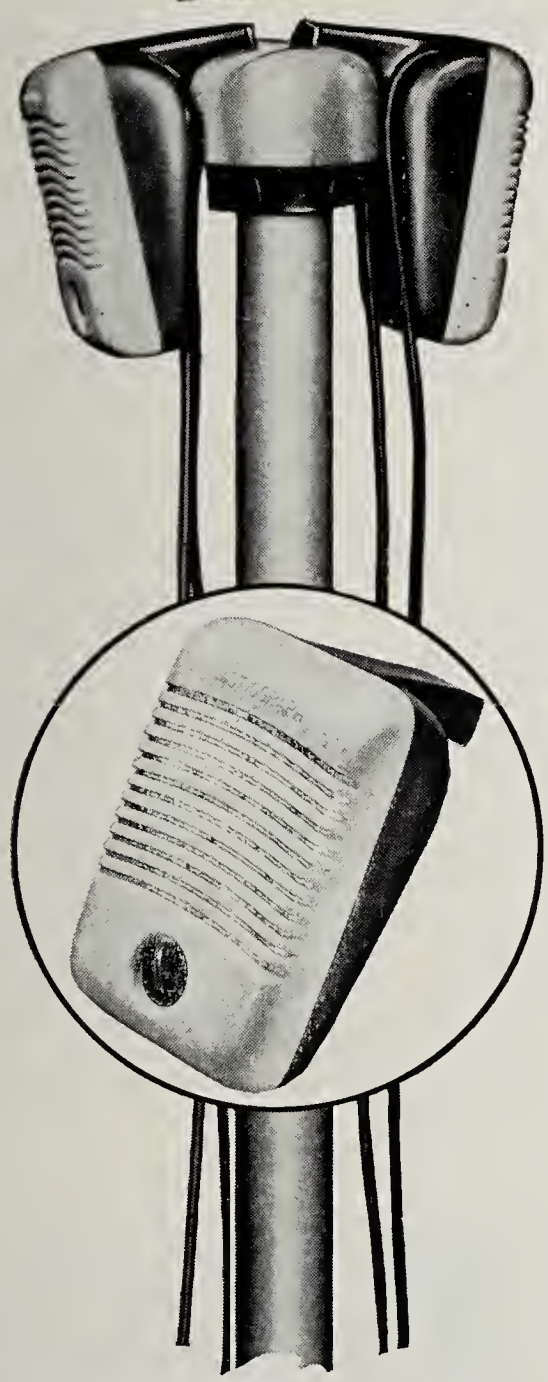
(*Continued on page* 19)

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Humphrey Bogart addresses his instructions to Van Johnson and Fred MacMurray in this scene from "The Caine Mutiny," in Technicolor, also starring Jose Ferrer. Film is based on the best-selling Herman Wouk novel.



A bleeding Marlon Brando is attended by Karl Malden and Eva Marie Saint in one of the highly dramatic moments from "On the Waterfront," directed by Elia Kazan from a screen play by Budd Schulberg about racketeers.



Alan Ladd and Joan Tetzel gaze over a ship deck in the Technicolor "Hell Below Zero," a whaling drama set in the Antarctic region. Much of this Warwick Production was shot on location in the southern regions.

Columbia Summer Releases Spotlight Adventure, Drama

With the spotlight placed on adventure and drama, Columbia will release 10 films, six of which will be in Technicolor, in the period from July through September, according to current plans. For the period immediately following the summer, work is now under way on another product line-up that includes CinemaScope-Technicolor musicals, comedies and adventure dramas.

The next big film to go into production is ''End of the Affair,'' a Coronado Production starring Van Johnson and Deborah Kerr. Edward Dmytryk will direct, and David Rose produce. Shooting starts July 5 with release planned for early 1955. Meanwhile, CinemaScope films completed include ''The Long Gray Line,'' starring Tyrone Power and Maureen O'Hara, and ''Rough Company,'' a western.

Heading the current release schedule is ''The Caine Mutiny,'' Technicolor filmization of the Herman Wouk Pulitzer Prize-winning best-seller. The feature, produced by Stanley Kramer, has been fitted out with a cast that includes Humphrey Bogart, Jose Ferrer, Fred MacMurray and Van Johnson, under Dmytryk's direction.

''Mutiny,'' which has been read by more than 10,000,000 people and has already been turned into a successful play, will have its premiere this month. The national advertising, publicity and promotion campaign, now underway, will reach its peak of penetration by the end of June, in time for the film's national release.

Next on the list is ''On the Waterfront,'' an Elia Kazan production starring Marlon Brando, and co-starring Karl Malden and Lee J. Cobb. The film, which introduces Eva Marie Saint, was produced by Sam Spiegel and directed by Kazan. Screen play is by Budd Schulberg, from a series of Pulitzer Prize-winning articles by newspaperman Malcolm Johnson.

Another release set for the same period is ''Pushover,'' starring Fred MacMurray and Phil Carey and introducing Kim Novak. A tense drama of the police department of a large city, the feature was produced by Jules Schermer and directed by Richard Quine.

''Indiscretion of an American Wife,'' the first American language film of the Italian producer-director, Vittorio de Sica, will also be issued this summer. Film stars Jennifer Jones and Montgomery Clift in a romantic drama of the brief romance between an American socialite and an Italian teacher.

Another summer release is ''Hell Below Zero,'' a Technicolor whaling drama starring Alan Ladd and Joan Tetzel. Set in the Antarctic, much of this Warwick Production was shot on location. Mark Robson directed for producers Irving Allen and A. R. Broccoli.

A novel by Emile Zola provided the inspiration for another release, ''Human Desire,'' topcasting Glenn Ford, Gloria Grahame and Broderick Crawford. This drama was directed by Fritz Lang, with Lewis J. Rachmil having produced.

Other summer releases include ''A Bullet Is Waiting,'' suspenseful love story set in the California mountains, starring Jean Simmons, Rory Calhoun, Stephen McNally and Brian Aherne. The John Farrow production was produced by Howard Welsch and directed by Farrow.

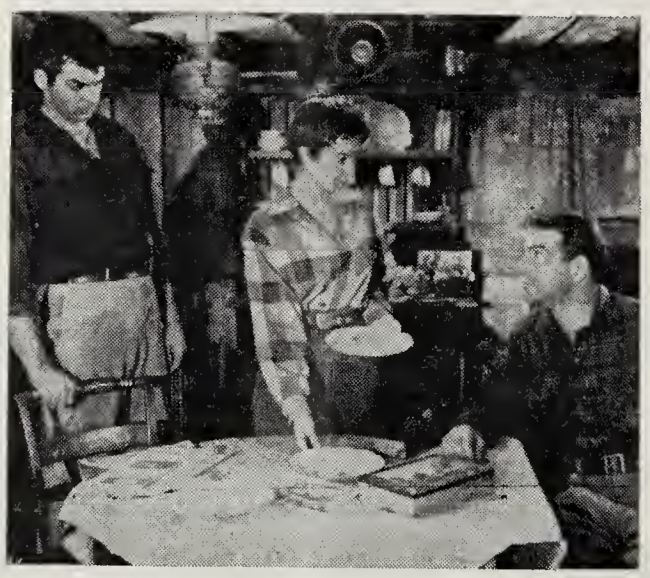
Also, ''The Black Dakotas,'' Technicolor outdoor drama starring Gary Merrill, Wanda Hendrix, John Bromfield and featuring Noah Berry, Jr. Wallace MacDonald produced, and Ray Nazarro directed.

Two additional Technicolor westerns complete the list: ''The Outlaw Stallion'' and ''The Law Versus Billy the Kid.'' ''Stallion'' stars Phil Carey, with Fred F. Sears having directed and MacDonald produced. ''Billy'' concerns the famous outlaw in a feature topcasting Scott Brady and Betta St. John. William Castle directed the Sam Katzman production.

Films appearing on the tentative list for release this fall include ''The Black Knight,'' Alan Ladd Technicolor starrer; ''Phfft,'' a modern comedy starring Judy Holiday, Jack Carson and Jack Lemmon; and ''Three for the Show,'' first Technicolor-CinemaScope film to be released by Columbia. ''Show,'' a musical, stars Betty Grable, Marge and Gower Champion and Jack Lemmon.



Fred MacMurray gets tough with Kim Novak as Dorothy Malone looks on in "Pushover," drama of the police department of a large city, also starring Phil Carey. Jules Schermer produced, and Richard Quine directed.



Jean Simmons gives food and shelter to Rory Calhoun and Stephen McNally in "A Bullet Is Waiting," suspenseful love story set in the California mountains. Direction was by John Farrow, Howard Welsch was producer.



Glenn Ford, Broderick Crawford and Gloria Grahame are topcast in "Human Desire," drama based on the novel by Emile Zola. Film was made under the direction of Fritz Lang, while Lewis J. Rachmil produced.

Staff Reviews

(*Continued from page* 16)

"The Outcast"

(Republic) TruColor 90 Min.

Cast: John Derek, Joan Evans, Jim Davis, Catherine McLeod, Ben Cooper, Taylor Holmes, Nana Bryant, Slim Pickens, Frank Ferguson, James Millican, Bob Steele, Nacho Galindo, Harry Carey, Jr., Bill Walker.

Credits: Associate producer, William J. O'Sullivan; Directed by William Witney; Screen play by John K. Butler, Richard Wormser; Story by Todhunter Ballard.

As the western format goes, "The Outcast" has all the required story factors with extra added points in its favor. There are fine performances by the top hands in the cast. Running somewhat overlong, the script delivers such must elements as action, drama, an unusual romance, rough and tumble brawling and, withal, a diverting experience that should not be found hard to take. Resourcefully, the producer brings not only a pertinent, effective example of a western but also an interesting collection of subsidiary character players who register notably.

Set in the Colorado of 1880, the plot details how John Derek arrives in Colton to claim the lands and cattle that are rightfully his inheritance. Jim Davis, in possession, is Derek's hated uncle. Catherine McLeod arrives to marry Davis. Joan Evans, daughter of a small rancher, is Derek's onetime playmate. Derek rounds up his men and proceeds to make things hot. Bob Steele, a hired killer, applies further to the temperature and the situation boils into a full-scale, ruthless range war. Derek and Davis are well matched but it is the nephew who wins out after quite a perilous time.

●

"The Queen In Australia"

(Australian Film Board) Ferraniacolor 50 Min.

Credits: A production of the Australian government; Produced by Stanley Hawes; Associate producer, Jack Allan; Narration by Wilfred Thomas and Peter Finch.

"The Queen in Australia," a Ferraniacolor documentary of the recent trip of Britain's monarch through the land "down under," presents a colorful short feature that is a natural as an added attraction, especially in art houses. The film's length, 50 minutes, prevents it from standing alone in most situations. Sixteen cameramen have followed the Queen, with the Duke of Edinburgh, from their arrival at Sydney through the cities, towns and villages of the continent. Elizabeth and Philip are shown in the midst of formal ceremony and in more relaxed moments. Of equal interest is the reaction of the Australians to their Queen, for the people, as well as the Queen, are the subject of this film. Many of the ceremonies provide fascinating footage, with the whole thing topped off by a stunning tribute by the children of the land to their Queen. Elizabeth makes a beautiful queen, and Ferraniacolor, a European color process, adds considerably to the total effect, often turning the screen into a riot of color.

●

"Return To Treasure Island"

(United Artists) Pathecolor 75 Min.

Cast: Tab Hunter, Dawn Addams, Porter Hall, James Seay, William Cottrell.

Credits: Produced and written by Aubrey Wisberg and Jack Pollexfen; Directed by E. A. Dupont.

"Return to Treasure Island," a Pathecolor modern day adventure film inspired by the famous Robert Louis Stevenson classic, will serve to help fill the product need of the nation's action houses. The exploitable title should should help to attract the youngsters. Tab Hunter and Dawn Addams are starred in this feature that spends most of its running time on brawling and fisticuffs. Attention is always centered on physical action; so much so, in fact, that the script sometimes becomes improbable. One effective bit of suspense is provided when the lovers work their way out of a dynamited cave for the climax. Also, Miss Addams has been provided with a provocative wardrobe, thus adding another asset to the production.

Plot centers on the attempts of two rival groups of thugs to retrieve a fortune left on Treasure Island more than 200 years ago. Miss Addams, who is in possession of a necessary map, is tricked into bringing it to the island. Once there, the bandits attempt to force it from her. Tab Hunter, a young archeology student, joins in the proceedings as Miss Addams' protector. The two young people eventually succeed in eluding the gangsters and retrieving the hidden treasure. They find themselves trapped in the treasure cave when the villains die in an explosion but find a way out and go off together with the treasure.

"Young Wives Tale"

(Allied Artists) 74 Min.

Cast: Joan Greenwood, Nigel Patrick, Audrey Hepburn, Derek Farr, Bruce Middleton.

Credits: An Associated British Pictures Corp. Ltd. Production; Produced by Victor Skutezky; Directed by Henry Cass; Screen play by Ann Burnaby.

This frothy film from England will get its best reception in art houses, where the patrons go for semi-subtle, semi-frantic type of British comedy. Strongest selling point is the presence of Audrey Hepburn in the cast. There are laughs here and there, but a great many of them are patterned to British taste. There has been an attempt here by the director to get a Noel Cowardish touch to the proceedings but he misses his target more often than not. Basically, the film deals with the whims and the daily problems of young wives and their children and the problems that are encountered in getting governesses in England.

Nigel Patrick and his wife, Joan Greenwood, due to the post war housing shortage live with

(*Continued on page* 21)

INTERIM REPORT

Hollywood, June 17, 1954

At close to the half way mark in the completion of The Makelim Plan I have the honor to report, with deep appreciation, the validation of firm contracts aggregating close to $2,000,000.00, and linking 1,000 theatres in harmonious cooperation.

To the thousands of earnest showmen who have given me so generously of their time, attention and contracts at Allied meetings on my first nationwide tour on The Makelim Plan, and to the trade-press which has reported so fairly and faithfully the progress of the project, I take the occasion of this interim report to express abiding gratitude.

A special expression of gratitude to Mr. Abram F. Myers and the entire Board of Directors of Allied States Association of Motion Picture Exhibitors, whose vision and foresight in accepting The Makelim Plan has so generously helped me to bring this plan before all exhibitors of America.

And to those other thousands of exhibitors whom, irrespective of organizational affiliation or other categorical status, and to the many who have written for information on The Makelim Plan, I hope to see in person at meetings beings arranged for in Albany, Atlanta, Buffalo, Charlotte, Chicago, Milwaukee, New Haven, Salt Lake City, St. Louis, Seattle, Portland. San Francisco, Los Angeles and many other intermediate points that are requesting full details for participation in The Makelim Plan —

Believe me, I am grateful,

Hal R. Makelim

Critic Doubts Blyth — — Dietz Doubts Critic

In response to a review by film critic John Rosenfield of the Dallas "Morning News," in which the latter questioned the veracity of Ann Blyth's singing voice in "The Student Prince," Howard Dietz, M-G-M vice-president in charge of advertising, exploitation and publicity, questioned in a letter to the critic whether Rosenfield writes his own reviews.

The Dietz letter quotes the critic as saying "Miss Blyth supposedly does her own singing and, if so, reveals the loveliest lyric soprano since Eleanor Steber. Once more we must bait studio affidavits and say we simply don't believe it is Miss Blyth."

The M-G-M executive answered that "it is a difficult case to argue." He reasoned that "we tell you that Purdom's voice is Lanza's and you believe us, but when we tell you Blyth's voice is Blyth's, you don't." (Mario Lanza does the singing for Edmund Purdom in the film.)

Dietz affirmed that he has "listened to Ann singing in rehearsal and at parties and she sings like a bird." He stated definitely that "the voice on the screen is hers."

He then went on that "we're not sure you wrote your own review, but there's a faction here that thinks you did." Dietz added that "people who have visited Dallas claim to have seen you actually at a typewriter," but he conjectured that "this might merely be a trick to impress the press agents."

Solution offered by Dietz is that the critic and Miss Blyth "get together, hire Madison Square Garden, and you typewrite a review in front of the 15,000 people while she sings." In a postscript, Dietz assured Rosenfield, "I wrote this letter."

Petrillo Urges AFM Aid Theatremen Win Patrons

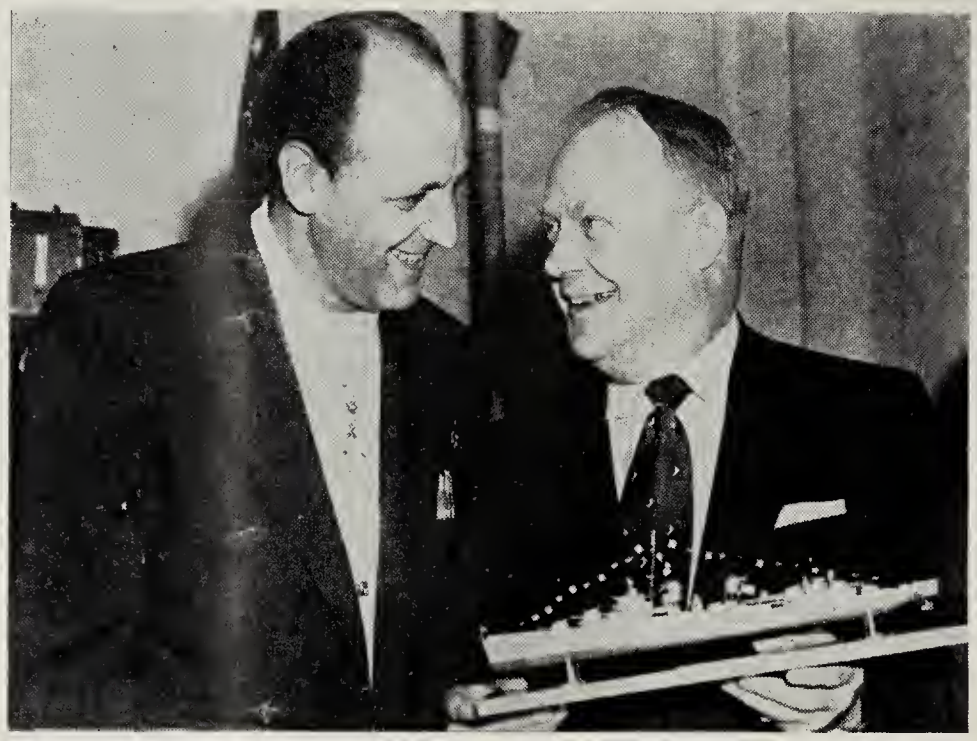
MILWAUKEE.—Giving of aid to theatre operators by American Federation of Musicians members for purposes of building up customer demand for live music was urged by James C. Petrillo, AFM prexy, at a session last week of that union's convention here.

Such aid to exhibitors, Petrillo explained, might help create at least part time local work for musicians at theatres. Petrillo additionally levelled a criticism at the AFM rule which requires a theatre to hire a local standby orchestra when a traveling name orchestra is playing at that theatre.



Attending the special summer Coast meeting of TOA's executive committee and board of directors were Jesse Jones and Leo Pallay of Portland, Oregon.

Exploiteer's Dream



A movie press agent's dream, realized when his plant for Columbia's "The Caine Mutiny" took seed during a session of the televized Congressional Army-McCarthy hearings in Washington, was somewhat ruffled over the weekend due to a Senator's speech against free movie publicity. Here Sid Zins, the exploiteer, (left) presents a model destroyer to Sen. Mundt, hearings chairman, prior to the plug, which occurred when Mundt publicly invited committee members to join him at a special screening of the picture. McCarthy promptly quipped whether the chairman had said "Caine Mutiny" or "Cohn Mutiny." Later, Sen. Bennett of Utah decried the free publicity gained by both Columbia and Wisconsin cheese makers.

TOA Executives Suggest Coordinator Be Hired For Entire Picture Industry

(*Continued from page 6*)

The principal topic up for discussion at the meeting was methods of stimulating the production of "more and better pictures by independent producers," according to Reade. The board declared that it intended to "exhaust every avenue of independent production" and indicated that it would seek no further contact with the majors on this matter.

Speakers discussing the product shortage included Skouras, Robert Lippert, president of Lippert Pictures, and Steve Broidy, Allied Artists head. Skouras, speaking at a luncheon meeting, analysed what he considered causes of the current scarcity of product and urged the board to become interested in independent production.

Broidy declared that "the gamble in production is much greater than in exhibition." He asserted that the "solution of the present situation is at the exhibitor's end," explaining that a script can't be previewed the way a completed picture can. Broidy promised that Allied Artists would make as many pictures as could be merchandised successfully.

Film Budgets Discussed

Lippert stated that he thinks "small" pictures are on the way out, but he declared that big profits are still to be found in middle budgeted films. He stated that there are enough capable people in Hollywood to turn out from 50 to 60 pictures annually in that category.

Earlier speakers included producer Hal R. Makelim and Irving Levin and Harry Mandell, who presented plans of their Filmakers Organization. The latter company is also preparing a subscription plan for the distribution of their pictures. Makelim outlined the details of the so-called Makelim Plan, which the producer arranged with National Allied but whose pictures will be available to all exhibitors.

The question of lower fire insurance rates for theatres now that safety film is being used in most places throughout the country was brought up before the board. It was decided to attempt to do away with the old style film completely, but the matter of insurance rates was referred back to the local state and regional units.

The late delivery of advertising supplies and the insufficient amount of press books available to exhibition was discussed by Roy Martin of Georgia. Martin declared that in many instances trailers, heralds and other such material arrived too late to be of use in exploiting a film. The board directed Reade to put the problem on the agenda of the next joint meeting between TOA representatives and the general sales managers committee.

Paramount officials E. K. (Ted) O'Shea and Jerry Pickman, who heard the discussion, stated that they were glad to be informed of the problem, and that they would take immediate action to correct the situation.

Earl Hudson, vice-president of the western division of American Broadcasting-Paramount Theatres, told the exhibitor leaders that television and radio "are most effective when they are used on a saturation basis" in the promoting of motion pictures. The executive declared that "distribution should allocate more time and money to the use of these media."

Hudson stated that "efforts should be expended to explore these avenues of advertising media fully and to act on the results of the research." He added that "exhibitors, too, must take advantage of their own opportunities to exploit their product through their screens and through other available formats of exploitation."

The AB-PT official called theatre owners the "public relations officers of the motion picture industry." He noted that "in these trying times it should be their primary function to become conscious of this obligation and to act affirmatively on it."

BOTV Signs MCA Pact

Working arrangement was effected between Box Office Television, Inc., and Music Corp. of America whereby MCA will act as sales representative for BOTV's closed circuit facilities through the agency's industrial division. BOTV, in turn, has agreed to book all talent, when possible, for its shows through MCA.

Staff Reviews

(Contined from page 19)

another couple, Derek Farr and Helen Cherry. The house is a bedlam as Joan tries to keep house, take care of the children and pacify the governess, while her husband tries to write. When their governess quits, Helen, a working wife, scouts up Athene Seyler, who has retired but has been convinced that she should return to being a governess. Intrigue follows with Joan kissing a suitor, Bruce Middleton, and after a few drinks, kissing Farr. Her husband, Patrick catches them and it also turns out that Athene thinks that Helen is married to Nigel and Joan is married to Farr. They keep up a pretense for awhile and it turns the house topsy-turvy. The strain is too much and Athene walks out. Troubles pile up again and the film ends with everybody just where they started.

●

"The Outlaw Stallion"

(Columbia) Technicolor 66 Min.

Cast: Phil Carey, Dorothy Patrick, Billy Gray, Roy Roberts, Gordon Jones, Trevor Bardette, Morris Ankrum, Chris Alcaide, Robert Anderson, Harry Harvey, Guy Teague.

Credits: Produced by Wallace MacDonald; Directed by Fred F. Sears; Story and screen play by David Lang.

"The Outlaw Stallion" is a programmer which will appeal to the juvenile trade. Its story has been told many times before, but it's one that the youngsters always seem to enjoy again. The film has some outstanding photography and two beautiful stallions, who stage some exciting fight scenes. The picture has a good share of action and all turn in good performances. There is also an interesting series of stock shots showing a herd of wild horses in action. Still another point of interest is a scene where a horse is saved from quicksand by Gray.

A group of riders, headed by Roberts, are stealing wild horses from a government reserve when they are happened on by Billy Gray and his mother, Dorothy Patrick. Glib Roberts alibis them out of this and they are invited to Dorothy's house for dinner. Veterenarian Phil Carey hears Roberts' story and is skeptical of his motions. Roberts has an eye for a wild white stallion, which leads the wild horses. Dorothy gives the stallion to Roberts after Gray captures it. The boy follows Roberts and discovers that he is a rustler. Dorothy follows and is captured and Carey, after informing Sheriff Morris Ankrum, goes after them. After some knock-down-drag-out action, Carey turns Roberts and his gang over to Ankrum and Carey is set to marry Dorothy.

●

"Scotch On The Rocks"

(Kingsley International) 77 Min.

Cast: Ronald Squire, Kathleen Ryan, Raymond Huntley, Sebastian Shaw.

Credits: A Group 3 Production; Produced by John Grierson; Directed by John Eldridge; Screen play by Alfred Shaughnessy and Eldridge.

"Scotch on the Rocks," an amusing folk-type comedy by Britain's experimental Group 3, should find its best market in those art houses that have developed a steady patronage for this type of British comedy. Concerned with the life and problems of a small Scotch community almost completely isolated from the outside world, the film presents a series of comic, but meaningful, situations. The basic theme is the contrast between the civilized manners of a group of British government officials and the rural conditions that prevail on the island. The film is peopled with some delightful characters, and the beautiful Scotch scenery adds to the authenticity and charm of the production.

The officials have been sent to the town to persuade the citizens to pay a tax on a road that is badly in need of repair. When the townspeople refuse to pay unless they get a new road, they are threatened with having the entire town evacuated. A last minute switch provides a happy ending, and the point is made clear that the islanders really live, while the city folk have been merely existing. At no time, however, does the balance switch from an accent on comedy to one on philosophizing. While most of the humor evokes smiles and titters rather than huge belly laughs, an audience at a N.Y.C. art house seemed to be enjoying itself.

Wagner BO Tax Under State Study; Dewey's Veto Possible

(Continued from page 10)

check all the figures. The exhibitor leader declared that the film people would pay the costs in an effort to settle the question.

Brandt called it "degrading" for the mayor to have to listen to a "bookkeeping wrangling" which took up valuable time. The mayor declined the offer and instead limited the discussion to a certain time although the point was never settled for either side.

Previous arguments concerning whether or not Beame had ever stated that the city would get $9,000,000 from the theatres alone from the tax were repeated at this hearing, and charges of "unmitigated untruths" reverberated through the hearing room. At the conclusion of his speech, later in the day, Brandt told the mayor it was a "horrible crime" to be accused of an untruth at a public hearing.

Climax of the hearing came at the Brandt speech, which summed up the industry's case against the tax. In a dramatic moment, the exhibitor called on five theatre owners, one from each of the city's boroughs, to show what would happen to these people if the tax went into effect.

Four of the exhibitors affirmed that they would have to close their theatres if the tax were enacted. One of them, Edith Marshall of the Bronx, declared that she was considering opening one of her closed theatres unless the mayor signed the measure.

Rinzler Expresses Plea

As Brandt was presenting these exhibitors, an especially effective plea was voiced by Sam Rinzler, of the Randforce Circuit. Rinzler informed the mayor that more than 25 percent of his theatres are closed. He stated that five years ago he had been a rich man and then asked the mayor to check his bank balance now.

Rinzler warned that the new tax would pour the "last shovel of dirt" on neighborhood theatres. He declared that the city's theatre business is "the weakest link" of all industries here. He closed with the plea that the mayor "keep us in business."

In summation, Brandt named discriminatory taxation as the major cause of theatre closings, which have amounted to 163 in New York City since 1948. He described the plight of exhibitors who are in debt because of equipment purchases and stated that if these men have to close their theatres they will be forced into personal bankruptcy.

The speaker cited additionally the case of the closed Rivoli Theatre, on Broadway, and discussed the significance of having one of the city's landmarks out of operation. He added that seven other Times Square houses are struggling to stay open, including the Criterion, Astor, Globe, Mayfair, New York, Rialto and Victoria.

If the mayor couldn't "find it in his heart" to give complete aid to the theatre industry, he was asked to grant exemptions to the city's smaller theatres to help keep them in business. Mayor Wagner claimed this would be illegal, although Brandt declared that impartial attorneys had stated the opinion that it could be done.

First speaker for the industry was Emanuel Frisch, president of the MMPTA, who suggested a beer tax and a payroll tax as possible substitutes for the amusement tax. Frisch pointed out that the proposed measure would "boomerang" against the administration and be branded the "workingman's pleasure tax."

The exhibitor declared that the tax is aimed at that class of people who can least afford it. Wealthier citizens can find other means of relaxation, but the movies provide an inexpensive entertainment for those people to whom pennies are important, the speaker asserted.

He hit out additionally against what he called the discriminatory aspect of the tax. Exhibitors already pay a three percent tax on film rentals, Frisch declared. If the mayor sign the five percent tax, Frisch asked that the other levy be removed. He asked for consideration before a "judge who has the power of capital punishment."

Other Speakers

Two other speakers for the motion picture industry were Ralph D. Hetzel, Jr., MPAA vice-president, and Richard F. Walsh, IATSE head. Hetzel, speaking for Eric Johnston who could not be present, declared that the film companies will continue to support exhibition in a continuing fight against the "tax which tends to destroy."

Hetzel pointed out that New York is the center of the industry and the world's largest single market. He noted that film production might be brought back partially to this city but not if the city prove itself unfriendly to the industry

Walsh presented the position of labor and told the mayor that he was trying to take unfair advantage of what he thought was a "soft industry." The union leader declared that regardless of how badly the city needs money, "if the tax is wrong, you (the mayor) should veto it."

At the conclusion of all speeches by theatre people, representatives of other phases of the entertainment industry presented pleas that the mayor not sign the bill. These included speakers from organized baseball, bowling, luncheon clubs and the legitimate theatre.

Success For Featurettes

A prediction that features running 20 to 30 minutes in length could be expected to become a standard in film distribution in the near future was made over the weekend by Oscar A. Morgan, Paramount general sales manager in charge of short subjects, newsreels and special features. He based his view on what he termed "the remarkable success" being accorded bookings of the supplementary 30-minute feature series "Calling Scotland Yard."

REGIONEWS

ALBANY

Following transfer of Paramount's back-room unit to Clark Film Distributors prior to moving to a downtown offiee building, Jim Evans, head shipper, beeame a booker for Warners after Milton Levins resigned to become head booker for Columbia. . . . Clarenee Dopp closed the Hollywood in Frankfort for the summer. He continues to operate theatres in Northville and Poland on a part-time basis.

George Thornton plans to open the rebuilt Orpheum in Tannersville on July 15. The old theatre was destroyed by fire last spring. Robert Moser, a Saugerties high school teacher will manage the Orpheum, which is a summer situation. . . . Proctor's in Troy earried its first telecast of a prize-fight with showing of the Marciano-Charles contest. The Grand, Albany, also a Fabian house, was the only area theatre hooked into the closed circuit for three years. Visitors included Edward L. Fabian of N.Y., Louis W. Schine of Gloversville, Carl Nilman of Valatie.

ATLANTA

John H. Stembler was eleeted pres. of Georgia Theatre Co., succeeding Wm. K. Jenkins, pres. of United Theatre Ents., who will eontinue active in Georgia Theatre Co. affairs. . . . Atlanta's WOMPI's will meet with the New Orleans, Memphis and Dallas chapters at the Barker Hotel in Dallas, Tex., Sept. 18-19. New members of the local chapter are Martha L. Carter, Dixie Drive-In; Christine Lamb, National Screen; Louise Bramblett, Wil-Kin; Mrs. V. Edwards, Dixie, Monticello, Ga. . . . B. B. Smith is new owner of the Roberta Theatre, Roberta, Ga. . . . The Silvermoon Drive-In reopened with new equipment preparatory to a CinemaScope and stereophonie sound installation.

Russell W. Wells, for the past five years with Claughton theatres in Fla., was appointed mgr. of the Roxy, St. Petersburg. . . . The renovated Beach Drive-In at Jacksonville, Fla. was reopened and, according to mgr. Jesse L. Marlow, plans eall for operation on a year-round basis, seven days during the warm months and three days in the winter. . . . Margie Knight was added to the booking dept. at Allied Artists. . . . Sandra Faith Thompson, daughter of J.H., pres. of Martin & Thompson theatres in Ga., was married to Guerry Boone Stribling of Atlanta. . . . Mrs. Sammie Wolfson faced disorderly eonduct charges when officers stopped her from picketing in front of the theatre in Montgomery, Ala., managed by her husband, whom she plans to divorce.

James Karantious is asking for a permit to build a drive-in at Titusville, Fla. . . . Leslie D. Swaebe, mgr. of Montgomery Drive-In, Savannah, Ga., reports plans for installation of CinemaScope. . . . New in Republic's booking dept. are Mrs. Joan DeLoach and Mrs. Elinor Brown. . . . Jimmy Wilson transferred from Manley Popeorn's Memphis branch to Atlanta. . . . Homer Clark, former sales rep. for Columbia, is now booking for ABC Theatrical Ents., replacing Eddie Atkinson who resigned. . . . Betty Scott, fully recovered from an aeute appendectomy, is back at United Artists flashing a beautiful diamond ring.

Closing of Crescent's Rex Theatre, Nashville, Tenn., marked the end of an era in theatre operation. Acquired on lease by Crescent in 1907, letters inlaid in the lobby heralded "5¢ motion pictures" but admissions, advanced to a final 33¢, failed to produce profits and site will give way to a cut rate drugstore. . .. A. B. Padgett of Wilby-Kincey Service and chief barker of Atlanta Variety Club is back on the job after an operation. . . . Hamilton County zoning board approved application of Arthur DePre for an ozoner near Shepherd, Tenn., to cost about $35,000.

The Colonial Drive-In, Nashville, unveiled its new CinemaScope sereen, the first in Tenn. New facilities were installed at a cost in excess. of $25,000. . . . Exhibitor Serviee Co., Jaeksonville, Fla., will handle buying and booking for Palm Drive-In at Largo, Fla., which reeently ehanged from white to Negro patronage. . . . New owner of the Leach Theatre, Lafayette, Tenn., is Joe Martin, who took over from N. H. Leaeh. . . . Nelson Towler, RKO sales rep. hospitalized following a heart attack.



American Theatres' officials in Boston and local exhibitors were on hand when Universal-International was shooting "Five Bridges to Cross" in Boston. Shown (l to r) are Sam Feinstein, booker; Henri Schwartzberg and Joseph Saunders, film buyers; Tony Curtis, starred in the film; E. Myer Feltman, U-I branch mgr.; Sam Pinanski, pres.; Joe Pevney, director of the film; Thomas Fermoyle, booking; Harry Wasserman, dist. mgr., and Paul Levi, publicity director, American Theatres.

BOSTON

Samuel Goldstein, pres., of Western Mass. Theas., announeed plans for a $50,000 remodeling job at the Casino Theatre, Ware, Mass. . . . Arthur Loekwood, treas. of L&G Ents., was elected pres. of Children's Cancer Research Foundation, sueceeding Martin J. Mullin, pres. of New Eng. Theas., who was appointed the first honorary Life Trustee of the Foundation. . . . Boston board of censors ruled that the solo dance of Jane Russell in "French Line" must be cut from the film before it ean be shown. No theatre has as yet booked the picture. . . . Jack Hill, formerly with Wholesome Films, joined the Warner sales staff as representative in Maine, N.H. and Vt., replacing Jack McCarthy who resigned to enter another field. . . . Warner's "High and Mighty" is set for July 4th at the Metropolitan Theatre.

Six new drive-ins recently opened or about to open are the Wamesit at Tewksbury, Mass.; Cod, Falmouth; Norway, Oxford, Me.; Boundary Line, Ft. Fairfield, Me.; Quonset, Quonset, R.I., and the Family, Newport, R.I. . . . C. J. "Connie" Russell, Sr. celebrated his 50th wedding anniversary in Bangor, Me. C. J. Sr. and his son, C. J. Jr., operate the Bijou and Park in Bangor and the Strand, Orono. Russell, Sr. is chairman for the Jimmy Fund and COMPO for the state of Maine. . . .Nat Ross resigned as salesman for Relston Inc., candy concessionaires. . . . Samuel Lowe, Sr., formerly a theatre real estate owner and father of the heads of Theatre Candy Co., passed away.

Morris Sidman is the new mgr. for Jack Riff's Drive-In, North Hampton, N.H. . . . Ben Williams, independent film buyer and booker, moved to a new office at 110 Arlington St. . . . A fire which caused estimated damages of $50,000 closed the Phillips Theatre, Springfield, under lease to Rifkin eircuit. Mgr. Charles Hurley was commended for his handling of patrons. Theatre may not be renovated. . . . The family of the late David Stoneman, founder of Interstate Theatre Corp., donated a new student infirmary for Brandeis University named after him. . . . Robert Stanzler, son of Joseph Stanzler, graduated from Harvard with high honors and will enter the medical sehool of the U. of Pa.

BUFFALO

Carl Rindeen and Ed Meade, exees. of Shea's Buffalo Theatre, are leading a hunt for a girl named Scarlett and a boy named Rhett in connection with "Gone With the

BUFFALO (cont'd.)

Wind,'' to be shown at the theatre next season. . . . Bailey Theatre, on a recent Saturday, put on a three hour variety show from the stage, including puppets, cowboys, magic and songs, for benefit of the Children's Hospital Building Fund. . . . Carl B. Moore of the Ohio Theatre, Ven Wert, O., filed a $450,000 anti-trust suit in Federal District Court here against Schine Theatres and seven majors, charging combination and conspiracy to monopolize exhibition in his area, plus preferential treatment to others.

Max Friedman, owner of the Temple at Wellesville, announced that his houses will play F-S-S only. . . . Theatres in the area being dismantled include M. L. Osborne's Park at Hammondsport; Lloyd Williams' Rivoli at Rochester, Slotnick & Canter's Acme and Effie Bettigole's Rivoli at Syracuse; the Burg at Trumansburg; the Avon at Fulton; and Schine's 460-seat Seneca at Seneca Falls. . . . Arthur Kettle is closing his Summit Theatre at Lakewood. Also recently closed theatres are James Constantine's Strand at Phoenix, Fred Herb's 344-seat State at Caledonia. . . . J. D. Woodburn is reopening his Hihins Hall at Chautauqua before the 4th of July. . . . Ralph Barber reopened his Lake at Brocton but will play F-S-S only. . . . It was decided to keep Schine's West End Theatre at Rochester open for a few weeks more.



Members of Paramount's Buffalo and Albany branches meet with Paramount Film Distributing Corp. execs for a local level sales meeting in Buffalo. L to R: (seated) A. W. Schwalberg, pres.; John F. Moore, asst. eastern div. mgr.; Dan Houlihan, Albany branch mgr.; Ed C. DeBerry, Buffalo branch mgr.; (standing) Francis Lynch, Albany booker; Howard Smidt and Howard Bugie, Albany salesmen; Frank Saviola, Buffalo salesman; Tony Mercurio, Buffalo booker; Sid Blumenstock, asst. national ad-pub-exploi. dir., and E. J. Wall, Buffalo field representative.

CHARLOTTE

The Parkway Theatre at W. Jefferson, N.C. has been equipped with wide screen and CinemaScope with special lenses. . . . Standard Theatre Supply opened the Joy Drive-In at Hendersonville, N.C. with the latest Century equipment. . . . Belmont Drive-In, Taylors, S.C., installed CinemaScope and all new equipment. . . . Morris Abrams, theatre owner of Georgetown, S.C., back at his post after a spell of illness. . . . The stork paid a visit to George Wood, of the Cresnee, S.C. Drive-In and left two babies, a boy and girl. . . Screen of the Sky Vue Drive-In, Rockingham, N.C., was blown down. Mgr. Louis Whitley reports it will be replaced by a wide screen. . . . Paul Cochrane, representative for Harris Theatre Sales, expects his wife home soon from Will Rogers Hospital in Saranac Lake, N.Y. She formerly was secretary at the Charlotte Variety Club.

J. A. Riddick opened his Lure Theatre on Lake Lure, N.C. . . . CinemaScope and a new concession stand were installed at Alfred J. Rumley's Springs Road Drive-In, Hickory, N.C. . . . Broadway Drive-In at Kinston, N.C. has CinemaScope, wide screen and new booth equipment. . . . Howard Ritchie completely remodeled his ozoner at Filbert and changed the name to York-Clover. . . . A. W. Goetha is new owner of the Palmetto Theatre, Hampton, N.C., and Frank Howard acquired the Eve at Fountain Inn. . . . Mrs. Jolly Shelton, owner of Jolly's New South Drive-In, Gastonia, N.C. passed away.

CHICAGO

The Halsted Drive-In, which opened in 1951 as the Four-Screen Drive-In, reopened June 25 with a single huge screen and two operators on duty. The ozoner remained closed last season because of booth difficulties. Regrading and new ramps to accommodate 1,400 cars was completed at cost of $115,000. . . . Sam Lamansky, business agent for Locals B and F-45, was elected a delegate to the IATSE international convention in Cincinnati, Aug. 9-14. . . . American Dairy Assn. experimenting with vending machines for milk in theatres and other amusement spots. . . . Park Fair Corp. picked a 54-acre site for the new convention hall and amusement palace on the Lake Front in Burnham Park. Objections have been voiced by State St. merchants and theatres. . . . Tom Gilliam, Jr., public relations director of Park Memorial Hospital, Fort Wayne, Ind., son of 20th-Fox mgr. Tom Gilliam, has been upped to Lieut. Col. in the Army Reserve Corps.

Twentieth-Fox will hold a special preview demonstration of new camera lenses and the full possibilities of stereophonic sound on June 29. . . . "John Wesley," J. Arthur Rank's new semi-documentary on the life of the Methodist Church founder, premiered at Chicago Temple and may be offered for theatre bookings later on. . . . Cldye Eckhardt, former 20th-Fox mgr., now retired, was in town visiting with his son. Jack. . . . Cinerama organization preparing to celebrate the first year of the film at Eitel's Palace on July 29 with a week of festivities. . . . Packed houses greeted the theatre TV showing of the Marciano-Charles bout and its success may bring additional theatres into future TV tieups.

Jack Rose Manta-Rose circuit, named chairman of combined Jewish drive, assisted by Howard Lubliner of Lubliner & Trinz; Ben Lourie, Columbia exchange mgr., and Mike Stern of Stern theatres. John Balaban was honored at a luncheon at the Standard Club for his activities on behalf of the organization. . . . Chester Amberg, veteran mgr. for J-L-S's McVickers Theatre, is in Woodlawn Hospital because of a heart attack. . . . H. S. Davidson named gen. mgr. of Alliance theatres in Elkhart, Ind. . . J H. Thompson reopened the Community Theatre in Raymond, Ill. . . . "LaRonde" was passed by Chicago censor board with adult permit.

Charles M. Weiner, Minneapolis representative for Italian Films, is managing the Chicago office until a successor to former mgr. H. M. Walders is announeed. "Sensualita" will be the next film from the exchange for this territory. . . . Irwin Joseph installed CinemaScope and stereophonic sound in his State Theatre. . . . Underwriters Laboratories opened a testing station at North Brook, Ill. for various types of equipment used by theatres and manufacturing companies. . . . Passed away: Harry Goldson, 78, pioneer Chicago theatre owner; Scott Mitehell, Operators Union official; David A. Day, veteran member of Operators Union; Patrick Wright, 58, candy manufacturer well known to theatre trade; Wm. H. Blencoe, veteran theatre and circus poster creator.

CINCINNATI

The Capitol Theatre joined the Cinerama family of theatres with a Hollywood opening attended by such notables as Gov. Frank Lausche, Lt. Gov. Harold Handley of Indiana, Frank Jessup State Supt. of Police for Ind., the Hon. Charles O'Connell, Secy. of State for Ky., and a N.Y. delegation headed by Si Fabian, head of S-W Theas., Fabian Theas. and Cinerama. . . . Exhibitors in this area will witness a demonstration by 20th-Fox of the improved CinemaScope lenses and stereophonic sound at the RKO Albee, with T. O. McCleaster, central div. mgr., introducing the subject. . . . A limited supply of standing room for the Marciano-Charles telecast at the RKO Albee, put on sale at 8 o'clock by mgr. Joe Alexander, went fast.

Elston Dodge reopened the Elstun Theatre in Mt. Washington after extensive remodeling and installation of a giant wide screen. . . . S&S's Esquire Theatre here was temoprarily closed. . . Joseph Bellante, brother-in-law of Don Reda, is mgr. and booker for Reda's new ozoner in Richmond, Ky. . . . Theatre Owners Corp. are now booking and buying for the Hyden Drive-In, Hyden, Ky., owned by H.B.Q. Amuse. Co., headed by Charles W. Howard. . . . Joseph McKnight, Paramount's Ky. salesman, is still in Good Samaritan Hospital, Lexington, Ky. . . . Mike Berger, M-G-M office mgr., is the proud parent of a third son. . . . Jimmy Minnix, owner of Ronnie Drive-In, London, Ky., has his hip in a cast following a recent car accident.

F. W. Huss, Jr. installed wide screens in his Park, Imperial and Royal theatres here and the Hiland at Ft. Thomas, Ky. Huss recently held his annual outdoor party for employees at his home. . . . Jane Wehrman is taking over duties of Carl Heinichen, who resigned, in the Fox booking dept. . . . Willis Vance, Guild Theatre owner; Woody

CINCINNATI (cont'd.)

Woodruff, Columbia booker; Ross Williams, UA city salesman, plus two billers from RKO and two girls in the UA office responded to a call for blood donors when Gordon Craddock, UA salesman from N.Y. came here for a serious nerve operation by Dr. Mayfield. . . . Bob Epps is now affiliated with the Miles circuit in management of the Palace Theatre, Dayton.

Huprich and Waller are building a new ozoner in Piketon, O. which they hope to open July 15. It will be equipped for CinemaScope. Tri-State Thea. Service will handle booking and buying. . . . George Turlukis plans to install CinemaScope in his Ramona Drive-In, Hamilton. . . . Fred Gross of the Majestic Theatre, Crooksville, O., is hospitalized for a kidney ailment. . . . The New Salem Theatre, Dayton, closed since last Dec., will be opened around July 1 by Gus Babalis and his partner, who have extensively remodeled the house and installed CinemaScope. . . . It's good to see Peter Blum, probably the oldest exhibitor in this area, around at the exchanges. Blum and his son operate the Main Theatre, Mt. Healthy, O.

DALLAS

Paul Swater was appointed managing director of the Melba Theatre, Dallas, where "This Is Cinerama" will be introduced on July 1. Swater was most recently mgr. of Moss' Ritz Theatre in Hollywood, Fla. . . . Star Theatre in San Antonio reopened with a special balcony for the Negro trade. . . . In the Alamo City to contract for Mexican product were Bob Garza and Manuel Solis, Rancho Drive-In, Alice; G. H. Hall, La Vista Theatre, Sonora; Benito Silvas, Mexico Theatre, Carrizo Springs, and D. W. Trisko, Runge Theatre, Runge.

National Theatre, San Antonio, went CinemaScope with "The Robe." . . . Benno Kusenberger, prexy, and Bill Keeler, biz mgr., IATSE Local 407, chosen delegates to the international confab in Cincinnati starting Aug. 8. . . . Libby Ann Aronstein, new secy. in the Southern Theatre Co. office, San Antonio, is a granddaughter of Ephraim Charninsky, prexy of the four-theatre chain. . . . The Alameda and National in San Antonio are about the only downtown houses keeping flesh stage shows alive from time to time.

DENVER

Shelby Doty, mgr. of the Rex at Brighton, Colo., and his family were routed out of their living quarters on the second floor, when an early morning fire gutted the theatre, causing damage estimated at $200,000. The structure will be replaced with a thoroughly modern building by Atlas Theatres, owners, and Doty will manage the circuit's Santa Fe, Denver, from which post Ben Benda recently resigned. . . . William L. Cahill, 33, Universal salesman covering Colorado, was instantly killed in an auto accident at Lupton, Ariz. as he was returning from a vacation in Calif.

More than 2,000 saw the theatre TV showing of the Marciano-Charles fight at the Paramount. About 200 seats were vacant, attributed by the management to the radio broadcast of the bout. Theatre opened 45 minutes before the fight and the many who came directly from work made a run on the concession stand. . . . Al Kolitz, RKO dist. mgr., became a grandfather for the first time with the arrival of Mark Stephan at the home of his daughter, Mrs. Joseph F. Pells.



Earl A. Bell, Denver branch mgr., accepts a citation for Warner Bros. from Mrs. Dean Gray Edwards, national motion picture chairman of the General Federation of Women's Clubs, acclaiming the studio's forthcoming production, "A Star Is Born," as the most important picture of 1954.

DES MOINES

Burlington Drive-In on Hyway 80 observed its fifth anniversary with a two-day celebration. Prices were cut in half and favors distributed to youngsters by Central States, which owns the theatre, and mgr. Gene Cramm. . . . The Collegian Theatre in downtown Ames offered a special reduced rate for one day during commencement week in honor of seniors at Iowa State College. . . . CinemaScope was installed in the Page Theatre, Shenandoah, managed by John Newcomer. . . . Elizabeth Wendt will represent Local B-1 at the IATSE International convention in Cincinnati, O., Aug. 9-14.

A number of improvements have been made at the Bel-Air Drive-In at St. Ansgar. New driveway lights were added and fences on each side of the drive are being completed; intensity of the blue light on the moonlight tower was doubled and two floodlights installed atop the screen tower. A Dairy Creme machine was added to the snackbar. . . . Harold Chapman of Laurens was named projectionist at the Sioux Theatre in Sioux Rapids. . . . The Breda Theatre, which had been closed for several weeks, was reopened and will operate on its old schedule, according to Mr. & Mrs. A. J. Neumayer, who manage the house.

M. L. Dickson announced that CinemaScope will soon be installed in his theatre at Mt. Pleasant. . . . The Rex in Scranton, which was closed for the past few months, reopened under management of Mr. & Mrs. Fred Crose. . . . Some 90 persons, seated in 40 cars attended the first drive-in sunrise service at the Ranch Drive-In in Ames and clergymen of the participating churches plan similar sessions each Sunday until Sept. Facilities for the observance, believed to be unique in a non-resort area, were furnished by owner Joe Gerbach. . . . A drive-in theatre is now in operation at Veterans Memorial Park in Walnut, with movies scheduled for every Wednesday evening.

DETROIT

Jack Sage, mgr. of the Michigan, witnessed a real-life thriller when Michigan's most wanted convict—an escaped murderer—was caught by police while using the phone booth in the theatre. . . . Bob Graham is the new mgr. of the Calvin Theatre in Dearborn, succeeding Calvin H. White. . . . Saul J. Conn of the Broadway-Capitol saw his two sons, Albert and Norman, graduate from the Law School of Wayne University on the same day. Albert, incidentally, is also a movie operator. . . . C. E. O'Bryan drew a capacity house for the big screen TV showing of the Marciano-Charles fight at the Palms Theatre.

David M. Idzal, mgr. of the Fox, gave his patrons an "all day premiere" with showing of "Three Coins" and "Demetrius and the Gladiators" in one day. . . . Frank Upton, mgr. of the Music Hall, marked the one thousandth performance of "This Is Cinerama" recently. . . . Mrs. Bea Douville, who has been seriously ill with rheumatic arthritis, is well on the road to recovery. . . . Anthony Gugala, co-owner of the Mars, opened a super-deluxe motel, The Flamingo, northeast of Detroit. . . . Saul Korman circuit owner, has registered title to the Gem Theatre Co.

Frank and Herman King are scheduled to shoot scenes on their next picture, "The Syndicate," in Detroit, following "Carnival Story." . . . Walter Corey, former mgr. of the East Side Drive-In, was named mgr. of Sterling's first-run Cinema. . . . Charles Simonelli, Eastern ad-pub dept. mgr. for Universal, was principal speaker at Butterfield's annual managers convention in Lansing last week, which included screening of Universal's "Magnificent Obsession."

KANSAS CITY

M. L. Hershberger is mgr. of the reopened Tiger Theatre, as an art house, at Columbia, Mo. . . . New lenses have been added to the Augusta at Augusta, Kans. by Mrs. B. A. Besagno. . . . Fred Munson's ozoner in Scott City, Kans. has new lenses. . . . Fox Midwest announced that winners of managers' contests would receive a vacation at Starlane Ranch in Calif., summer home of pres. Elmer C. Rhoden, Sr. . . . Commonwealth plans to repeat last year's circus performance for ozoners in North Platte and Grand Island, Nebr., and Hoisington and Goodland, Kans. . . . Clayco Drive-In has CinemaScope. . . . L & L Popcorn Co. is promoting a tissue treated with insect repellent for concessions. . . . United Film Service lost a sizeable amount of money and six office machines in a theft.

Fox Theatres' annual series of 12 vacation movies for children on a $1 season ticket began June 16, with the Tower, Uptown, Plaza, Isis, Apollo, Benton, Brookside, Vista, Linwood and Gladstone participating. . . . Blvd. Drive-In has pet lambs and a monkey to attract children. . . . Paramount played up 3-D at popular prices for opening of "Southwest Passage" in K.C. . . . Ozoners in the K.C. area are sponsoring a radio program on drive-in movie news on KCKN, Mon., Thurs. and Fri. evenings. . . . Irene Sharp, of Local B-23 was elected a delegate to the IATSE International convention, Aug. 9-14, in Cincinnati, O. . . . Robt. Simmons, Leawood Drive-In, was robbed of weekend receipts on his way to the bank. . . . Concessions at 61 Drive-In, DeSoto, Mo., were burglarized.

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MIAMI

Tim Tyler, Miami Theatre; Walter Klements, Mayfair; Dave Bradford, Rosetta; Herb Rubenstein, Parkway; Margaret Hamm, Grand, and Paul Baron, North Andrews Drive-In, were winners in the Wometco Managers Contests and each received cash prize of $200. . . . Mitchel Wolfson has a luncheon date with the President at the White House on June 29. He is co-owner of the Wometco chain. . . . Phil Matthews and associates took over full ownership of the Lauderdale Drive-In at Fort Lauderdale. . . . George Baldwin is new mgr. of the Boulevard Drive-In at W. Palm Beach. . . . Carib and Miami theatres sold out two days before the fight.

Mr. & Mrs. Harry Brower, for many years with Storey Theatres in Atlanta, now with the Claughton chain in managerial berths. . . . Mrs. Edward Claughton chosen Lady of the Poinciana Court for her cutural efforts in the community. . . . The wishing well that exploited "Three Coins In a Fountain" in Wometco theatres paid off with $537.04 for the Variety Children's Hospital. . . . Some managerial changes include David Kaye at the Olympia as asst; Al Panitz upped from asst. to mgr. of the Coral; Tom Braun from the Dade to the Florida as asst. mgr.; David Payne at the Paramount as asst.; Dewey Fuguay of the Coral now mgr. of the Lake at Lake Worth.

MILWAUKEE

Ben Marcus, Ed Johnson, Hugo Vogel, Oliver Trampe and Harold Pearson have been heading meetings to plan Variety's July theatre collection drive for the Heart Clinic. A trailer featuring the Milwaukee Braves Ball Club will be shown at that time. . . . The FCC granted Milwaukee Area Telecasting Corp. the second very high frequency TV station here. L. F. Gran, pres. of Gran Ents. and formerly with Standard Theatres, is chairman of the board, and L. F. Thurwachter, who formerly had theatres in Waukesha, is exec. v.p. . . . Badger Theatre, Oconto, is now operating with CinemaScope and stereophonic sound.

At recent meeting of Better Films Council, Mayor Frank Zeidler stated that each community had certain and different standards and must pass on a picture without causing conflict with the industry. Outgoing pres., Mrs. Charles Berenger presented honorary memberships to Al Meskis, Warner Theatre; Mr. Spheeris, Towne; Estelle Steinbach, Fox-Downer; Harold Fitzgerald, Fox-Wisconsin; Jack Lorents, 20th-Fox, and Louis Orlove, M-G-M. . . . Activities of National Film Service and Milwaukee Film Center were taken over by Bill Anderson, relieving Oliver Trampe of some of his many duties. . . . Neighborhood theatres and especially drive-ins seem to be doing better business now than the downtown houses here. . . . Ralph V. Zimmerman, mgr. of amusement advertising for the Milwaukee Sentinel and well known to the theatre trade, passed away.

FILMS TELEVISED JUNE 12 to JUNE 25

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Affair of Cappy Ricks	Walter Brennan	Rep. 5-29-37
The Ageless	Onslow Stevens	
The Beloved Vagabond	Maurice Chevalier	Col. 2-9-37
Black Hills	Eddie Dean	Eagle Lion 1-27-48
The Bold Caballero	Heather Angel	Rep. 12-3-36
Navajo	Indian Company	Lippert 2-12-52
Nurse In Grey	Alastair Sims	
Pistol Packin Mama	Ruth Terry	Rep. 12-14-43
Strange Experiment	Alastair Sims	
Taming of Dorothy	Robert Beatty	Eagle Lion 11-21-50
Trocadero	Johnny Downs	Rep. 4-24-44

MINNEAPOLIS

The first two complete outdoor CinemaScope installations in this area were made in the Minot Outdoor Theatre at Minot, N.D. and the 7-Hi Drive-In, which also boasts a 100-foot screen tower. . . . Genevieve Donavan, cashier at Columbia, completed her 25th year with the company. . . . Joe Carrier is opening a new ozoner at Hallock, Minn. . . . Frank & Woempner are going ahead with construction of their outdoor stand at Willmar, Minn., D. A. Olson is also building a drive-in which is expected to open in July. . . . Darlene Peterson, booking Steno at Paramount, was married to Louis Nelson on June 26.

Bill Danelz installed a wide screen in his Border at Elmore, Minn. . . . G. B. Robbins of Pola-Lite Corp. was in calling on Jack Bradley, local franchise holder, and supervising installation of 3-D equipment in the Vogue at Standstone, Minn. . . . Stephen Klem is the new asst. at the RKO Pan, Mpls. . . . Ed Linder is the new mgr. of the loop Gopher. He formerly managed the Ontario, Washington, D.C. . . . Kelly Eviden, mgr. of Independent Poster Exchange, became a grandfather recently.

Cy Baer, Paramount VistaVision technician, was in from Hollywood making a survey of first-run theatres. He also explained the new process at the local Paramount sales meeting. . . . Lutherans already have recovered the $500,000 they spent in producing "Martin Luther," according to report at the annual conference of the Lutheran Free Church at Thief River Falls, Minn. . . . Kenny Brandhagen opened a new drive-in at Cavalier, N. D. . . . CinemaScope and stereophonic sound have been installed in the Pic at Bagley, Minn., the Owen at Owen, Wis., and the Lesdan at Fosston, Minn.



Seen in the lobby of the Leicester Square Theatre in London at the gala European premiere of Republic's "Johnny Guitar" are (l to r): Mrs. Reginald Armour; Reginald Armour, executive v.p. of Republic Pictures in Great Britain and Europe; Herbert Wilcox; Errol Flynn and Anna Neagle. The Trucolor production is slated to play the Odeon Circuit early in July.

NEW HAVEN

Opening of the $150,000 Meriden Drive-In has been postponed from July to Aug. 1 by partners Nick Kounaris and Paul Tolis. Screen will measure over 100 feet and car capacity is being increased from 815 to 900. . . .R. K. Lewis, stage mgr. at Loew's Poli Palace, Hartford, and business agent of Local 84, is recuperating from surgery. . . . Ted Harris, partner in the independent State, Hartford, closed for the summer, is driving to Miami with his family. . . . Atty. Steven E. Perakos, P-T-A corporation counsel, has been appointed prosecutor for the New Britain Police Court. . . . Henry T. North, 67, projectionist at the Allyn Theatre, Hartford, passed away.

Retired State Police Capt. Ross V. Urquhart, who served as theatre inspector, opened an investigation service called the Conn. Research Bureau, at Manchester. . . . M&D interests installed CinemaScope equipment at the Middlesex and Palace theatres, Middletown. . . . Service staffers at the Pike Drive-In, Newington, are now sporting all-blue uniforms.

NEW ORLEANS

M. Campbell, owner of the Lex Theatre, Elberta, Ala., opened the Roberts Theatre, Roberts, La. . . . Princess Theatre at Tullos, La. was reopened by owner E. J. Baker, who also operates the Fox at Pollock, La. . . . Recent permanent closings include the Joy, Jackson, Miss.; Harlem, Tallulah, La., and the Boulevard, Jeanerette, La. . . . The Marion at Marion, La. was reopened by John Doles. . . . The Star at Bay St. Louis, Miss. changed ownership to J. J. Scafida and is one of the Broggi affiliates. . . . RKO Orpheum opens in mid-June with a six-week run of "Caine Mutiny." . . . An armed bandit fled with $33 from the till of the Ace Theatre in N. O.

The WOMPI chapter of N. O. is considering a 1955 all-expense "Tour of Europe" for club members and industry personnel, with rate of $599 per person to include transportation and visits to London, Paris, Switzerland and Rome. Alice Garcia, treas., will handle reservations. . . . A. L. Royal announced that Panorama Pictures Corp. of Meridian, Miss., set a distribution deal with United Artists for its first picture, "Jesse James' Women," filmed at Silver Creek, Miss. Jimmie Hammons of McComb, who

NEW ORLEANS (cont'd.)

has one of the leading roles in the film, is being interviewed by various film companies and promotion of a fan club by his friends is under way.

NEW YORK

An anti-trust suit, seeking treble damages of $324,000 was filed by New Dyckman Theatre Co., operators of the Dyckman Theatre, against RKO, Warners, 20th-Fox, Universal and RKO, charging that the Dyckman Theatre was unable to secure first neighborhood runs. . . . A long term lease between Loew's and the Elsemere Theatrical Corp., headed by I. Rosenberg, for the 1600 seat Elsemere Theatre in the Bronx, was consummated by Berk and Krumgold, realtors. . . . George Roth, who resigned as gen. sales mgr. of Fine Arts Films, opened his own office at 1564 B'way, where, as Atlantic Pictures Corp., he will engage in distribution of foreign and domestic films.

Theatre closings hastened by imposition of the "Wagner" 5 percent tax on admissions were the Mayfair, Flushing; Cameo, Astoria; Corona, Corona, and Carlton, Jamaica. . . . The 28-acre, 2000-car Westbury Drive-In, Westbury, L.I., which boasts the largest screen in the world—125x56—was opened by Saul Lerner on June 23 with a benefit performance of "River of No Return." Lerner also operates the Hempstead, Commack and Massapequa drive-ins on Long Island.

PHILADELPHIA

Columbia, Loew's, Paramount, UA, 20th-Fox, Warner, RKO and Universal have instituted separate actions in U.S. District Court here against Edward I., Sidney A. and Ida Kapner, and Howard B. Solomon, trading as the Park Theatre, for alleged underreporting on grosses from Jan. 1, 1948 to the present. . . . Bob Friedman, formerly Universal booker here, goes to Albany as salesman. . . . Rose Nordone replaces Helen Hudak as booker's secretary at Universal. Mrs. Hudak resigned to await birth of a baby. . . George Evans was elected a delegate to the IATSE international convention in Cincinnati.

Andalusia Drive-In, opened recently by Laska and the Kauffman brothers, is located on Route 13 in Bucks County and is the first ozoner in the area to exhibit CinemaScope pictures. Earl M. Sweigert's Theatre Service Co. is doing the booking and buying. . . . Max Miller, UA publicist, announced the birth of his son, Michael Edward, as a 'World Premiere, complete with all directional sound and 3-D, Diapers . . . Dimples . . . Darling." . . . David Supowitz, theatre architect who designed the new Towne Theatre in Levittown, must have gazed in a crystal ball when he drew up the plans and wrote an imaginary attraction on the marquee: "Marilyn Monroe, CinemaScope, Technicolor, Stereophonic." Opening film was Marilyn Monroe in "River of No Return." Mrs. Mary E. Hawkins is mgr. of the Towne.

Richard S. Hanlyn was appointed to succeed the late Wm. LaPortes as mgr. of S-W's Boyd Theatre in Chester. . . . Sidney Samuelson's Allied M.P.T. Service is now servicing Carl F. Hermann's Towne in Littlestown, Pa., James A. Carey's York in York, and Robert E. Homer's State in Greencastle. . . . Nelson Wax announced that Boxoffice Pictures is going out of the distribution business. He has taken a managerial post with an insurance company. . . . Superior Theatre Equip. Co. is now distributing Lorraine carbons in this territory.

The Victoria in Tamaqua is now open only part time. The Majestic there has shuttered. . . . Joseph Forte, mgr. of S-W's Waverly, was proud to announce that his son, Anthony Lincoln, graduated from Jefferson Medical College. His son, Joe, Jr., is also a doctor. . . . The Rome Theatre in Pittston shuttered. . . . Joseph J. Kelly, mgr. of the Broad, who was with A. M. Ellis Theas. for over 15 years, died. . . . Federal Court injunction against seven majors and two circuits to seek termination of an alleged system of runs and clearances is asked in a suit filed by Melvin Fox, representing Levittown Theatre Co., operating the new Towne Theatre in that city. Fox claims that defendants favor Philadelphia and Trenton houses over his Towne and would like earlier availabilities also. Defendants are Warners, RKO Radio, Paramount, Columbia, Universal, Loew's, United Artists, Stanley Warner and RKO Theatres.



Claire Trevor and Robert Fellows attend a luncheon in Los Angeles at which the Books and Authors Symposium presented a scroll to Wayne-Fellows and Warner Bros. for their fidelity in translating to the screen Ernest K. Gann's novel, "The High and The Mighty," in CinemaScope.



Starlet Mary Ellen Kay, on personal appearance visit to Richmond, Va. in behalf of the United Artists release, "The Long Wait," is welcomed to Virginia by H. V. Schenck, president of the State Chamber of Commerce (right), and George Peters, mgr. of Loew's Theatre.

PITTSBURGH

Tom McCleaster has been named 20th-Fox sales mgr. in this division, which includes Pitts., Wash., Balt. and Phila., to replace Glenn Norris, who was transferred to the promoted from mgr. of the Rowland in Wilkinsburg to the Latonia in Oil City, and Regis McCall, Charlie Eagle's asst. at the Stanley, gets the Rowland post. Dewey Moore moves from the Hollywood Theatre to the Stanley as Eagle's aide, and Ed Dowling, just out of the service, goes to the Hollywood. . . . Fathers of S-W publicists Henry Burger and Phil Katz are both hospitalized. . . . The Stanley, Harris, and Penn theatres were completely sold out for the Marciano-Charles scrap. . . . Moe Silvers took a jaunt to Lake Placid, N. Y. to attend the annual board meeting of the Will Rogers Memorial Hospital at Saranac.

Orlando (Slam) Boyle of the 20th-Fox exchange and Ted Tolley of M-G-M will represent Film Row locals at the IATSE convention in Cincinnati in Aug. . . . Film Row saddened by the sudden death of Leo D. Wayne, Paramount exchange booker.

PORTLAND-SEATTLE

Hamrick made a big-screen TV installation in the Roxy, Portland, for occasional closed-circuit sales conference telecasts. According to city mgr. Marvin Fox, lack of adequate cable facilities made it impossible for either the Roxy or circuit theatres in Seattle and Tacoma to pick up the Marciano-Charles bout. . . . J. J. Parker's United Artists has the motion picture rights for the fight pictures. . . . A measure was adpoted by the Seattle Board of Theatre Supervisors broadening its powers over motion picture showings and making it illegal for theatre operators to show films which have not been seen by the board.

Drive-Ins in the rural areas which have become populated with TV sets report a decided falling off in business. In the Spokane area, TV set sales have dropped some 50 percent compared with the first four months of 1953. . . . Chuck Charles became a member of the executive staff of Jones Theas., Portland, and will buy and book for the chain. . . . Mr. and Mrs. James Mackenzie acquired the Plaza Theatre, Portland, formerly owned by the late James McNeil. . . . Double bills will replace the single feature policy at the Century Theatre, Portland, according to James Breall. . . . Walter Tebbetts installed CinemaScope and stereophonie sound at his Laurelhurst Theatre in Portland.

The Blue Mouse, Portland, managed by Paul Forsythe, received a complete modernization job, including equipment for wide screen projection. . . . Ministerial Assn. of Albany, Ore. has taken drastic steps to prevent showing of "French Line" and other assertedly objectional films by instructing its social action committee to exert every effort to bar lewd and indecent pictures from theatres in that area. . . . Mgr. Wm. M. Duggan of the Auditorium, Portland, announced that Jack Benny, heading a variety revue, would play Portland July 1-4. . . . Don Wernli, mgr. of the Motor Vu Drive-In near Dallas, Ore., reports the addition of playground equipment which will appeal to both old and young and that hours will be from noon to 12 p.m. for the whole family. . . . Made permanent this week were the set of positions temporarily accorded officers and board members of the recently reactivated Theatre Owners of America unit of Oregon. Chairman is Al Forman with James Clark as seeretary-treasurer. Board members include Ray Grombacher, M. M. Mesher, Marvin Fox, Jesse E.

PORTLAND-SEATTLE (cont'd.)

Jones, Les Corbin, Bill Graeper, Jr., Thomas Moyer, John Matlock, Walter Tebbetts, Roy Brown, Russ Brown, James Clark, Jack Lovett, Art Adamson and Leo Pallay.

PROVIDENCE

Recent lifting of the ban against mass picketing brought complete stoppage of all work at the ozoner in No. Kingstown. Joseph Stanzler, pres. of the theatre corporation, remains steadfast in his plan to employ a single operator at $65 per week while the union demands that he employ two. According to Stanzler, $100,000 has been spent on construction thus far. . . . R. Willard Matthews, mgr. of the Majestic Theatre, inserted a 14-inch display ad in the local press urging all movie goers to see "Demetrius"—at the RKO Albee.

An unscheduled performance by rowdies in the balcony startled patrons recently in the Leroy Theatre, Pawtucket. Upon complaint of mgr. John Gill, several youths were rounded up but failure to prove they were responsible forced police to let them go. . . . The sensational playing of the Loew's Drive-In theatre team in the fast Providence Amateur League is creating favorable comment not only for the team but for the sponsor, E. M. Loew.

ST. LOUIS

Hal Makelim and Sam Matherson will discuss the Allied-Makelim plan at a meeting in the Fox Screening Room on June 28, arranged by A. B. "Jeff" Jefferis, pres. of Mid-Central Allied and v.p. of AITO of Iowa-Nebracka. Meeting will be open to all exhibitors. . . . The National Allied Drive-In convention is to be held at the Hotel Chase, Feb. 7-10. . . . 61 Drive-In at Pevely, Mo. was struck by a tornado which caused damage upwards of $20,000. Owner H. R. Wendt reports that loss was covered by insurance. Ozoner is to be completely modernized in reconstruction and will include an 86′ curved screen, streamlined marquee, new type of seamless Walker High Intensity screen. Similar screens will be installed by National Theatre Supply in 17 of St. L. Amuse. Co.'s neighborhood and suburban theatres. . . . Simplex X-L mechanisms have been purchased by R. E. Renfrow and H. Gilliam for their Bel Air Drive-In near Barkley Field, Paducah, Ky. The 500-car ozoner had its official opening June 16. . . . Simplex X-L sound go into the Varsity and Ritz, operated by Ansell, and Norside and Esquire, owned by Schuchart - Levin - Zulauf. . . . Grover Brinkman installed a CinemaScope screen in the Main Theatre, Okawville, Ill.

Watch These Dates!

June 27-29: Edgewater Park, Miss. — Mississippi Theatre Owners Assn. convention—Edgewater Gulf Hotel.

Jnue 28: Albany—Variety Club 12th annual golf tournament and dinner — Shaker Ridge Country Club.

Aug. 9-14: Cincinnati — I.A.T.S.E. 42nd Convention—Music Hall.

Oct. 10-11: Milwaukee—Allied States Assn. fall board meeting—Schroeder Hotel.

Oct. 12-14: Milwaukee—Allied States Assn. annual convention — Municipal Auditorium.

Oct. 31-Nov. 4: Chicago — TESMA Trade Show—Conrad Hilton Hotel.

Nov. 14-16: Charlotte—Theatre Owners of N. and S. Carolina—Hotel Charlotte.

Nov. 16-17: Indianapolis — Allied Theatre Owners of Indiana fall convention—Marott Hotel.

Dec. 5-7: Oklahoma City—Theatre Owners of Oklahoma convention.



Planning local campaigns for King Bros. "Carnival Story," which RKO is releasing, are (l to r): Ed Greenberg of Foote, Cone & Belding Advertising Agency; Maurice King (standing); Perry Lieber, ad-pub director for RKO Radio Pictures, and Frank King.

fence, and is expected to open July 20.

W. H. Hoffman's 265-seat Lamar Theatre at Arthur, Ill. was closed for the summer. . . . Norvin Garner sold his interest in the 350-car Midway Drive-In to his cousin, Winfred Garner, who was managing the project. . . . Ownership and management of the 300-seat Carol Theatre at Kevil, Ky. was recently assumed by James E. Davis. . . . The 425-seat Roxy at Galatia, Ill. closed for the summer by Turner-Farrar. . . . At Advance, Mo., the 312-seat Missouri Theatre was sold by Mrs. John H. Edmundson to Harold G. Grant, who changed name of the house to Grant Theatre. House has been operated by Hary McDowell and J. C. Crites for the past few months.

Ray Bell reopened the 300-seat Roxy at Stonington, Ill., formerly owned and operated by Miss Lyle Epling. . . . SuperScope lenses were installed in Herman Tanner's Roseland, Pana, Ill.; F&M's Maplewood and Victory, St. L., and orders have been placed for the Airway and Manchester drive-ins, controlled by Phil Smith of Boston; Ronnie's and North drive-ins, St. L. County, and the Ozark Theatre in Webster Groves, Mo. . . . The R Theatre at Ava, Ill., unveiled its CinemaScope installation recently with showing of "The Robe." . . . In connection with its road expansion and improvement program, the Ill. Hyway Dept. will take over large parts of the land around the Uptown Theatre at Cairo, owned and operated by D. B. Stout and his father, Earl Stout.

A wide screen was installed in the Capitol, McLeansboro, Ill., managed by Lucille McDonald. . . . "Miss Kirkwood," filly owned by Jack Martin, local Paramount salesman, won the fifth race at Fairmont Race Track recently. . . . Tommy James, Tom Bloomer and Bill Williams will be MITO delegates to the TOA gathering on the West Coast, July 17-19. . . . Bernie Palmer of Columbia Amuse. Co., Paducah, Ky., is back on the job after checkup in a Chicago hospital. . . . Prairie Theatre at Prairie du Rocher, Ill. resumed operations under management of H. McDonald. It was formerly operated by Russell Moore. . . . Nick Karakas, owner-mgr. of the Roxy, staged a "Vacation Safety Forum" with the head of Public Safety as principal speaker. Program also included a feature and selected shorts.

Mr. and Mrs. Dave Forbes started construction of a small ozoner about a mile from the city limits of Crocker, Mo. on the road to Iberia, which they plan to open in early July. . . . The Salem, Ill. theatre owned by Loren Cluster, has a new wide,

Foreignotes

Germany

A total of 460 feature films were registered as first releases in West Germany during 1953 in comparison with 450 in 1952. Of the 1953 releases, 96 were German productions (including 8 German-Austrian co-productions), and approximately 230 were United States films according to a U. S. Department of Commerce report. German films occupied about 36 percent of total screen time, while U. S. films fell to approximately 37 percent.

Japan

The Ministry of Foreign Affairs in Japan has announced the plan for a reduction in the import of foreign films in the 1954 fiscal year. The basic quota is fixed at 160 feature films to be allocated according to the following foreign currency areas: 121 to the dollar area, 15 to the sterling area, and 24 to the open account area. Persons entitled to allocations of the basic quota shall be traders who have records of allocations in 1953.

France

Major change in the newly signed two-year film pact between the U. S. and France, which is retroactive to July 1, 1953, is that the French will consider allowing up to 20 additional permits over the 109 already given U. S. film companies. Pact was signed after extended negotiations, led by Eric Johnston, head of the MPAA.

The French government has approved six of eight permits that were considered during the 1952-53 negotiations, according to the MPAA office. U. S. film companies will be allowed to remit $200,000 per month, an $80,000 increase over previous terms. Remittances are also retroactive to last July 1.

India

An explanation for the banning by the government of India of 34 Hollywood pictures from June, 1953 to April, 1954, is explained in an article by film reporter Ram Bagai in the Indian magazine, "Filmindia." Bagai claims that the Indian government will continue to ban films which "glorify sex and crime." The article discloses that "Hollywood controls 20 percent of India's motion picture playing time."

The Government of India has announced plans to create a National Film Board, which will assume the functions of the existing Central Board of Film Censors, as well as supervising a newly constituted Film Production Bureau and a Film Institute. The Film Production Bureau is to give advice on scripts, provide guidance to producers and maintain a library and research service.

Locations Utilized Here, Overseas For Many Films

Hollywood is still going to the mountain, instead of the mountain going to Hollywood. Warner Bros.' "Land of the Pharaohs," which is shooting in WarnerColor and CinemaScope, is locationing in Egypt, the actual site of the story. Treasure Island Productions is shooting "Long John Silver," starring Robert Newton, in Australia, in Technicolor and in CinemaScope. "Adventure in Rio," which is a Corona Films Production for Lippert release, is shooting in Munich, with Scott Brady and Raymond Burr starring.

"The Black Pirates," starring Anthony Dexter, Lon Chaney and Robert Clarke, is being shot in AnscoColor by Salvador Films in El Salvador for Lippert release. Paramount is shooting its Cary Grant, Grace Kelly starrer, "To Catch A Thief," in France. This about covers shooting abroad.

Domestic Shooting

In the U.S., movie companies are shooting their stories on actual locale, too. Allied Artists' "The Bob Mathias Story" is shooting in Tulare, Calif. Pine and Thomas' "Run For Cover" is shooting in Colorado. RKO's "The Conqueror" is lensing in Utah, due to the fact that the terrain fits the story so well.

U-I's "Smoke Signal," which stars Dana Andrews and Piper Laurie, is shooting in Technicolor, in Utah. Alan Ladd's starrer for Jaguar-Warner Bros. production is shooting at Sedona, Ariz.

Hollywood has learned that John Q. Public and his family have become very eagle-eyed and a tree has to be a tree, not a backdrop; hills have to be hills. If they are supposed to be green hills, green hills they should be. This has paid off for the film industry in that it adds realism to its films.

Schwartz Preps Filming

HOLLYWOOD.—Fred J. Schwartz, Century Circuit head, has prepared plans for the establishment of a production-distribution company, it was revealed here. First picture of the new company will be "Long John Silver." Picture is currently being shot in Anstralia. Schwartz has reportedly been negotiating for release rights to domestic product.



Benny Goodman, "king of swing," confers with producer Aaron Rosenberg regarding plans for the filming by Universal-International of "The Benny Goodman Story." Goodman will do all the recordings and also will appear briefly.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

David O. Selznick re-enters American production with plans for the filmization of the epic "War and Peace" by Leo Tolstoy. . . . Stanley Kramer will debut as a director on "Not As A Stranger," adaptation of the current best-seller which he also is producing for United Artists release. . . . U-I will begin shooting on "Chief Crazy Horse" and "Captain Lightfoot" late this month with CinemaScope and Technicolor set for each. . . . Stanley Meyer and Jack Webb terminate their association upon completion of "Dragnet" for Warner Bros.

* * *

Jane Wyman, who recently starred in U-I's "Magnificent Obsession," has been signed by that company to a multiple picture contract calling for a minimum of three pictures. First assignment will be "All That Heaven Allows," to be produced by Ross Hunter. Peggy Fenwick has been signed to write the screen play from a novel by Edna and Harry Lee. The story deals with a wealthy widow whose grown children become perturbed when she begins a romance with a younger man.

* * *

Director Anthony Mann reported to William Goetz Productions at Columbia Studios and will start work immediately with screen writer Frank Burt on plotting the forthcoming James Stewart starrer, "The Man From Laramie," which will be placed before the Technicolor cameras in September. . . . John Agar and Lori Nelson were set to co-star in U-I's forthcoming 3-D production, "Return of the Creature From The Black Lagoon," sciene-fiction sequel to the studio's "Creature From The Black Lagoon."

* * *

Producer Frank King announced that his company's "Syndicate" will begin shooting in July on location in Detroit. "Syndicate" will be distributed by RKO Radio. . . . Rudy Mate was set to direct Pine and Thomas' "Blue Horizons," action drama of the Lewis and Clark expedition for Paramount. . . . Producer Robert Bassler signed David Raskin to compose and conduct an original musical score for "Suddenly," United Artists release starring Frank Sinatra.

* * *

Curtis Bernhardt has been set to direct "Interrupted Melody," the film biography of Marjorie Lawrence, the singer. It will be produced by Jack Cummings at M-G-M with Eleanor Parker playing the title role. Film will roll in August. . . . Latest addition to Cecil B. DeMille's cast in his production of "The Ten Commandments" is Anne Baxter, who will play Queen Nefretiri, the woman who would sacrifice her nation for the man she loves.

* * *

Jack Lemmon has been signed for the part of the ensign in the forthcoming CinemaScope and WarnerColor production, "Mister Roberts." He joins Henry Fonda, who will play the title role and James Cagney, who will play the Captain, in the film which will be produced by Leland Hayward. John Ford will direct. . . . Joseph I. Kane will roll his next production, "Timberjack," this summer. The film, on which Kane will serve as associate producer-director, will be lensed in Trucolor at Republic.

* * *

Columbia Pictures announced the completion of a deal with Mike Frankovich to release the producer's next film, tentatively titled "The Interruption." The Technicolor film will star Maureen O'Hara and George Sanders under the direction of Arthur Lubin. It will go before the cameras in London, Sept. 1. The Film Locations, Ltd., production, a mystery melodrama, is based on a story by the noted English author, W. W. Jacobs. This will be the second Frankovich production released through Columbia. The first, "Fire Over Africa," a Technicolor Maureen O'Hara-MacDonald Carey starrer, is scheduled for October release.

* * *

Producer Paul Gregory and Charles Laughton announced that they have closed a deal with director-writer Felix Feist wherein Paul Gregory Productions has slated as its second production for 1954, "My Beloved," an original screen play by Feist. The love story based upon actual happenings factually reported and documented recently in "Time" magazine will be directed by Feist. Charles Laughton will function as supervisor of production with Gregory serving as producer. Negotiations are already underway for two top-ranking stars for the leading roles. Gregory stated "My Beloved" will be slated for filming this fall.

* * *

Randolph Scott will have two leading ladies in "Tall Man Riding" at Warner Bros. They are Dorothy Malone and Peggy Castle. Lesley Selander will direct the film with David Weisbart producing for the studio. . . . M-G-M will produce "Sacred and Profane" in Paris with Henry Berman producing. It will star Anne Baxter and Steve Forrest. Same studio announced that Sam Zimbalist has assumed production reins on "Jeremy Rodock," which will star Spencer Tracy and "Ben Hur," planned as one of the studio's biggest films. . . . Lindsley Parsons' "Ketchikan" will roll in midsummer at Ketchikan, Alaska, with Mark



Actress Glenda Farrell and Producer Harriet Parsons sit on the sidelines watching Dick Powell, Debbie Reynolds and Anne Francis play a scene for RKO's romantic comedy, "Susan Slept Here."

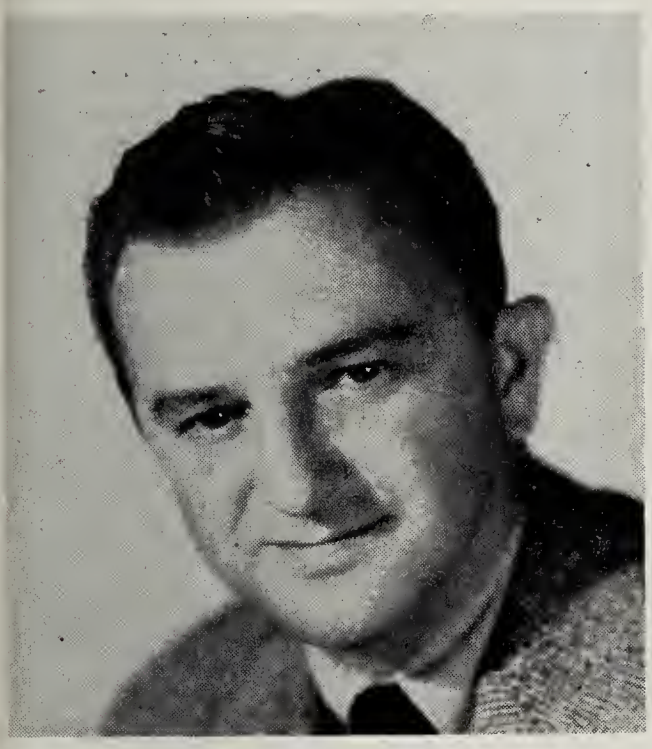
George Sherman Desires

Basic Training For Actors, Greater Credit Due Directors

By Richard Bernstein

"Locations are a problem," explained Director George Sherman at a luncheon interview. "You find the location to fit the script, not change the script to fit the location."

A specialist at location shooting, Sherman can look back to an impressive film career. He has more than 100 feature pictures to



GEORGE SHERMAN

his credit and each one a money-maker. He has never turned out a picture which lost money.

Sherman has just finished "Dawn at Socorro," for Universal-International, which stars Rory Calhoun and Piper Laurie. "It's a western with an unusual aspect," Sherman explained. "There are no horses in the picture. And the whole story takes place in one day."

Calhoun has a two-picture contract with U-I per year and "Dawn at Socorro" is his first under the pact. "The part was tailored for him," Director Sherman stated, "and I predict a bright future for him."

Previous to this, Sherman directed, also for U-I, "Johnny Dark," which starred Tony Curtis, Piper Laurie, Sidney Blackmer and had Paul Kelly and Ilka Chase in the cast. It deals with sports car racing.

Director Likes Activity

Sherman pointed out that a director likes activity. A busy director is a happy one. He has directed 30 pictures in 7 years. He is planning as his next vehicle, "The Lost Command," based on his own idea.

In regard to many-faceted talents, Sherman explained that to him directing is enough. He feels that the director deserves more credit than he has been accorded.

"A director's knowledge, honesty and integrity bring the picture in on schedule," the director explained. "The success of the picture is due to his judgment. The director is the driver of the train from start of shooting to the finish."

He believes that a director must help build stars. The public, he stressed, discovers them. You have a story and a person is dropped into the right spot. He catches the public eye and they ask for more of him. That starts the climb to stardom.

Sherman's set procedure is unlike that of most directors in that he never rehearses his players beforehand, contending that this serves only to set the players in their speeches and pieces of business when, by putting the actors on their own, he is able to avoid a static performance.

He genuinely likes actors. He has a great respect for their artistry. He believes, also, that there should be a basic training ground for actors and actresses.

Sherman learned the fundamentals of his craft, he reports, in four years spent with Mack Sennett. Later he went to Republic where, among other assignments, he turned out "The Three Musketeer" series, the first of which starred a couple of young hopefuls known as John Wayne and Jennifer Jones.

He also made Gene Autry's initial picture, and was in charge of the original test conducted for Roy Rogers, discovered by Sol Siegel. Sherman's more than 70 credits at Republic include Autry's most successful vehicle, "South of the Border."

New Faces Needed

"The industry is crying for new faces," said Sherman, who also found Jeff Chandler and gave him the memorable role that made him the talk of the motion picture world in "Sword in the Desert." He made Shelley Winters' first picture.

George Sherman was under contract to Columbia after he left Republic. Here he co-directed, with Henry Levin, "The Bandit of Sherwood Forest." He also megged "Renegades" and "Relentless." In 1947, he moved to U-I, where he has been ever since. His credits there include "Larceny," which launched Shelley Winters, "Black Bart," "The Sleeping City," "The Battle at Apache Pass," "Steel Town" and "Willie and Joe Back At The Front."

He is credited as being the director who solved the proper way to shoot in color. He shot in color in half of the time it took other directors and his technique is the one followed today. Of late, 28 out of Sherman's last 30 pictures have been in color.

Sherman has come a long way from his first full director assignment in megging George O'Brien in "Hollywood Cowboy," and it is refreshing to see his enthusiasm to find both new talent and new stories for motion pictures.

Picture About A Theatre

HOLLYWOOD.—London's famous Palladium Theatre will be the subject of a film to be produced independently by Henry Ginsberg, theatre's manager, in association with Val Parnell and Moss Theatre Enterprises, according to an announcement. Ginsberg revealed that the picture will include many famous stars who have played at the theatre and will be shot in London, Hollywood and New York.

HOLLYWOOD

Stevens starring and also serving as co-director.

* * *

"The Trouble With Harry," a novel by J. Trevor Story, has been set by Paramount for Alfred Hitchcock to produce and direct. Hitchcock will start the production this fall. John Michael Hayes will do the screen play. It concerns a little boy who finds a dead body and thus causes chaos in a small New England town. Hitchcock is currently producing "To Catch A Thief" for Paramount, which is being filmed in VistaVision and Technicolor.

* * *

Gregory Peck, just back in the U.S. upon completion of UA's "The Purple Plain," which he lensed in Ceylon, revealed that he is planning a quick location scouting junket to Texas this week for his forthcoming independent production, "The Wonderful Country." Filmization of the Tom Lea novel is slated for early next year with Robert Parrish directing and Peck producing and starring. The pair were associated on the production of the film, "The Purple Plain." Peck flies to report to John Huston in London next week for his starring role in "Moby Dick," which is scheduled to roll July 7 in Ireland. Before leaving for Europe, Peck will huddle with 20th Century-Fox execs. to discuss his next assignment under his non-exclusive one picture a year deal.

* * *

Yvonne De Carlo, now in Europe, heads for Munich for meetings with Producer Arthur Brauner to discuss her starring role in the Technicolor musical, "Star Over Rio," which she will make in Germany this fall. . . . Edward Muhl, U-I vice-president in charge of production, signed Arthur Lubin to a multiple-picture directorial contract. . . . M-G-M announced that George Sanders and Stewart Granger will co-star in "Moonfleet," based on a novel by J. Meade Falkner, which will be produced by John Houseman. Fritz Lang will direct. The same studio announced that they had purchased "Don't Go Near The Water" by Leonard Spigelgass as a starring vehicle for Esther Williams.

Title Changes

M-G-M: "**Kelvaney**" is the new title for "Rogue Cop." (Stars Robert Taylor and Janet Leigh; Roy Rowland directed).

R-K-O: "**Passion**" is the final title for "Where The Wind Dies." (Stars Yvonne De Carlo and Cornel Wilde; Benedict Bogeaus produced).

Dowling Pictures: "**Night Without End**" is the new title for "This Is My Love." (Stars Linda Darnell, Rick Jason, Dan Duryea and Faith Domergue; Stuart Heisler directed).

Allied Artists: "**Security Risk**" is the new title for "Wanted By The F.B.I." (Stars John Ireland, Dorothy Malone and Keith Larsen; William F. Broidy produced).

Hollywood Production

ALLIED ARTISTS

Shooting

THE BOB MATHIAS STORY
(Mathlon Prod. Inc.)

Cast: Bob Mathias, Ward Bond, Ann Doran, Melba Mathias, Diane Jergens, Paul Bryer, Howard Petrie, Eugene Mathias, James Mathias.
Producer .....William E. Selwyn
Director .....Francis D. Lyon

THE POLICE STORY

Cast: Gary Merrill, Jan Sterling, Paula Raymond, Emile Meyer, Regis Toomey, Claude Akins, Mike Mahoney, Leo T. Cleary, George Wallace, Pat Waltz, Rankin Manfield, Charles Cane.
Producer .....Hayes Goetz
Director .....Joe Newman

Cutting

SONS OF THE NAVY

Cast: Jan Sterling, Neville Brand, Robert Arthur, Alvy Moore, Paul Langton, John Doucette, Don Haggerty, Pamela Duncan, Lloyd Corrigan, Walter Reed, Ward Wood.
Producer .....Scott R. Dunlap
Director .....Lesley Selander

ADVENTURES OF HAJJI BABA
(Technicolor; CinemaScope, Shooting at Lone Pine)
(For 20th Century-Fox release)

Cast: Elaine Stewart, John Derek, Thomas Gomez. Amanda Blake Paul Picerni, Rosemarie Bowe, Melinda Markey, Laurette Luez, Peter Mamakos.
Producer .....Walter Wanger
Director .....Don Weis

SECURITY RISK

Cast: John Ireland, Dorothy Malone, Keith Larsen.
Producer .....William F. Broidy
Director .....Harold Shuster

STRANGER IN TOWN
(Technicolor)

Cast: Yvonne De Carlo, Barry Fitzgerald, David Niven.
Producer ..... Mario Zampi
Director ..... Mario Zampi

TWO GUNS AND A BADGE

Cast: Wayne Morris, Beverly Garland, Morris Ankrum.
Producer .....Vincent M. Fennelly
Director .....Lewis D. Collins

JUNGLE GENTS

Cast: Leo Gorcey, Huntz Hall, Laurette Luez, The Bowery Boys, Patrick O'Moore, Woody Strode, Rudolph Anders, Harry Cording, Joel Fluellen, Murray Alper, Emory Parnell, Roy Glenn, Jett Norman.
Producer .....Ben Schwalb
Director .....Edward Bernds

COLUMBIA

Shooting

WYOMING OUTLAWS
(Technicolor)

Cast: Phil Carey, Gene Evans, Kathleen Crowley, William Bishop.
Producer .....Wallace MacDonald
Director .....Fred Sears

Cutting

MASSACRE AT MOCCASIN PASS
(Technicolor)

Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

THEY RODE WEST
(Technicolor)

Cast: Robert Francis, Donna Reed, Phil Carey, May Wynn, Roy Roberts, Jack Kelly, Peggy Converse, Maurice Jara, Frank de Kova, Eugene Iglesias, Stuart Randall, George Keymas.
Producer .....Lewis J. Rachmil
Director .....Phil Karlson

WATERFRONT
(Horizon Production)

Cast: Marlon Brando, Eva Marie Saint.
Producer .....Sam Spiegel
Director .....Elia Kazan

THREE HOURS TO LIVE
(Technicolor)

Cast: Dana Andrews, Donna Reed, Dianne Foster.
Producer .....Harry Joe Brown
Director .....Al Werker

BAT MASTERMAN, BAD MAN
(Technicolor)

Cast: George Montgomery, Nancy Gates, James Griffith.
Producer .....Sam Katzman
Director .....William Castle

THREE FOR THE SHOW
(CinemaScope) (Technicolor)

Cast: Betty Grable, Marge and Gower Champion, Jack Lemmon, Myron McCormick.
Producer .....Jonie Taps
Director .....H. C. Potter

THE LONG GRAY LINE
(CinemaScope) (Technicolor)

Cast: Tyrone Power, Maureen O'Hara, Betsy Palmer, Robert Francis, Phil Carey, Bill Leslie, Donald Crisp, Sean McClory, Harry Carey, Jr., Robert Roark.
Producer .....Robert Arthur
Director .....John Ford

JOSEPH AND HIS BRETHEN
(CinemaScope) (Technicolor)

Cast: To be announced later.
Producer .....Jerry Wald
Director .....William Dieterle

PHFFFT

Cast: Judy Holliday, Jack Lemmon, Jack Carson, Luella Gear.
Producer .....Fred Kohlmar
Director .....Mark Robson

THE MOON MEN

Cast: Johnny Weissmuller, Jean Byron, Helene Stanton, Bill Henry, Myron Healey, Billy Curtis.
Producer .....Sam Katzman
Director .....Charles Gould

INDEPENDENT

Shooting

20,000 LEAGUES UNDER THE SEA
(CinemaScope) (Technicolor)
(Shooting in Nassau, Bahamas Islands)

Cast: Kirk Douglas, James Mason, Paul Lukas, Peter Lorre.
Producer .....Walt Disney
Director .....Richard Fleischer

LONG JOHN SILVER
(Technicolor) (Wide Screen)

Cast: Robert Newton, Connie Gilchrist, Lloyd Berrell, Grant Taylor, Kit Taylor.
Producer .....Joseph Kaufman
Director .....Byron Haskin

PRIVATE HELL 36
(Filmakers)

Cast: Ida Lupino, Steve Cochran, Howard Duff, Dean Jagger.
Producer .....Collier Young
Director .....Don Siegel

THE LITTLE RED MONKEY
Anglo-Guild-Tony Owen Production
(Shooting in London)

Cast: Richard Conte, Russell Napier, Rona Anderson, Sylva Langova.
Producer .....Alec Snowden
Director .....Ken Hughes

RETURN OF COLUMBUS
Paal-Real Film Productions
(Shooting in Germany)

Cast: Paola Loew, Eva Kerbler, Sydney Chaplin, Charles Chaplin, Jr., Ursula Herking.
Producer .....Alexander Paal
Director .....Alexander Paal

Cutting

DUEL IN THE JUNGLE
(Moulin Productions, Technicolor, Wide-Screen, Shooting in Johannesburg, So. Africa.)

Cast: Dana Andrews, Jeanne Crain, David Farrar.
Producers .....Marcel Hellman and Tony Owen
Director .....George Marshall

THE WHITE ORCHID
(Eastman Color) (Shooting in Mexico)

Cast: William Lundigan, Peggie Castle, Armando Silvestre.
Producer-Director ....Reginald LeBorg

THE BANDIT
(Shooting at KeyWest Studios)
(Eastman Color)

Cast: Arthur Kennedy, Betta St. John, Eugene Iglesias, Tony Martinez, Charlita.
Producer .....Joseph Shaftel
Director .....Edgar Ulmer

CRASHOUT
(Palo Alto Productions)

Cast: John Ireland, Dorothy Malone.
Producer .....Roger Corman
Directors .....Ed Sampson and John Ireland

EXHIBITOR PRODUCED PICTURES
Lippert PICTURES Inc
PRACTICAL PROFITABLE PROGRESSIVE

Shooting

THUNDER PASS
(William F. Broidy Corp.)
(Shooting at Apple Valley)

Cast: Dane Clark, Andy Devine, Dorothy Patrick, Nestor Paiva, Tommy Cook, Tom Hubbard, Elizabeth Harrower, Charles Fredericks, Paul McGuire, Rick Vallin, Gordon Wynn.
Producer .....Robert A. Nunes
Director .....Frank McDonald

ADVENTURE IN RIO
(For Lippert Release)

Cast: Scott Brady, Raymond Burr, Johanna Matz, Ingrid Stenn, Margot Hielscher.
Producer-Director .....Kurt Neumann

THE BLACK PIRATES
(Lippert Release)
(Shooting in El Salvador)

Cast: Anthony Dexter, Karen Wilde, Lon Chaney, Robert Clarke.
Producer .....Robert L. Lippert, Jr.
Director .....Allen Miner

Cutting

THE DEADLY GAME
(Shooting in England)

Cast: Lloyd Bridges.
Producer .....Robert Dunbar
Director .....Dan Birt

A RACE FOR LIFE
(Shooting in England)

Cast: Richard Conte, Mari Aldon, George Coulouris.
Producer .....Mickey Delamar
Director .....Terence Fisher

METRO-GOLDWYN-MAYER

Shooting

JUPITER'S DARLING
(Eastman color) (CinemaScope)

Cast: Esther Williams, Howard Keel, Marge and Gower Champion, George Sanders, James Whitmore, Richard Haydn.
Producer .....George Wells
Director .....George Sidney

DEEP IN MY HEART
(Technicolor) (Wide-Screen)

Cast: Jose Ferrer, Merle Oberon, Helen Traubel, Walter Pidgeon, Doe Avedon, Paul Stewart, Jim Backus, Douglas Fowley.
Producer .....Roger Edens
Director .....Stanley Donen

MANY RIVERS TO CROSS
(CinemaScope) (Eastman Color)

Cast: Robert, Taylor, Eleanor Parker, Victor McLaglen, Jeff Richards, James Arness.
Producer .....Jack Cummings
Director .....Roy Rowland

Cutting

ROGUE COP
(Wide Screen)

Cast: Robert Taylor, Janet Leigh, George Raft, Anne Francis, Steve Forrest, Robert Ellinstein, Olivia Carey, Alan Hale, Jr.
Producer .....Nicholas Nayfack
Director .....Roy Rowland

THE LAST TIME I SAW PARIS
(Technicolor) (Wide Screen)
(Shooting in Paris)

Cast: Elizabeth Taylor, Van Johnson, Donna Reed, Walter Pidgeon, Eva Gabor, Kurt Kaszner.
Producer .....Jack Cummings
Director .....Richard Brooks

ATHENA
(CinemaScope) (Technicolor)

Cast: Jane Powell, Debbie Reynolds, Vera Ellen, Louis Calhern, Vic Damone, Edmund Purdom.
Producer .....Joseph Pasternak
Director .....Richard Thorpe

GREEN FIRE
(CinemaScope) (Eastman Color)

Cast: Stewart Granger, Grace Kelly, Paul Douglas, John Ericson, Charlita, Mervyn Vye.
Producer .....Armand Deutsch
Director .....Andrew Marton

THE GLASS SLIPPER
(Eastman color; Wide Screen)

Cast: Leslie Caron, Michael Wilding, Roland Petit and the Ballets de Paris, Elsa Lanchester, Keenan Wynn, Estelle Winwood, Amanda Blake.
Producer .....Edwin H. Knopf
Director .....Charles Walters

Paramount Pictures

Shooting

RUN FOR COVER
(Technicolor) (VistaVision)
(Shooting in Colorado)

Cast: James Gagney, Viveca Lindfors, John Derek, Jean Hersholt, Grant Withers, Jack Lambert, Ernest Borgnine, Irving Bacon, Ray Teal, Trevor Bardette, Gus Schilling.
Producers .....William H. Pine and William C. Thomas
Director .....Nicholas Ray

TO CATCH A THIEF
(VistaVision) (Technicolor)
(Shooting in France)

Cast: Cary Grant, Grace Kelly, Jessie Royce Landis, John Williams, Charles Vanel, Brigitte Auber, Georgette Anys.
Producer-Director ....Alfred Hitchcock

LOVE IS A WEAPON
(VistaVision) (Technicolor)

Cast: John Payne, Mary Murphy, Francis L. Sullivan, Eduardo Noriega, Robert Cabal.
Producers .....William Pine and William Thomas
Director .....Phil Karlson

Hollywood Production

WE'RE NO ANGELS
(VistaVision) (Technicolor)

Cast: Humphrey Bogart, Peter Ustinov, Aldo Ray, Joan Bennett, Leo G. Carroll, Basil Rathbone, Gloria Talbott, John Baer.
Producer .....Pat Duggan
Director .....Michael Curtiz

Cutting

SABRINA
(Wide Screen)

Cast: Humphrey Bogart, Audrey Hepburn, William Holden, Walter Hampden, John Williams, Martha Hyer.
Producer-Director ..... Billy Wilder

MAMBO
(Shooting in Italy)

Cast: Silvana Mangano, Michael Rennie, Vittorio Gassman, Shelley Winters, Katherine Dunham.
Producers .....Ponti—De Laurentis
Director .....Robert Rossen

THE BIG TOP
(Technicolor) (VistaVision)

Cast: Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor, Wallace Ford, Nick Cravat, Gene Sheldon.
Producer .....Hal Wallis
Director .....Joseph Pevney

THE COUNTRY GIRL
(Wide Screen)

Cast: Bing Crosby, Grace Kelly, William Holden, Anthony Ross, Gene Reynolds, Jack W. Reynolds, Eddie Ryder.
Producer .....William Perlberg
Director .....George Seaton

STRATEGIC AIR COMMAND
(VistaVision) (Technicolor)
(Shooting in Florida)

Cast: James Stewart, June Allyson, Frank Lovejoy, Barry Sullivan, Alex Nicol, Bruce Bennett.
Producer .....Samuel J. Briskin
Director .....Anthony Mann

RKO RADIO PICTURES

Shooting

THE CONQUEROR
(Technicolor) (CinemaScope)

Cast: John Wayne, Susan Hayward, Pedro Armendariz, Agnes Moorhead, Thomas Gomez, John Hoyt, William Conrad, Jeanne Gerson, Leslie Bradley, Lee Van Cleef, Fred Graham, Pete Mamakos, Gregg Barton, Ken Terrill, Leo Gordon.
Producer-Director .....Dick Powell

THE AMERICANO
(Technicolor)
(Robert Stillman Productions)

Cast: Glenn Ford, Ursula Theiss, Frank Lovejoy, Cesar Romero, Abbe Lane.
Exec. Producer .....Sam Wiesenthal
Producer .....Robert Stillman
Director .....William Castle

Cutting

NIGHT WITHOUT END
(Allan Dowling Pictures)
(Eastman Color) (Wide Screen)

Cast: Linda Darnell, Rick Jason, Dan Duryea, Faith Domergue, Hal Baylor, Mary Young, Jerry Mathers, Susie Mathers.
Executive Producer....Allan Dowling
Producer .....Hugh Brooke
Director .....Stuart Heisler

PASSION
(Benedict Bogeaus Productions)

Cast: Cornel Wilde, Yvonne De Carlo, John Dierkes.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

THE BIG RAINBOW
(Technicolor)

Cast: Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith.
Producer .....Harry Tatelman
Director .....John Sturges

Republic

Shooting

THE ATOMIC KID

Cast: Mickey Rooney, Robert Strauss, Elaine Davis, Bill Goodwin, Whit Bissell, Fay Roope.
Assoc. Producer .....Maurice Duke
Director .....Leslie Martinson

Cutting

THE OUTCAST

Cast: John Derek.
Associate producer .....William J. O'Sullivan
Director .....William Witney

20th CENTURY FOX

Shooting

THERE'S NO BUSINESS LIKE SHOW BUSINESS
(Color) (CinemaScope)

Cast: Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnny Ray, Mitzi Gaynor.
Producer .....Sol C. Siegel
Director .....Walter Lang

WOMAN'S WORLD
(Color) (CinemaScope)

Cast: Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde, Elliott Reid.
Producer .....Charles Brackett
Director .....Jean Negulesco

BLACK WIDOW
(CinemaScope) (Color)

Cast: Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Reginald Gardener, Peggy Ann Garner, Otto Kruger, Virginia Leith, Skip Homeier.
Producer-Director ..Nunnally Johnson

DESIREE
(CinemaScope) (Color)

Cast: Marlon Brando, Jean Simmons, Merle Oberon, Cameron Mitchell, Michael Rennie.
Producer ..... Julian Blaustein
Director .....Henry Koster

Cutting

GARDEN OF EVIL
(CinemaScope)
(Shooting in Mexico City)

Cast: Gary Cooper, Susan Hayward, Richard Widmark, Cameron Mitchell, Hugh Marlowe.
Producer .....Charles Brackett
Director .....Henry Hathaway

THE GAMBLER FROM NATCHEZ
(Technicolor)
(Panoramic Production for 20th Century-Fox release)

Cast: Dale Robertson, Debra Paget, Kevin McCarthy, Thomas Gomez, Lisa Daniels, Douglas Dick, John Wengraf.
Producer .....Leonard Goldstein
Director .....Henry Levin

UNITED ARTISTS

Cutting

SITTING BULL
(Color) (CinemaScope)

Cast: Dale Robertson, J. Carrol Naish, Mary Murphy, John Litel, Bill Hopper, Bill Cannon, Tom Brown Henry, Joel Fluellen, Douglas Kennedy.
Producer .....W. R. Frank
Director .....Sidney Salkow

SUDDENLY
(Robert Bassler Productions)

Cast: Frank Sinatra, Sterling Hayden, Nancy Gates, James Gleason, Kim Charney, Paul Frees, Christopher Dark, Willis Bouchey, Charles Smith, James Lilburn.
Producer .....Robert Bassler
Director .....Lewis Allen

THREE DARK STREETS
(Shooting at Goldwyn Studios)

Cast: Broderick Crawford, Ruth Roman, Martha Hyer, Marissa Pavan, Casey Adams, Kenneth Tobey.
Producers .....Arthur Gardner and Jules Levey
Director .....Arnold Laven

VERA CRUZ
(Hecht-Lancaster Productions)
(Technocolor) (Shooting in Mexico)

Cast: Gary Cooper, Burt Lancaster, Denise Darcel, Cesar Romero, Sarita Montiel, George Macready, Morris Ankrum.
Producer .....James Hill
Director .....Robert Aldrich

SHIELD FOR MURDER
(Wide Screen)
(Schenck-Koch Productions)

Cast: Edmond O'Brien, Marla English, John Agar, Emile Meyer, Herbert Butterfield, Robert Bray, Claude Akins.
Producers .....Aubrey Schenck and Howard W. Koch
Directors .....Edmond O'Brien and Howard W. Koch

Universal International

Shooting

DESTRY
(Technicolor) (Wide Screen)

Cast: Audie Murphy, Mari Blanchard, Lyle Bettger, Lori Nelson, Thomas Mitchell, Edgar Buchanan, Alan Hale, Jr., Wallace Ford, Mary Wickes, Lee Aaker, Walter Baldwin, George Wallace.
Producer .....Stanley Rubin
Director .....George Marshall

FIVE BRIDGES TO CROSS

Cast: Tony Curtis, Julia Adams, George Nader, Bobby Curtis, Salvadore Mineo.
Producer .....Aaron Rosenberg
Director .....Joseph Pevney

SMOKE SIGNAL
(Shooting in Utah)
(Technicolor) (Wide Screen)

Cast: Dana Andrews, Piper Laurie, Rex Reason, William Talman, Douglas Spencer, Pat Hogan, Milburn Stone.
Producer .....Howard Christie
Director .....Jerry Hopper

ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS

Cast: Bud Abbott and Lou Costello, Fred Clark, Lynn Bari, Frank Wilcox, Maxie Rosenbloom.
Producer .....Howard Christie
Director .....Charles Lamont

CHIEF CRAZY HORSE
(CinemaScope) (Technicolor)

Cast: Victor Mature, Suzan Ball, John Lund, Ray Danton, David Janssen, Keith Larsen, Morris Ankrum.
Producer .....William Alland
Director .....George Sherman

Cutting

THE FAR COUNTRY
(Technicolor)
(Shooting in Canada)

Cast: James Stewart, Ruth Roman, Corinne Calvet, Walter Brennan.
Producer .....Aaron Rosenberg
Director .....Anthony Mann

THIS ISLAND EARTH
(Technicolor) (Wide Screen)

Cast: Bart Roberts, Faith Domergue, Jeff Morrow.
Producer .....William Alland
Director .....Joe Newman

WARNER BROS.

Shooting

HELEN OF TROY
(CinemaScope) (WarnerColor)

Cast: Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicks, Torin Thatcher, Robert Douglas, Nora Swinburne.
Producer .....Robert Wise

LAND OF THE PHARAOHS
(CinemaScope) (WarnerColor)

Cast: Jack Hawkins, Dewey Martin, Luisa Boni.
Producer-Director ....Howard Hawks

EAST OF EDEN
(CinemaScope) (WarnerColor)

Cast: Julie Harris, Raymond Massey, James Dean.
Director .....Elia Kazan

THE SILVER CHALICE
(CinemaScope) (WarnerColor)

Cast: Virginia Mayo, Jack Palance, Paul Newman, Pier Angeli.
Producer-Director .....Victor Saville

DRUM BEAT
(CinemaScope) (WarnerColor)

Cast: Alan Ladd, Audrey Dalton, Marissa Pavan, Robert Keith.
Producer-Director .....Delmer Daves

TALL MAN RIDING
(WarnerColor)

Cast: Randolph Scott, Dorothy Malone, Peggie Castle.
Producer .....David Weisbart
Director .....Leslie Selander

TRACK OF THE CAT
(CinemaScope) (WarnerColor)

Cast: Robert Mitchum, Teresa, Wright, Diana Lynn, Tab Hunter, Beulah Bondi.
Producer .....Robert Fellows
Director .....William A. Wellman

Cutting

A STAR IS BORN
(Technicolor) (CinemaScope)

Cast: Judy Garland, James Mason, Jack Carson, Charles Bickford.
Producer ..... Sid Luft
Director ..... George Cukor

THE TALISMAN
(Warner Color) (CinemaScope)

Cast: Virginia Mayo, Rex Harrison, George Sanders, Laurence Harvey, Robert Douglas.
Producer .....Henry Blanke
Director .....Robert Aldrich

BATTLE CRY
(WarnerColor) (CinemaScope)

Cast: Van Heflin, Aldo Ray, James Whitmore, Tab Hunter, Dorothy Malone, Allyn McLerie, William Campbell, Glenn Denning.
Director .....Raoul Walsh

DRAGNET
(WarnerColor) (Wide Screen)

Cast: Jack Webb, Ben Alexander, Ann Robinson.
Producer .....Stanley Meyer
Director .....Jack Webb

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THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

EWS

ATE'S STUDY
NYC TAX
CHING END

EGON, KANSAS
XHIBS FORM
W AREA UNITS

EA FINALIZES
CTS WITH
ANCE, ITALY

LAS CONTROL
RKO PICTURES
ED AS LIKELY

DUSTRY PONDERS
-COMPO SPLIT

VIEWS

ges 12, 13, 16

. No. 13 July 10, 1954

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ONLY THE BEGINNING

WITH the New York City tax on admissions in effect, there is reason to hope that the continuing efforts of the motion picture industry will have valuable reverberations both in the metropolitan area and in localities all over the country.

The fight is just beginning. Every passing day brings new evidence that we are in a vital struggle, the end result of which will eventually set a pattern for accepted local government attitudes toward the industry. While we do not ask preferment, we do not want to be the patsies either. We're simply asking for equitable treatment. The success or failure of efforts in besieged areas in the next few months will be the decisive factor as to future industry status.

Last week, the Minnesota League of Municipal-

(See Page 5)



SEE THE "BETRAYED" SHOWS

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LOUIS CALHERN

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Directed by GOTTFRIED REINHARDT



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TRADE SHOWS JULY 16

(Except St. Louis, July 15; Washington, D. C., July 19; Lafayette, La., July 20)

ALBANY	20th-Fox Screen Room	1052 Broadway	7/16	2 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	7/16	2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	7/16	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	7/16	2 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	7/16	1:30 P.M.
CHICAGO	Warner Screen Room	1307 S. Wabash Ave.	7/16	2:15 P.M.
CINCINNATI	20th-Fox Screen Room	1632 Central Parkway	7/16	2 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Avenue	7/16	1 P.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	7/16	2:30 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	7/16	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	7/16	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	7/16	1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room	236 No. Illinois St.	7/16	1 P.M.
JACKSONVILLE	Florida State Screen Room	128 East Forsyth Street	7/16	2 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	7/16	1:30 P.M.
LOS ANGELES	Fox West Coast Screen Rm.	1837 South Vermont Ave.	7/16	2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	7/16	12 Noon
MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	7/16	1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	7/16	2 P.M.
NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	7/16	2 P.M.
NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	7/16	1:30 P.M.
NEW YORK	M-G-M Screen Room	630 Ninth Avenue	7/16	2:30 P.M.
OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	7/16	1 P.M.
OMAHA	20th-Fox Screen Room	1502 Davenport St.	7/16	1:30 P.M.
PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	7/16	2 P.M.
PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	7/16	2 P.M.
PORTLAND	Star Film Screen Room	925 N. W. 19th Ave.	7/16	2 P.M.
*ST. LOUIS	Orpheum Theatre	9th and St. Charles Sts.	7/15	10 A.M.
SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	7/16	1 P.M.
SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	7/16	1:30 P.M.
SEATTLE	Jewel Box Preview Thea.	2318 Second Avenue	7/16	1 P.M.
*WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N.W.	7/19	2 P.M.
*LAFAYETTE, LA.	Pat Theatre.....		7/20	10 A.M.

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'DEMETRIUS' TERRIF! Pittsburgh

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July 10, 1954
Vol. 33, No. 13

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

ities put a strong enabling act plank including an admissions tax into its legislative platform and North Dakota, South Dakota and Wisconsin Leagues are expected to follow suit. The city council of St. Paul, which already has power to levy an admissions tax by virtue of its charter, is now studying such a proposal.

These actions are outgrowths of the stand taken by the American Municipal Association, the parent body of the State Leagues, which maintains that the Federal government was vacating the admissions tax field in favor of cities and towns. This is certainly not true and must be brought home as quickly as possible. While municipalities may be hungry for new sources of revenue, they are in no worse position than the Federal government. Municipal officials should be told the industry story, in much the same manner as it was told to Congress.

This is a job for COMPO—not on the local level when the die is cast—but on the national level where the presentation of the industry story may have a salutary effect. Wouldn't it be in order for industry representatives, together with Congressional leaders, statistical experts and even city officials who can tell of the disastrous effects of a local movie tax, to appear before the next convention of the American Municipal Association and plead our case? We have never seen fit to do so but we should. It couldn't hurt. The arguments that can be presented are most persuasive and it is far better to beard the lion in his den than to track him down after he has fled his cage.

That is why the current activities in New York take on added significance. With the compilation of statistics dealing with the plight of the motion picture industry in the metropolitan area just about completed, the Temporary State Commission on Fiscal Affairs of State Government is rounding out its study of the effects of the admissions tax on labor, business and the city itself. In submitting its report, Governor Dewey has asked the commission to determine whether the legislature should be asked to repeal the 1947 enabling act in view of present conditions. There is no denying that times have changed drastically and this should be powerful ammunition.

Even the New York City Administrator has announced a study with the objective of laying a foundation for an equitable system of broad-based levies in place of existing "nuisance" taxes for the 1955 budget.

This is more than a nuisance. It is a subsidy to government which the industry can not afford. The economists would have a name for this theory regarding theatre prices. Here's the point. The theatre owner can get just so much by way of admission in his particular situation. A drop in price usually reflects itself in no increased business but a small increase in price results in a patronage decline. When a tax is added to an admission, the exhibitor pays. This is the story we must get across.

Music License Fees

Now that there is no longer any compulsion for theatres to pay license fees for the public performance of music integrated on the sound track of motion picture films, the rates to perform ASCAP and BMI music are reasonable and competition will prevail.

With the exhibitor having control over the music he uses for entrance, exit and intermission purposes, he can even get by, if necessary, by playing music which falls within the public domain. However, we urge exhibitors to make greater use of popular music in their programs and for exploitation purposes.

We caution theatre owners that they will be subject to legal liability if they use the music of either BMI or ASCAP without paying the fees which have been established for the privilege of publicly performing their repertoires.

Selling Tools

We are pleased to note that Warner Brothers and 20th-Fox have heeded the suggestions advanced in these editorial columns to release versions of their production trailers to theatres for public consumption.

Now, we urge every theatre owner with proper facilities to exhibit these trailers. They are tremendous selling tools and the public will find them exciting. They will create a want-to-see attitude on the part of patrons for movies generally as well as for specific pictures.

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State's NYC Tax Study Ends; St. Paul Mulls Admish Levy

A report on the effects expected to result from New York City's five percent admission tax should be completed next week by the Temporary Commission of the Fiscal Affairs of the state, headed by Frederick L. Bird, according to the chairman. The State fiscal commission has been requested by Governor Thomas Dewey to study the report to determine whether action on the new levy is called for.

Specifically, the Governor has asked the group to determine whether the State Legislature should be asked at its next session to repeal the state's enabling legislation passed in 1947. Without this enabling act, the city would not have the power to impose a tax on theatre admissions.

Meanwhile, Mayor Robert Wagner has signed an amendment to the tax law which exempts holders of tickets purchased before July 1 from paying the city tax for performances after July 10. Only two motion picture theatres, the Radio City Music Hall and the Warner Theatre, are effected by the amendment since they are the only theatres selling tickets in advance. The Warner is the local Cinerama house.

Gotham exhibitors began collecting the new tax promptly at the opening of business on July 1. Details of the new law were contained in a 34-page instruction booklet sent to each exhibitor by city controller Lawrence E. Gerosa. Latter instructed that the new levy is to be called the "City Amusement Tax."

Theatre owners were informed that if they did not pay the tax promptly, they would be required to post a surety bond. Quarterly reports must be filed with the city and records must be kept on a daily basis in which the amount and number of admissions must be listed.

Theatres have been granted permission to keep using their present supply of tickets without overstamping until Sept. 1. Box office prices and city tax fees must be prominently posted where theatre patrons can see them when purchasing tickets. Most theatres have been passing the new city tax on to the public.

MINNEAPOLIS.—The St. Paul City Council has appointed a committee to study the possibility of immediate enactment of new taxes, including one on theatre admissions, according to a report in the current North Central Allied bulletin. That city is unique in that it needs no enabling legislation under its charter to levy such taxes.

The bulletin further cites the action of the American Municipalities Association, the parent body of all states leagues of municipalities, which declared last week that the Federal government gave tax relief so that the municipalities could take over. Exhibitor group claims that "nothing could be further from the truth."

Report warns of action by the Minnesota League of Municipalities which put an enabling act plank into its program, and it predicts that North Dakota, South Dakota and Wisconsin leagues will follow suit. It asks that exhibitors interview all candidates for their State Legislatures now and get firm commitments from them on this subject.

Oklahoma Exhibs Back Solon Who Opposed Tax

OKLAHOMA CITY. — Oklahoma exhibitors are showing their appreciation for the efforts of Senator Robert Kerr, who was instrumental in the fight against the 20 per cent Federal admission tax, by supporting the Senator's bid for re-election with the aid of their theatre screens. Special programs have been set up in which a 13-minute trailer featuring the Senator in a political talk is being shown in more than 100 theatres, with most of the houses throwing in a free western, travelogue and cartoon to attract viewers.

Theatre Owners of Oklahoma members have been warned by president Morris Loewenstein to contact candidates for public office regarding their position on state and municipal theatre taxes. The exhibitor leader warned "let's not take a chance on being destroyed — let's fight before the harm's done!"

TNT Met Opera Debut Nets 31 Houses

Theatre Network Television's closed circuit telecast of the opening night of the Metropolitan Opera on Nov. 8 will be carried by at least 31 theatres throughout the nation already signed for the event, according to a TNT report. All Stanley Warner and Loew's theatres with television equipment, in addition to several Fabian theatres and independent houses, have made arrangements to carry the telecast, it has been revealed.

TNT has approached to date only those circuits and independent theatres in cities in which the Metropolitan Opera Guild has scheduled tie-ins with local charities to sponsor the telecast. As the Guild promotes additional sponsors, TNT expects to expand its distribution, in addition to offering its facilities to those cities not covered by the Guild, it reports.

Special TNT technical crews have been working with officials of the opera house since last January to plan camera positions and other details for the telecasting of the opening night performance. Emphasis has been placed on perfecting the visual clarity and lighting of large-screen reproduction of the stage presentation, according to the TV firm.

Largely because of the new audience expected for the event, the opera company will open with popular excerpts from four operas rather than with one complete work. Officers of both the Metropolitan and TNT stated that the telecast was being made possible through the co-operation of the national and local unions involved in the event.

Among the theatres already signed for the telecast are the Paramount, Denver; Loew's Capitol, Wash., D.C.; Loew's State, St. Louis. and the Stanley theatres in Philadelphia and Pittsburgh. Organizations sponsoring the event include the Philadelphia Inquirer Charities, the National Opera Guild, the Denver Symphony and the St. Louis Grand Opera Guild.

Oregon, Kansas Exhibitors Form New Area Units

The formation of two new regional exhibitor organizations, Theatre Owners Association of Orgeon and the Western Kansas Theatre Owners, has been announced by their members. Albert Forman has been named president and James Clark, former Paramount exchange manager, seeretary-treasurer of the Orgeon group, while the Kansas group has not announced officers yet.

The Oregon association is the first one for the state in 20 years, according to Forman. Regional meetings are seheduled shortly for Pendleton, Eugene and Medford, at which time the delegates will be seleeted to attend the national TOA convention in Chicago on Oct. 31.

The Kansas group also will not replace any one now in existence but will supplement the work of other organizations and intensify efforts to solve some of the industry's problems, it was announced.

Speakers at the organizational meeting included Syd Levy and Jack Winningham of National Screen Serviee and Abe Sher of Exhibitors' Film Delivery of Kansas City Mo. A demonstration of the improved CinemaScope technique was held at the meeting at which the group decided to meet about three times a year.

The conclave appointed a committee to study possible state and local taxes on theatres. Appointees include Porter Smith, Jim Snyder and Walter Ballinger. Board members of the new group are Ted Irwin, G. L. Johnson, Paul Ricketts, Roy Musselman, Ben Spainhour, Glenn Cooper, D. J. Pelton and C. V. Crocker.

Defendant's Appeal Novel Court Edict Telling Para How To Distribute Films

DENVER.—An appeal has been filed here against the unique injunction granted by Federal Judge Willis W. Ritter specifying how Paramount Pictures should release and distribute its product in Salt Lake City. The ruling is believed the first of its kind in the history of the industry.

The appeal was filed by the film company American Broadcasting-Paramount Theatres and Intermountain Theatres of Salt Lake City, all losing defendants in an anti-trust suit. Judge Ritter enjoined the distribution of Paramount films in splitting the city into two separate areas. The injunction is on an experimental basis for one year, with both sides allowed to ask for a release from the order if hardship ensues.

The injunction resulted from a suit filed by Village Theatres, Inc., which charged that Paramount had discriminated against the Villa Theatre of Salt Lake City. The defendants claim that a charge of conspiracy was not proven. A hearing on this point may be held in the fall, it was reported.

Judge Ritter ordered the defendants to pay the Villa Theatre $60,000 in triple damages as well as $27,500 for attorneys' fees and $7,400 for court costs. They were ordered additionally to post a $100,000 bond which included the estimated cost of appeals.

EXHI-BITS

Fall Audience Collection

Indications around the nation are that theatre operators will go along with a direct Presidential request for a fall collection drive to aid the Korean war relief campaign. A White House luncheon was held last week at which top industry figures and the heads of the American Korean Foundation gathered and discussed the question.

It is thought probable that representatives of COMPO and principal exhibitor associations will meet shortly to map out the collection program. While no official comment was made at the luncheon, none of the exhibitors in attendance showed any disposition to oppose President Eisenhower's plea.

In addition to the President, Dr. Howard A. Rusk, president of the foundation, and Henry Clay Alexander, national campaign chairman, spoke at the luncheon, with Alexander voicing the formal request for a theatre collection. Approximately 30 industry leaders attended the luncheon.

Tip To Drive-Ins

Drive-ins that advertise "Buck Night" or "Family Night" by offering to admit a carload for $1 must pay nine cents tax on each carload, but if the theatre advertises "an entire carload admitted for two adult tickets at 50 cents each," no tax is required, according to a North Central Allied bulletin. Information comes from the Director of Internal Revene.

When the theatre advertises admission via the selling of two adult tickets, it must then sell two 50 cent tickets to each car. This applies also to a single person in a car, who must purchase two 50 cents tickets under the ruling. The Internal Revenue office plans to inspect a number of theatres which it suspects of evading taxes under illegal "Buck Night" practices, the report warns.

Set New Wage Scales

BOSTON.—Minimum wage scales for all personnel employed by Massachusetts theatres has been published in the latest bulletin of Independent Exhibitors, Inc. and Drive-In Theatre Association of New England. Ticket sellers, doormen, inexperienced concession salespeople and cleaners must get 70 cents an hour.

Ushers get 65 cents, while experienced concession salespeople are entitled to 75 cents. Clerical workers get 80 cents per hour for experienced help and 75 cents for inexperienced. Ticket sellers, doorman and ushers can be hired for a minimum of two hours of work, while others must be paid for at least three hours unless special permission is granted, bulletin discloses.

Chicago Settles Down

CHICAGO.—Five anti-trust suits have been settled in this city with the latest settlements including Milton Levy's Music Box Theatre, Phylis Seymour's Glen Theatre and Ben Bartelstein's Oakley Theatre. Earlier last week suits involving the Avaloe and Armitage theatre were settled out of court. Film company attorneys report they are settling out of court cases involving the Alex, Homan, Norwal, White Palace, California, Savoy, Bell, Langley, Dupage, Avenue and Willard theatres.

Two-Year Italian Pact Finalized By MPEA; French Deal Signed

Film pacts with foreign countries played an important part in industry news this week as Eric Johnston, MPEA head, announced the signing of a new two-year Italo-American agreement and a retroactive French pact while statements were forthcoming from representatives of the British industry. French sources complained that the Italians fare better than they do in dealing with the U.S.

The Italian pact, scheduled to go into effect Sept. 1, was signed by Johnston and Eitel Monaco of ANICA. It reportedly requires the approval of both governments before it can become effective. Johnston has been conferring with U.S. governmental authorities this week.

The Italian pact calls for a reduction in American film remittances from about $5,000,000 to about $4,000,000. The number of import permits allowed the MPEA companies is 189, with additional permits set aside for United Artists and Allied Artists. The pact eliminates, however, the 12½ percent subsidy which has been given to the Italian industry to help promote its pictures in this country.

The subsidy, which had been going to Italian Films Export, was dropped because it was felt that that company is now able to take care of itself financially. IFE is to purchase the so-called B certificates for $150,000. American companies will transfer blocked funds from Rome's Bank of America to four Italian banks selected by ANICA.

Purpose of the transfer of the money is to make the funds available for local use. It is understood that interest rates will rise to approximately 3½ percent, while it has been less than one percent. American companies have been granted extended use of these blocked funds in the new pact.

Details of the decision to drop the IFE subsidy were revealed at a press conference in this country by Dr. Goffredo Lombardo, president of the Italian Producers Association. E. R. Zorgniotti, IFE executive vice-president, agreed that the company is able to stand on its own feet without the aid of subsidies now.

Lombardo further disclosed that the Italian industry, like the U.S. one, is interested in "big" pictures rather than a great many smaller ones. He predicted therefore that total Italian production for the year would drop from 150 films to about 100.

Following completion of the Italian agreement, Johnston flew from Rome to Paris to try to reach agreement on the points that remained to be settled before the French past was signed. To French complaints that the U.S. companies are treating the Italians better than the French, the American have been answering that while the I.F.E. subsidy was eliminated, the French have been granted one for approximately $300,000.

There has been some American unhappiness with this bonus clause under the leadership of Ellis G. Arnall, president of SIMPP, who reportedly believes it contrary to American economic interests. Arnall has expressed his discontent with similar subsidies before.

In a letter to Secretary of State John Foster Dulles, Arnall requested a statement of approval or disapproval of the French pact. He complained that the French subsidy "restrains the export trade of domestic competitors of MPEA in the doing of business in France."

Bonus Opposed

Johnston stated at a press conference that he doesn't consider the money to be paid to the French government a subsidy but rather the settlement of a number of "disputed items" such as reserve funds and picture permits. None of the money will be used for the U.S. distribution of French films.

MPEA companies get no advantage over competitors, who can negotiate similar pacts for themselves, the speaker declared. He noted that permits have been reserved for other companies. Negotiations were carried on "in complete knowledge of all parties of the film industry and the State Department," he asserted.

Although the French are free to use the money as they decide, it is understood that the funds would go to Unifrance, a consolidated French export agency, for use in the U.S. in the same way that IFE has been using its money here. Number of import permits for the new year are approximate'y the same as the 109 of the previous year, according to Johnston.

G. S. Knight, film division head of Britain's Board of Trade, dashed hopes of American film companies that a new pact with that country would contain no clauses limiting earnings in Britain.

Negotiations on the new British-American agreement are scheduled to begin on Sept. 22 in Washington. American companies were reportedly hoping to use the argument that Britain's improved economic status made remittance control unnecessary, but the British official stated that the Board of Trade would fight this move. He added that the accumulation of blocked funds in his country is not large. A German pact also remains to be negotiated.

Control Of RKO Pictures By Atlas Viewed Likely; Hughes' Sale Authorized

Possibility that the Atlas Corp., investment headed by Floyd B. Odlum, may take control of RKO Pictures was viewed in the trade this week as likely in lieu of two significant developments.

The first had the picture company's board of directors vote an authorization to Howard Hughes to tender all or any part of his 1,262,120 shares in RKO Pictures for redemption at $6 the share.

Second development came in word that the Atlas firm agreed not to tender its 884,900 shares in the picture company until July 31. Until that time, Hughes may tender his own shares and RKO Pictures, according to James R. Grainger, president, has an "adequate" supply of purchasing cash for that purpose.

Whether or not Hughes will tender any stock is a moot point since management was given no indication as to his intentions. If Hughes tenders all or a substantial portion of his shares and Atlas buys, latter becomes the primary holder in the corporation. Atlas is now the second largest shareholder.

Originally, the company plan provided that all holders excepting Hughes could redeem shares at $6 through May 17. The period for redemption was stretched to June 30 and then extended to July 31.

Dozen All-Color Releases Set By RKO Pictures Until April

RKO Pictures will release 12 all-color productions from July 24 through March, 1955, J. R. Grainger, president, announced at the initial session of the company's Eastern-Canadian sales meeting in New York. Western sales meetings remain to be held in San Francisco.

Pictures represent "the strongest array of saleable product RKO has ever offered," stated the company head. Negotiations are currently underway for certain additional top-level films to be released during this period, the executive revealed.

Slate leads off with "Susan Slept Here," Technicolor comedy co-starring Dick Powell and Debbie Reynolds. "Susan" goes into national release on July 24, to be followed on Aug. 22 by "Passion," also in Technicolor and co-starring Cornel Wilde and Yvonne de Carlo. Company will release the Pathe Color "This Is My Love," starring Linda Darnell on Sept. 18.

On Oct. 9, the filmed in Africa safari story of Robert C. Ruark, "Africa Adventure," in color, will be released. On Oct. 23, "The Americano," Technicolor tale starring Glenn Ford and Ursula Thiess, will be released. For Nov. 13, "Jet Pilot," in Technicolor, starring John Wayne, has been set, and the Technicolor "Son of Sinbad," starring Dale Robertson, will follow on Nov. 27.

Two December films are "Cattle Queen of Montana," starring Barbara Stanwyck, and "The Big Rainbow," Jane Russell-Gilbert Roland starrer. Mid-January will see release of "The Conqueror," in CinemaScope, starring John Wayne and Susan Hayward, with "The Girl Rush," starring Rosalind Russell, set for February, and "The Sea Is a Woman" for March.

Arbitration Committee Holds First Meet

First meeting of the special arbitration committee selected to represent exhibition and distribution in the drafting of a new plan was held this week following a luncheon at the Harvard Club. Session was conducted by Ralph Hetzel, MPAA vice-president who sat in on previous arbitration discussions.

Representing distribution on the committee are Al Lichtman, A. W. Schwalberg, A. Montague and Adolph Schimel. Exhibition members include Herman Levy, Si Fabian, Leo Brecher and Max Cohen.

Universal Profits Listed

Universal Pictures Co., Inc., and subsidiary companies report earnings for the 26 weeks ended May 1, 1954, of $1,721,000 after Federal tax provisions, equivalent to $1.57 per share on 1,017,334 shares of common stock outstanding. Figures compare with earnings of $1,346,000, or $1.27 per share, for the corresponding period of the previous year. Universal directors declared a quarterly dividend of $1.06¼ per share on the 4¼ percent cumulative preferred stock of the company payable Sept. 1.

British Use VistaVision

LONDON.—The Pinewood Studios here will become the first film production center in Great Britain to adopt Paramount's new VistaVision system.





At the New Orleans RKO sales meeting (upper photo) are seated, l. to r., Nat Levy, eastern-southern division sales manager; Edward L. Walton, executive assistant to the president; Dave Prince, southeastern district manager; Harry Gittleson, executive assistant to Charles Boasberg; Ben Cammack, southwestern district manager, and Rovy Branon, branch manager. Standing are Sol Sachs, Ira Stone, Roger Lamantia, Ralph Williams, Frank Dervin (Walton's asst.), Cam Price and Reg Reagin, all branch managers. Charles Boasberg, general sales manager, and J. R. Grainger, president, stand at right. Clockwise around the table at the Chicago meeting are Otto Ebert, Jack Chinell, Max Rosenblatt, Lou Elman, Sam Gorelick, Russ Brentlinger, Jack Bernstein, Morris Lefko, east central district manager, and Max Westebbe, all branch managers.

Solomon Elected Mississippi Head

NEW ORLEANS.—Ted Solomon has been elected president of the Mississippi Theatre Owners at the group's annual convention at the Edgewater Gulf Hotel here. The conclave spent most of its time discussing new dimensions and witnessing a three-day series of demonstrations of the Bausch and Lomb CinemaScope lenses, Superscope and Super Panatar.

An address on aspect ratios and stereophonic sound was given by J. Robert Hoff, sales head of the Ballantyne Co., who recommended that drive-in theatres do not install stereophonic sound at the present time. A. L. Royal, retiring president and new board chairman, declared that exhibitors could now purchase equipment without fearing that it will become immediately obsolete.

Exhibitor support of independent production was the chief topic of discussion at the group's business session. Abe Berenson and Joy Houck, exhibitor leaders, spoke on behalf of this means of securing product. Berenson outlined the benefits to be gained from the Makelim Plan. Luncheon speakers included Leon Bamberger, RKO Radio's director of exhibitor relations, and William McCraw, executive director of Variety Clubs international.

TOA Affiliation Proposed

A suggestion by George Gaughan of TOA that the Mississippi group join the national organization as an affiliate was referred to a board which will take action between now and January.

Serving with Solomon will be Jack Williams, secretary-treasurer; B. F. Jackson, Tom Garroway and Stan Taylor as vice-presidents. Directors include Earl Elkins, Talmadge W. Jourdan, Leon Roundtree, R. W. Williams, T. E. Williams, George Davis, Charles Eudy, Mart Mauger, E. W. Clinton, Cleo Boutwell, Pick Morel, B. V. Sheffield, Arthur Lehman, O. C. Shannon, Ed Ortte and J. E. Alford.

Three Join Makelim Plan

HOLLYWOOD.—Since Hal R. Makelim's appearance before the Theatre Owners of America convention, additional TOA commitments to the Makelim Plan of supplying 12 feature pictures at the rate of one a month, have been made by the following board members: John Rowley of Dallas, with 110 theatres; Charles Gilmour, of the Gibraltar Circuit in Denver, with 48 theatres; and the J. J. Rosenfield Circuit in Spokane.

Ask Trust Suit Review

Review of a lower court decision dismissing an anti-trust damage suit against National Screen and eight majors has been asked of the Supreme Court by Independent Poster Exchange of Philadelphia. Suit was filed in 1949 against NSS and the majors, charging conspiracy to give NSS a monopoly in the specialty-poster and trailer distribution fields. Several months ago dismissal of the suit by a district court was affirmed by the appellate division.

National Expands Theatre Holdings

Two major exhibition moves affecting the operational policies of National Theatres includes the purchase by the company of additional shareholdings in Evergreen State Amusement Corp., a Northwest chain of 25 houses, and the decision to run the Fox-Wisconsin Amusement Corp. as a district of NT with the announced retirement of Harold J. Fitzgerald as president of the Wisconsin chain.

Charles P. Skouras, National Theatres president, revealed that the parent company has increased its shareholdings in Evergreen from 55 percent to 97 percent. The company reportedly purchased the 20 percent interest of Frank L. Newman, Evergreen president, for $800,000. The chain operates five theatres in Seattle: the Paramount, Coliseum, Fifth Ave., Egyptian and Neptune, and four in Portland.

With the new purchase, National will install a policy of streamlined operation. The Evergreen circuit will be operated as a district out of the Los Angeles headquarters, according to Skouras. William Thedford will head the newly created district and will maintain his office in Seattle.

Consolidate Booking

The Portland booking office will be shifted to the Seattle headquarters, where Fran X. Christie, head film buyer, will hook for all Evergreen theatres. The Portland district office under Russel Brown will be continued as formerly. The new Fox Theatre, due to open soon, will be added to the other Evergreen theatres in Portland.

Fox-Wisconsin will also be operated as a district out of the Los Angeles office. The retiring Fitzgerald will continue as a director after Aug. 1, it was revealed. Once a chain of 68 theatres, the Wisconsin circuit has been reduced to 25 houses. Reasons given for the reduction were divestiture rulings, economic conditions and operational curtailment.

COMPO's Mag Ads Treat Economics, Picture Stars

Following his retirement as head of Fox Wisconsin, Fitzgerald will devote his time to other interests. He holds the franchise for Howard Johnson restaurants in the Milwaukee territory and for other companies that distribute concession supplies to theatres. He is also interested in a television station and theatres in Watertown.

The economic problem of motion picture theatres and the news value of new film personalities are the two topics discussed in the latest ads in the series COMPO has been inserting in "Editor and Publisher." The 18th ad, published June 26, reports that newspapers can use the news value of these young stars to maintain readership interest. It cites the series in the Detroit "Free Press" which presents capsule biographies of new players and is now in its fourth year.

The 19th ad, headed "The Hidden Side of the Movies," points out the thin margin of profit on which theatres are run. Ad copy reports that theatres operated on a 1.9 percent profit in 1953, while other U.S. industries averaged a 4.6 percent profit relation to gross sales. Despite the fact that "it truly is a business in pennies," the showman possesses "unconquerable optimism," according to the ad.

NEW POSTS

GEORGE L. MCKENNA was appointed manager of the theatre and industrial marketing department of the engineering products division of Radio Corp. of America. McKenna succeed Barton Kreuzer, who was advanced earlier to director of the product planning division. McKenna will be responsible for the planning, marketing and sales of RCA theatre products and closed circuit TV systems.

WILLIAM J. MOCLAIR was promoted to managing director of the Roxy Theatre, N.Y.C., making permanent his temporary appointment announced when Dick Dickson left the National Theatres flagship. Moclair, with the theatre for more than 16 years, had been house manager. New house manager is WILLIAM L. MILLER, formerly assistant manager.

JACK FELIX was named manager of the Allied Artists Denver exchange succeeding the late Charles Duer. Felix has been with the company for the past five years and had managed AA's Portland, Ore. exchange since 1951.

DICK CARLSON, booker, was named acting branch manager of the Portland exchange succeeding Felix. Carlson joined Allied Artists three years ago.

ED AARONOFF, motion picture and independent press representative for the past 19 years, joined the home office publicity department of Universal Pictures replacing Burt Hirschfeld, resigned. Aaronoff has served as free lance publicity representative for Universal for a year and a half and is currently public relations director of the Miss Universe 1954 Beauty Contest and Pageant.

HERMAN HIRSCHHORN, formerly sales manager of the 20th Century-Fox Philadelphia branch, was promoted to head the company's New Haven exchange replacing Ben Simon, who is retiring. Hirschhorn joined the film company as a salesman in 1949. His Philadelphia post has gone to SHEP BLOOM, who was promoted from salesman. HI BETTINGER will handle Bloom's previous duties.

SID SOLOW, general manager of Consolidated Film Industries, Hollywood film laboratories division, was appointed a vice-president of Republic Pictures, of which Consolidated is a subsidiary. With his appointment by the board, Solow will continue his managerial post with Consolidated.

ALAN ARNOLD was appointed publicity director for Warwick Films' Technicolor production for Columbia release "A Prize of Gold," Richard Widmark starrer. Arnold has done similar work for the Rank Organization.

Industry Ponders MPIC-COMPO Separation Move

With no specific explanation forthcoming for the exact reason of the break-up, speculation continues in the industry following the announced resignation of the Motion Picture Industry Council from COMPO. Details of the resignation were released three months after the Hollywood group had sent a letter announcing its decision to the COMPO office.

Reason give by MPIC for its decision was that "COMPO policy making and MPIC thinking" have "little, if any, common cause" and the belief of the Hollywood group "that it would be in the best interests of both organizations and towards the end that COMPO pursue its own objectives in its own way and MPIC in its own way."

The MPIC "stands ready at all times to co-operate with COMPO or any other industry organization in order to serve the best interests of the industry," a statement by the west coast group declared. It noted that a "divergence of opinion exists between the two organizations concerning the solutions of problems in areas of mutual interest."

Resignation by the MPIC, which was one of the original founders of COMPO, takes away from the latter organization its distinction of being the only all-industry group. The latter is reportedly trying to persuade the Hollywood organization to rejoin it, and this question will probably be discussed at the meeting of COMPO directors and executive committeemen in the fall.

Wanted Industry Library

Most prevalent opinion among industryites is that the MPIC action was stimulated by the failure of COMPO to establish a Library of Information as had been suggested at the Joint Conference of Motion Picture Industry Organizations in Chicago in 1949. At that time the MPIC established its own library, which it wanted to form the nucleus of an all-industry information center.

Although the COMPO library founding was delayed while the group was concerned with waging a campaign against the Federal 20 percent tax, it was thought by some that the matter would come up at the meeting of the executive committee and triumvirate in New York last April. The matter was not brought up at that time.

The original letter of resignation was sent by the Hollywood group at that time. The MPIC was then urged to reconsider its decision, and in the interim period, Robert W. Coyne, COMPO special counsel, addressed the group.

Altec, Perspecta Negotiate Sound Agreement

G. L. Carrington, president of the Altec Co., has announced that a manufacturing patent license agreement has been signed between Altec and Perspecta Sound, Inc., whereby one of the Altec manufacturing subsidiaries will produce Perspecta Sound integrator units.

Altec has been active in the installation of integrator units and has gained field experience with Perspecta Sound in its early development phases, according to the announcement. Distribution of the Altec-Perspecta Sound integrator units will be effected through the theatre supply companies.

Damages Suit Dismissed

CHICAGO. — A treble damage suit for $1,800,000 against Balaban & Katz, brought by attorney Thomas C. McConnell in the Jackson Park case, has been dismissed by Federal Judge Michael Igoe. Judge Igoe claimed there was no conspiracy on the part of the circuit when the two-week ban on first runs films was lifted in December. The court will hear a request for modification of the original decree on Sept. 13.

20th HAS ENOUGH 2-Ds AND 3-Ds TO KEEP YOUR THEATRE GOING FOR A YEAR!



THE GAMBLER FROM NATCHEZ

Print by Technicolor • sta
ring Dale Robertson • Debi
Paget with Thomas Gome



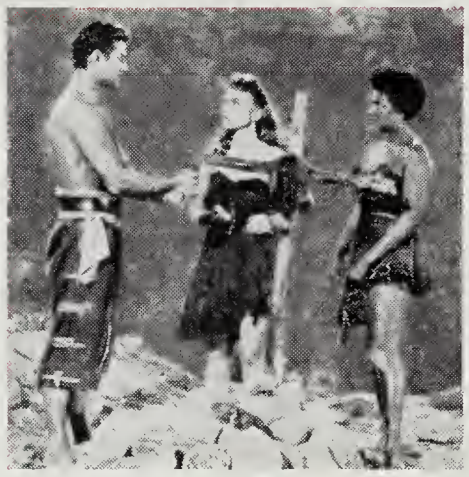
THE ROCKET MAN

starring Charles Coburn
Spring Byington • Anne
Francis • John Agar and
George "Foghorn" Winslow



RACING BLOOD

in SUPERcineCOLOR • star-
ring Bill Williams • Jean
Porter and Jimmy Boyd



MISS ROBIN CRUSOE

in Pathecolor • starring
Amanda Drake • George
Nader • Rosalind Hayes



MAN IN THE ATTI

starring Jack Palance wit
Constance Smith and Byro
Palmer with Frances Bavie



SAILOR OF THE KING

starring Jeffrey Hunter
Michael Rennie • Wendy
Hiller with Bernard Lee



DANGEROUS CROSSING

starring Jeanne Crain
Michael Rennie • Casey
Adams • Mary Anderson



INFERNO

Color by Technicolor • star-
ring Robert Ryan • Rhonda
Fleming • William Lundigan
(also available in 3-D)



THE GLORY BRIGADE

starring Victor Mature wit
Alexander Scourby



MAN ON A TIGHTROPE

starring Fredric March
Terry Moore • Gloria
Grahame • Cameron Mitchell



TONIGHT WE SING

Color by Technicolor • star-
ring Ezio Pinza • David
Wayne • Roberta Peters



NIGHT WITHOUT SLEEP

starring Linda Darnell • Gary
Merrill • Hildegarde Neff



LES MISERABLES

starring Michael Rennie
Debra Paget • Robert New-
ton • Edmund Gwenn



THE RAID

Pnt by Technicolor • star-
rig Van Heflin • Anne
Bncroft • Richard Boone
le Marvin • Tommy Rettig



PRINCESS OF THE NILE

Color by Technicolor • star-
ring Debra Paget • Jeffrey
Hunter • Michael Rennie



GORILLA AT LARGE

Color by Technicolor • star-
ring Cameron Mitchell
Anne Bancroft with Lee J.
Cobb *(also available in 3-D)*



THE SIEGE AT RED RIVER

Color by Technicolor • star-
ring Van Johnson • Joanne
Dru with Richard Boone



MAN CRAZY

sarring Neville Brand
Cristine White • Irene
anders • Coleen Miller



VICKI

starring Jeanne Crain • Jean
Peters with Richard Boone



THY NEIGHBOR'S WIFE

starring Cleo Moore • Hugo
Haas • Ken Carlton



A BLUEPRINT FOR MURDER

starring Joseph Cotten
Jean Peters • Gary Merrill



POWDER RIVER

Clor by Technicolor • star-
rig Rory Calhoun • Corinne
alvet • Cameron Mitchell



THE STAR

arring BETTE DAVIS and
-starring Sterling Hayden

THERE'S NO PRODUCT SHORTAGE —BUT NO PRODUCT SHORTAGE AT 20TH !

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CINEMASCOPE
SHORTS!
TERRYTOONS!
SPORT SPECIALS!
MOVIETONE NEWS!



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Independent Trade Reviews

"King Richard And The Crusaders"

(Warner Bros.) CinemaScope WarnerColor 114 Min.

Cast: Rex Harrison, Virginia Mayo, George Sanders, Laurence Harvey, Robert Douglas, Michael Pate, Paula Raymond, Lester Matthews, Antony Eustrel, Henry Corden, Wilton Graff, Nejla Ates, Nick Cravat, Leslie Bradley, Bruce Lester, Mark Dana, Peter Ortiz.

Credits: Produced by Henry Blanke; Directed by David Butler; Screen play by John Twist; Based on the novel "The Talisman" by Sir Walter Scott.

The visual magnificence of the famed Third Crusade, led by England's King Richard the Lionhearted to rid the Holy Land of the Saracens, is recreated in splendid style by means of a lavish CinemaScope and WarnerColor production that should, in turn, reap a box office harvest. In "King Richard and the Crusaders" there are stars aplenty, and action. Rex Harrison, Virginia Mayo, George Sanders, Laurence Harvey constitute a battery of marquee lures. Jousting knights, duels on desert sands, treasonous activities and hand-to-hand struggles mark the action. Rounding out the attractions in this mammoth entertainment are a sound plot based on the famous Sir Walter Scott novel, "The Talisman," sumptuous sets, colorful period costumes and a dancing girl sequence. Rarely has the screen exhibited so much dash and bravado as culled from the days of chivalry than in this film. Here is verve, good pacing and a plot unfolded with lively humor. "King Richard and the Crusaders," following a time-honored plot of heroism for honor of king, country and lady fair, should have something for everybody.

Headlining a cast of many hundreds are three pivotal figures: King Richard, as played by George Sanders; Saladin, ruler of the Saracens, as played by Rex Harrison, and a Scottish knight loyal to the British King, Laurence Harvey. It is on the Plain of Jaffa that an assassin makes an attempt on Sanders' life. Gravely wounded, he is saved only by Harrison, posing as a physician to Saladin but really the Saracen ruler. Harvey, sensing Robert Douglas, a knight, behind the murder attempt, stands guard over Sanders. Jealousy, however, plagues Harvey when Harrison pays court to Miss Mayo, Sanders' cousin. Meanwhile Douglas, envious of the esteem in which Sanders holds Harvey, tricks them into a quarrel. Harvey is banished. Harrison then decides to marry Miss Mayo in return for offering good truce terms to Sanders. But Douglas kidnaps the girl, thus forcing an alliance between British and Saracen against the mutual traitor, who is killed by Harvey. Harrison relinquishes his demand for Miss Mayo and she clinches with Harvey.



Virginia Mayo, Rex Harrison in "King Richard and the Crusaders," CnemaScope-WarnerColor.

"Garden Of Evil"

(20th-Fox) CinemaScope Technicolor 100 Min.

Cast: Gary Cooper, Susan Hayward, Richard Widmark, Hugh Marlowe, Cameron Mitchell, Rita Moreno, Victor Manuel Mendoza, Fernando Wagner.

Credits: Produced by Charles Brackett; Directed by Henry Hathaway; Screen play by Frank Fenton; From a story by Fred Freiberger and William Tunberg; Songs by Emilio D. Uranga and Ken Darby and Lionel Newman.

A rapidly paced adventure story, photographed in southern Mexico and containing a valuable assortment of sales points, "Garden of Evil" should provide summer patrons with 100 minutes of satisfactory entertainment. Marquee draws are evident in the names of Gary Cooper, Susan Hayward and Richard Widmark.



Gary Cooper and Susan Hayward in "Garden of Evil." CinemaScope-Technicolor.

Coupled with expansive CinemaScope photography, appealing Technicolor tints and good use of stereophonic sound, picture figures to be a healthy grosser at action houses and an equal success with family audiences seeking escapist film fare. Story shows how a trio of adventurers, led by a woman, travels across the Mexican countryside to rescue her husband from a gold mine disaster, then attempts to elude a band of marauding Indians.

Plot elements are expertly fused in this routine framework and receive fortification from the adroitly sketched characterizations for some fresh dramatic effects. Cooper plays his usual tight-lipped self for a strong personality; Miss Hayward is determined, stoic and somewhat of a tease as the wife of the injured miner; Widmark is cynical as an adventurous card shark. Supporting roles are neatly drawn with Hugh Marlowe and Cameron Mitchell heading the list. Rita Moreno is spotted in a couple of Spanish-language song interludes during the first reel to help generate the required atmosphere for the story.

Highlighting the action are several raids made by the Indians during the latter portions of the film. Although there is no hand-to-hand combat in these scenes, sharpshooting and feats of marksmanship provide the excitement. Sequences of hard riding across the beautiful landscapes of southern Mexico carry an extra load of visual appeal. Excellent use of stereophonic sound is made during a scene which features the collapse of a mine. The sudden boom and crash of breaking timbers resounds to realistic and you-are-there effects by means of multi-directional amplification. Romantic undercurrents between each of the men and Miss Hayward punctuate the plot turns with Cooper emerging victorious at the finale.

"Valley Of The Kings"

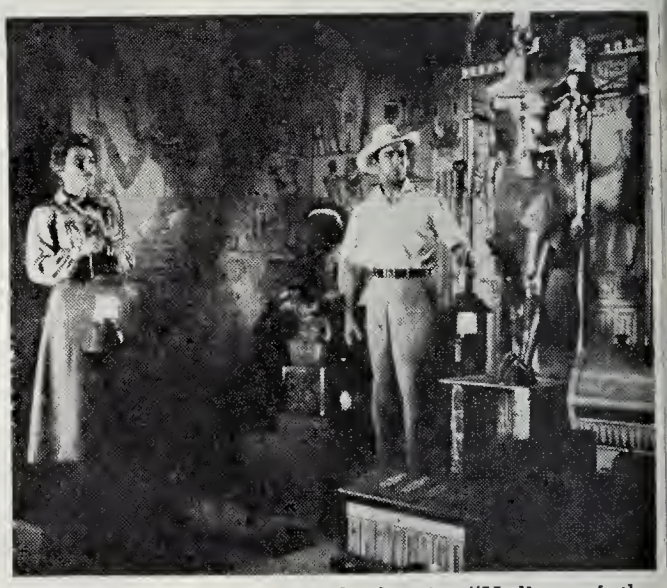
(M-G-M) Eastman Color 86 Min.

Cast: Robert Taylor, Eleanor Parker, Carlos Thompson, Kurt Kasznar, Voctor Jory, Leon Askin, Aldo Silvani, Samia Gamal.

Credits: Directed by Robert Pirosh; Written by Pirosh and Karl Tunberg; Suggested by "Gods, Graves and Scholars" by C. W. Ceram.

An exciting Eastman color adventure tale concerning a search for Egyptian antiquities, "Valley of the Kings" emerges as engrossing film fare that should be well received at the box office. Strong marquee names are to be found in the picture's stars, Robert Taylor, Eleanor Parker and Carlos Thompson. In addition, runs should be helped by the current interest in Egyptian lore, stimulated by important recent discoveries. Film's climax, the finding of a pharaoh's tomb, is not too dissimilar from the real life discovery, and the fact that the picture was filmed largely on location adds to the authenticity of the production.

"Valley of the Kings" takes on interest in several different ways: First, it is a rousing adventure yarn, with deceptive villains, destructive sand storms and hand-to-hand battles on dangerous cliffs. Secondly, it has an historical religious interest for the purpose of the search is to prove a point from the Bible. Miss Parker has convinced Taylor to help her find the tomb in order to show that the ancient Egyptian ruler believed in one God. The religious angle eventually assumes top importance, when the



Eleanor Parker, Robert Taylor in "Valley of the Kings," Eastman Color and wide screen.

villains are killed off before the climax of the film. Another theme is the romantic one, with Taylor battling the traitorous Thompson for the love of the beautiful Miss Parker.

These strands are all skillfully woven together against colorful backgrounds. Although the story is set at the turn of the century, much of the action takes place on the site of the ancient ruins. Inspiring interiors and exteriors are climaxed with the discovery of the tomb, an intricate structure filled with secret passages and works of art. The film comes off well in all departments, with top rate performances and Miss Parker's beauty radiant in Eastman color. For additional exploitation material, the dancer Samia Gamal appears briefly.

"Apache"

(United Artists) Technicolor 91 Min.

Cast: Burt Lancaster, Jean Peters, John McIntire, Charles Buchinsky, John Dehner, Paul Guilfoyle, Ian MacDonald, Walter Sande, Morris Ankrum, Monte Blue.

Credits: A Hecht-Lancaster Presentation; Produced by Harold Hecht; Directed by Robert Aldrich; Screen play by James R. Webb; From the novel, "Broncho Apache," by Paul I. Wellman.

The story of Massai, last of the Apache warriors to buck the U.S. Army during the 1880's, is unfolded against vivid outdoor settings of the southwest in this highly dramatic Technicolor film. Standing on its feet as an action picture,

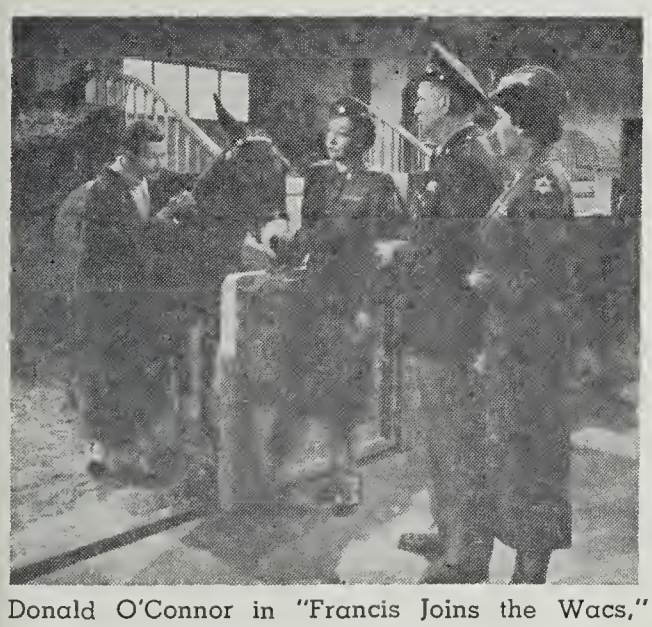


Jean Peters, Burt Lancaster in "Apache," wide screen and Technicolor.

"Apache," starring Burt Lancaster in the title role, should merit top grosses in its market. As a dramatic recreation of an incident in America's history, the picture packs a tremendous human interest wallop that should catapult it to the fore as a major general audience attraction. This is the first presentation for United Artists of the Harold Hecht-Burt Lancaster independent production unit; it should serve as a welcome door-opener to a most fruitful partnership.

"Apache," adhering closely to the lore of the untamed Indian of the old west, generates a tremendous amount of valid sympathy for the redskin who was whipped by the white man. Massai, hero of his people, wages a one-man war against the Army after the leader of his tribe, Geronimo, submits to surrender and banishment. Massai escapes from this bondage and returns to his people, carrying with him the idea that Indian and white man can live together peaceably. But the white man sees things differently and Massai, together with Nalinle, as played by Jean Peters, are forced to live alone in the hills, as fugitives. Massai's final apprehension by a white Army scout provides a highly stirring and not unhappy climax; for in his marriage to Nalinle and the birth of a son the proud Apache has learned to bury his venom in the occupation of farmer.

Lancaster contributes a vigorous and believable performance to the role of Massai while Miss Peters is equally convincing as his sweetheart and later squaw. A well-written script alternates the required number of action scenes with poignant and often touching interludes in the relationship between the two main characters. Much suspense is also generated in the man hunt conducted by the Army for Massai. A surprise ending negates violence for human understanding. Under the directorial reins of Robert Aldrich, a relative newcomer, the picture is carried off in highly competent and often inspired fashion. Credit "Apache" as a sure-fire draw for all situations and every type of audience which, of course, includes the children.



Donald O'Connor in "Francis Joins the Wacs," with Julia Adams, Chill Wills and Lynn Bari.

"Francis Joins The WACS"

(Univ.-Int'l.) 94½ Min.

Cast: Donald O'Connor, Julia Adams, Chill Wills, Mamie Van Doren, Lynn Bari, Zasu Pitts, Allison Hayes, Mara Corday, Karen Kadler, Elsa Homes.

Credits: Produced by Ted Richmond; Directed by Arthur Lubin; Based on the character "Francis" created by David Stern; Screen play by Devery Freeman and James B. Allardice; Story by Herbert Baker.

The zany antics of that talking mule, "Francis," are back again along with the slapstick shennanigans of his human companion, Donald O'Connor, in this latest laugh fest of the series. Judging from a sneak preview audience reaction at the RKO 86th St. Theatre, N.Y.C., fun galore should be had by all. Spectators hooted it up, tittered and roared by turns during the course of this frolic. Box office, needless to add, should be high in a multitude of general audience situations. Followers of this animal-man team will be delighted at the set of whacky situations involving the Women's Army Corp into which they wander. Points for exploitation, of course, are to be found in the bevy of pretty girls recruited into this movie version of that branch of service.

The story, as usual in a "Francis" film, is pure mayhem. O'Connor, recalled to the Army, is assigned by mistake to a WAC unit. Before a suitable transfer can be effected he runs into the talking mule and the fun becomes fantastic. Maneuvers between the WAC unit and a male division of soldiers begin and the mule's verbal messages serve to confuse both sides. The WAC unit, by utilizing camouflage, becomes victorious in the mock battle when "Francis" chips in to imitate the general, played by Chill Wills (whose voice is also used for the mule). Lending capable support in the feminine department to both O'Connor and the mule are Julia Adams, Mamie Van Doren, Lynn Bari and Zasu Pitts, the latter as daffy as ever.

"Her Twelve Men"

(M-G-M) Ansco Color 91 Min.

Cast: Greer Garson, Robert Ryan, Barry Sullivan, Richard Haydn, Barbara Lawrence, James Arness, Rex Thompson, Tim Considine, David Stollery, Frances Bergen.

Credits: Produced by John Houseman; Directed by Robert Z. Leonard; Screen play by William Roberts and Laura Z. Hobson; Story by Louise Baker.

A heartwarming, sentimental Ansco Color film about life in a boys' school, "Her 12 Men" should find its box office mark among the family trade. The feature provides Miss Greer Garson with a school teacher role that has been hand tailored for her talents. Co-starred is Robert Ryan, as another teacher, and Barry Sullivan, as a millionaire father of one of the students. It should be noted that the "men" of the title are the students, and this John Houseman production keeps the accent strictly on the youngsters rather than on the romantic angle. In an opening montage, Miss Garson is pictured as a sexy siren, but once the film goes into the main part of the story, this angle is dropped completely.

Script concerns the problems of these "poor little rich boys" whose wealthy parents deposit them at school and then forget about them for the rest of the year. Each of the boys has a distinct worry, and Miss Garson sees them through all their difficulties. Although filled with incident, the picture continues along an even keel, and no crisis is really a major one. After an initial quarrel with Ryan, and trouble with the boys, Miss Garson soon wins the love of all. A triangle develops when Sullivan manifests an interest in her, but it is obvious that her affections lie with Ryan and the students. Performances are keyed to this easy pace, and they seem genuine. The children are equally endearing whether disturbed by negligent parents or when getting into mischief of their own. Set in plush surroundings, "Her 12 Men" is easy on the eyes.

"Ring Of Fear"

(Warner Bros.) CinemaScope WarnerColor 93 Min.

Cast: Clyde Beatty, Pat O'Brien, Mickey Spillane, Sean McClory, Marian Carr, John Bromfield, Gonzalez-Gonzalez, Emmet Lynn, Jack Stang, Kenneth Toby, Kathy Cline.

Credits: A Wayne-Fellows Production; Produced by Robert M. Fellows; Directed by James Edward Grant; Written by Paul Fix, Philip MacDonald and Grant.

"Ring of Fear," CinemaScope-WarnerColor tale of murder in the big top, comes to exhibitors loaded with exploitation possibilities that should pay off in good box office grosses. Two of the film's stars, Mickey Spillane and Clyde Beatty, are well-known personalities who play themselves in the feature. With Spillane's books selling by the millions of copies, a vast pre-sold audience should be eager to witness his acting debut. Beatty brings with him not only his fame as a wild animal trainer, but also his entire circus troupe, all of whom perform for the benefit of the anamorphic cameras. The authenticity of the circus background is therefore never once doubted, and the magical appeal of the fantastic world of the big top should work its spell on behalf of this production.

Spillane, acting and talking like a character out of his own novels, plays a role that will not disappoint his fans. Speaking mostly in monosyllables, he is a tough hombre hunting down a homicidal maniac who is terrorizing the Beatty circus. The villain, Sean McClory, has the meatiest role, a combination of madman and charmer, and he plays it in the grand style of acting. Third starring role is filled by Pat O'Brien, and Marian Carr and John Bromfield supply the romantic interest, which is kept to a minimum. Of almost equal importance with the human beings in the film are the animals, from the savage tiger who finally gets his revenge on McClory to the amusing kangaroos.

Film starts out in documentary-like fashion, with the setting up of a traveling circus on new grounds. It then goes into the tale proper, showing McClory escaping from a mental institution to seek Beatty, whom he hates, and Miss Carr, whom he loves. The madman terrorizes an alcoholic clown to carry out his instructions, which include loosing a tiger on Beatty and breaking a rope during Bromfield's aerial act. Most of these attempts fail, and McClory kills the clown. Spillane discovers the truth, and after a brush with McClory, the final chase follows with the troupe out to capture both the crazed man and a vicious tiger he has let out of a cage.



Pat O'Brien, Clyde Beatty, Mickey Spillane in "Ring of Fear," CinemaScope-WarnerColor.

In an attempt to record the full spirit of the circus, which is done very well, the film sometimes wavers from its development of the plot. This causes the script to lack the compactness that characterizes Spillane's own mystery novels. It always manages to return to the story, however, with plenty of excitement generated along the way.

(*Continued on page* 16)

Bally Raises 'Caine' For Preem



Gathered for the pre-parade breakfast which preceded world premiere of Columbia's "The Caine Mutiny" at the Capitol Theatre, N.Y.C., are (left to right): Paul Lazarus, Columbia vice-president; Joseph Vogel, Loew's vice-president; May Wynn, featured in the film; A. Montague, Columbia sales manager, and Robert Francis, of the cast.

Almost every exploitation and promotion weapon available to showmen were thrown into the campaign for the world premiere engagement of Columbia's "The Caine Mutiny" at the Capitol Theatre, N.Y.C., by the combined forces of Loew's and the film company. Opening gun in the campaign were good-size occasional ads in the daily press advising that the film would be coming to town shortly.

About a month before the premiere, brilliant blue and gold posters went up in the stations and passageways of the city's transportation system. As the premiere date drew closer, the newspaper advertising campaign was stepped up and the rest of the promotion machinery put into gear.

The Navy, which had co-operated in filming the picture, provided its facilities in aiding the promotion. Approximately 200 A-boards usually used for recruiting purposes were turned over to the publicity people along with many other pieces of equipment that were incorporated into window displays in Gotham's shops.

Book Stores Help

Chief of these was a spectacular battle scene, based on the one in the picture, which was duplicated in a Macy's window. Also, permission was granted by the city to string a 200 foot banner along the rail that runs down the heart of Times Square that proclaimed "Join the Navy — See 'The Caine Mutiny.'"

A major commercial tie-in was arranged with a national hook-up with the Carbonated Beverage Institute. As a result, Schneider Beverages, the local member, turned over five strategically placed building signs ballying the film's run and placed hundreds of supermarket counter and rack displays in stores all over town.

Since the picture was based on a best-selling novel, major book stores devoted considerable window and counter space to promoting the run, while one chain placed special ads in the newspapers. A national tie-up with Ideal Toys resulted in major window space in Woolworth stores.

Aiding also were the tie-ups based on use of star testimonials. Ronson lighter material, featuring May Wynn and Robert Francis, was featured in 27 stores. Flex-let bracelets placed promotion material featuring the film's love interest in over 50 stores in the area.

The Aquascutum raincoat displays featuring star Humphrey Bogart appeared in several department store windows around town, while a Lentheric lipstick tie-up made available 500 lipsticks as door prizes for women on opening day.

Ten disc jockey shows ran contests based on the movie and six winners from each show were invited to a special pre-premiere breakfast to meet Miss Wynn and Francis. Then the players, radio personalities and contest winners entered convertibles to parade 20 blocks to the Capitol, being picked up along the way by a Navy band.

Large-scale stories on various phases of "The Caine Mutiny" and its stars, supported by copious pictorial material, hit the New York papers in ever increasing volume, reaching a peak on the Sunday preceding the premiere. At the same time, national magazine breaks, including "Life," "Look" and "Time" (with a Bogart cover) among others, hit the stands practically on top of each other to add to the virtual saturation of printed media.

The campaign appears to have paid off, with the picture doing top Broadway business for the July 4 holiday weekend, when the film established a holiday record at the Capitol Theatre. In other engagements, it was reported breaking records in the Astor Theatre, Boston, and the St. Francis, San Francisco and doing excellently at the United Artists Theatre, Portland; Madison, Detroit, and State Lake, Chicago.

"Egyptian" Units Tour Nation For Fall CS Release

More than 267 cities across the nation will be visited by 20th Century-Fox's two mobile units ballying studio chief Darryl F. Zanuck's personal CinemaScope production, "The Egyptian," according to company plans. One of the two trucks, which left this week, will tour the northern section of the country, while the other will cover the southern region.

Purpose of the tour is to generate public interest in the production fully three months in advance of the film's world premiere. The trucks, which have been decorated in Egyptian motifs, are carrying film starlets dressed as Egyptian temptresses and real lion cubs.

Preparing for the visits of the trucks in the northern area is Leo Pillot, special events director of the company. The southern region will be guided by Edward Feldman, publicity department staffer. These men are meeting with local exhibitors to arrange campaigns and are visiting newspaper offices and TV and radio stations.

Press kits containing a group of specially-prepared news and feature stories, publicity mats and other promotional and exploitation material is being distributed by Pillot and Feldman to aid showman in alerting the public for the visit of the trucks. Also, special theatre trailers on the tour are being made available by 20th-Fox for advance ballyhoo purposes.

It is expected that hundreds of thousands of persons will see the trucks during July, August and September via theatre-front, park and playground appearances. Additional publicity will be netted by having the starlets, each of whom will take charge of a pair of the lion cubs, meet the press and appear on local radio and TV shows.

The girls will be dressed in costumes from the feature, as they serve as official greeters to persons inspecting the interior of the trucks. These interiors have been transformed into display centers of props and costumes from the production. The trucks also carry large color photos.

"High and Mighty" Plane Flies Race

In a stunt designed to generate interest in runs of Warner Bros.' "The High and the Mighty" throughout the country, a plane bearing the name of the picture was entered this week in the Women's Transcontinental Air Force race. Exhibitors and press representatives were on hand at all stops to greet the plane, piloted by Barbara Jean Sewell.

George Tucker, of the Alburquerque Exhibitors, Inc., met the plane with a mobile radio station unit and press photographers during its re-fueling stop in that city. At an overnight stop at Amarillo, Miss Sewall was made guest of honor at a gigantic July 4 fireworks display sponsored by the "Globe News," following which she was introduced at the Paramount Theatre, where the film is currently playing.

A radio station mobile unit met the plane at Oklahoma City and Dave Porter of Paramount Gulf Theatres greeted the plane with local dignitaries and members of the press at Fort Smith, Arkansas. Plane was met at Memphis, Chattanooga and Knoxville, where the race ended.

'Live It Up' Festivities Slated For Stars, Press

Reams of publicity in newspapers, magazines and radio-TV stations throughout the country should result from the two-day celebration Paramount Pictures has prepared for the opening of the Martin and Lewis starrer "Living It Up" at the Warner Theatre, Atlantic City on July 15. The opening of the film will be connected with the eighth anniversary of the comedy team, both events occurring at the same time.

To celebrate the occasion, a large delegation of press, radio, television, magazine and wire service columnists, editors and film critics have been invited to the resort city to "live it up" with the stars. The Atlantic City site was chosen because Martin and Lewis first joined forces in that city's 500 Club in 1946.

The comedy team's co-star in the film, Janet Leigh, will also attend the two-day celebration.

Universal Trade Overseas Hailed

A highly optimistic report, with business up from 20 to as high as 35 percent in some areas, was given for the foreign division of Universal Pictures by a group of foreign executives gathered at a trade press conference. Areas discussed included Australasia, the Far East, New Zealand, Latin America and Sweden.

Here McIntyre, supervisor of Australasia and the South Pacific, revealed that this territory is having the biggest boom in theatre grosses in the history of the land. He attributed this to unparalleled prosperity, resulting mostly from profitable sheep raising.

The motion picture business in Australia is similar to the U.S. with an emphasis on "big" pictures, the executive stated. While initial CinemaScope releases are playing to highly successful grosses, the public wants quality and will flock to a good 2-D film rather than a mediocre CinemaScope one, he noted.

Australian tastes are close to American ones, McIntyre stated, and he added that the company's "Kettle" series has been equally successful in both places. There is no product shortage in Australia because the companies have substantial back logs, he revealed. Australia gets films about three or four months later than U.S. theatres.

No Video Worry

Television, which is expected in about two years, offers no worry, especially to a company that sells approximately 93 percent of all its possibilities, McIntyre stated. Conditions in New Zealand are almost identical with those in Australia, according to William Hislop, New Zealand manager.

Karl Jungmarker, manager of the Sweden office, which won the European division of the Al Daff sales drive, revealed that his territory is up more than 20 percent over last year. Conditions are excellent in his area, he reported, with no restrictions on imports, and all money remitted.

Business is showing an improvement in practically every Latin American country, except Puerto Rico and Cuba, according to Al Lowe, Latin American supervisor. Universal business is up 35 percent in Venezuela and Brazil, he noted. Reason for the two trouble spots was given as economic instability of those countries.

Estimate by Art Doyle, Far East supervisor, was that U-I is doing 20 percent better in the 10 countries in his area, a condition that he expects to continue until the end of the fiscal year. American companies have competition from the French and Iron Curtain countries in this area, he reported.

Washington Closeups

Loew's Split News

Divorcement of Loew's production from its distribution phases will go into effect as scheduled on Aug. 31, but the Department of Justice has approved a change "in form and not in substance" to ease the company's tax problems posed by the original concent decree.

The original decree called for the establishment of a new theatre company which would get the stock of theatre operating subsidiaries. It was to be permitted to hold the stock of the new company for two years with provisions for another delay if necessary. New plan stills calls for the new theatre company, but the transfer of stock will not take place right away.

This means that one half of the directors of the new theatre company will also be on the board of the theatre operating subsidiaries because Loew's will retain the stock of the new company. These directors must be approved by the court. Deadline for Loew's to retain the stock is Feb. 6, 1955, with another two year allowance.

It was emphasized by Justice Department officials that the change will not weaken the decree or postpone divorcement any longer. They maintained that the effect would remain the same. It is hoped that eventually the company will aright itself and the stock will then be transferred to the new theatre company.

Alcohol Affected

Representative Thomas Pelly (R., Wash.) has introduced a bill which would make illegal radio or television broadcasting of alcoholic beverage advertising between the hours of 5 P.M. and 7 P.M. Pelly said his bill is a compromise for the Bryson bill, which would have made such advertising illegal over the air at any time of day. Bill is designed to protect children.

"Oklahoma" Requested

Filming of "Oklahoma," in both Todd-AO and CinemaScope, should be done in Oklahoma and not in Arizona, Representative Victor Wickersham (D., Okla.) told the House at the weekend, revealing at the same time that he had written a letter to that effect to producer Arthur Hornblow.

Compromise Approved

The Senate and House have approved a compromise appropriation for the U.S. Information Agency under which the agency will get $77,114,00 instead of the $83,814,000 originally voted by the Senate and the $75,-814,000 provided by the House. The Senate had provided $3,931,000 for the overseas motion picture program $1 million more than the House. The administration budget had asked $89 million for USIA, with $6,964,000 earmarked for the film program.

Tax Take Dips

The Government collected $271,997,000 in admissions taxes between July 1, 1953 and May 31, 1954, the first 11 months of fiscal 1954, according to the Treasury Department. In the same period during the previous year, $286,941,000 was collected from all admissions, but the figures are not entirely comparable because of a difference in collection methods.

Kirby Sues Univ.

Universal Pictures has been named defendant in a $2,250,000 action brought by Col. Edward M. Kirby, public relations counsel, who claimed he sold the original idea for "The Glenn Miller Story" for $3,000 to the studio and was promised further compensation. Kirby charged additional monies was not given him.

S-W Extension Granted

Stanley-Warner will receive another six months' extension of divestiture time for disposing of 14 theatres remaining of the 54 required to be divested under the consent decree, according to Justice Department officials. This extension moves the deadline from July 4 to Jan. 4, 1955.

Doubled 20th-Fox Profit Predicted By Henderson

A prediction that 20th Century-Fox's profits this year will double last year's $8,211,000 figure was made by Donald A. Henderson, company secretary and treasurer, at a screening of "The Advancing Techniques of CinemaScope" for New York Security Analysts. Henderson estimated that earnings would reach $16,500,000, equivalent to $3.02 per share, as against last year's $1.65 per share.

Second quarter earnings reached 38 cents per share, as compared with a loss of 31 cents for the same period of last year. Half-year earnings were reported at $5,500,000 before taxes, while the first six months of 1953 earned $150,000. Henderson revealed that the company had retired 100,000 common shares at an average cost of under $20 per share.

Robert Fellows Foresees CinemaScope With 3-D

CinemaScope will be combined with stereoscopic (3-D) photography in a matter of a few years for truly startling motion pictures in the opinion of Robert Fellows, partner with John Wayne in Wayne-Fellows Productions, releasing through Warner Bros.

Fellows, a producer, ventured his prediction during a conference with the trade press while in New York to participate in preliminary release plans for two of his pictures, "The High and the Mighty" and "Ring of Fear."

The producer disclosed that the name of Wayne-Fellows productions is being changed to Betjac Co. Productions and the arrangement his firm has with Warners for 10 pictures will be continued without change through the final four films.

First of the four is "The Track of the Cat," with William Wellman directing and Robert Mitchum starring. Film is currently in production and will be followed in October by a Kirk Douglas starrer, "Quality of Mercy." CinemaScope will be utilized for the third, "Blood Alley," an adventure melodrama of the China coast. Either "Alley" or "Getaway Hill," the fourth film, based on a Korean war incident, will star Wayne.

Times Schedules Imports

Group of five imports will be released in the U.S. beginning this fall by Times Film Corp., according to a disclosure by William Shelton, recently appointed vice-president in charge of sales. Pictures are "The Game of Love," "Versailles," "The French Touch," "Naked Amazon" and "Desperate Decision."

Trade Reviews

(Continued from page 13)

"Edge Of Divorce"

(Kingsley International) 83 Min.

Cast: Valerie Hobson, Philip Friend, Norman Wooland, Janette Scott, Mandy Miller, Jeremy Spenser, Lilly Kann, Helen Shingler, Thora Hird.

Credits: A Group 3 production; Produced by Herbert Mason; Directed by Daniel Birt; Screen play by Warren Chetham-Strode and Don Sharp; Based on a play by Chetham-Strode.

Aimed at art house audiences is this latest production of Britain's experimental Group 3 unit, with this film showing the damaging effect that divorce can have upon children. "Edge of Divorce" stars Valerie Hobson, familiar to devotees of British films, and it features a standout performance by little Mandy Miller of "Mandy" fame. The script delves into the terrors of three children who are faced with the prospect of a wrecked home. Based on a play, the feature contains a bit too much talk, but the presence of the children helps to maintain interest. Picture gets off to an awkwardly "arty" beginning, but it then settles down to tell its story in a straightforward fashion.

The basis of the plot is the different reactions of the children when they are told that their parents are going to be divorced. The older girl takes advantage of the situation for her own selfishness, little Mandy is made ashamed and sad, and the boy attempts to kill the man Miss Hobson has decided to marry next. These emotions often erupt into big melodramatic scenes, and at these times the picture is most engrossing. The adults fare less well, having more talking and less action. A happy ending results when the parents decide to forget about the divorce.

"Side Street Story"

(J. Burstyn) ITALIAN 84 Min.

Cast: Toto, Eduardo De Filippo, Leda Gloria, Delia Scala, Gianni Glori.

Credits: Produced by Eduardo De Filippo and Dino De Laurentiis; Directed by De Filippo; Screen play by P. Tellini, De Felippo and A. Majuri; English narration by William Demby.

This tragi-comedy Italian import, which shows the effect of the war years on a small Neapolitan side street, provides a good bit of art house product. Written, produced, directed by and starring Eduardo De Filippo, the feature contains some top-notch sequences, especially those in the comic mood. Co-starred with De Filippo is Toto, a silent-type comedian who nets some of the heartiest laughs. The episodic film starts immediately before the beginning of the last war and follows a group of neighbors through the ensuing 10 years. During this time they become involved in the tragedy of war, and their lives are disrupted by falling bombs and enemy soldiers. At the same time, the picture depicts the funny side of human nature, even in the midst of holocaust, and one of the most hilarious scenes concerns such a serious matter as black marketeering.

In an attempt to encompass an overall picture of life on the street during the decade, the feature sometimes rambles too loosely, and a symbolic device for holding the film together is often unclear. It is at its best when Toto is playing dead to keep police agents from searching black market goods, or when De Filippo is arrested by Fascist troops, only to be released immediately. In such scenes these comedians capture the quality of the pathetic as well as the funny. Italian neo-realism comes to the fore in some of the more dramatic scenes, and footage from newsreels has been effectively interpolated into the film. Reaction was good at a N.Y.C. art house for the film which won a prize at the Cannes Festival. The feature has an English narration and adequate sub-titles.

RKO Bustling On "Susan Slept"

Stunts, local tie-ups, a saturation TV campaign and extensive newspaper advertising are being employed to keep the city of San Francisco interested in the world premiere of RKO's "Susan Slept Here" at the Golden Gate Theatre. Most prominent aspect of the advance campaign is a tie-up with Hales department store, which will have a "Susan" sleeping for three days in a Queen-size Simons bed in its largest window.

Prizes will be awarded to those who guess correctly the weight of the "Sleeping Susan Beauty" and her bed. The department store will advertise the stunt, with playdate credits, via TV and local newsappers. Since the middle of June, a 20-foot cut-out of "Susan" has been displayed above the marquee of the Golden Gate Theatre, where the film will premiere.

Paper Runs Contest

The San Francisco "Call-Bulletin" will run a week-long contest, featuring daily stills from the picture. Comic strip-type balloons will come from the mouths of the film's stars, with prizes going to those who fill in the best dialogue for each scene.

Nash Healy cars, which are spotted in the production, will stage a parade of sports cars, bannered with picture credits, for the arrival of producer Harriet Parsons and Alvy Moore, feature player. The car firm will also sponsor special advertising, as will the Pacific Gas and Electric Co. through another tie-up.

A music approach to bally has been utilized via disc jockey campaign playing the title song and others from the film. A special screening of the comedy was held for the platter spinners. Tied in with this, counter and window displays were garnered from 50 music and record shops throughout the city.

Mass TV Campaign Boosts "Obsession"

Universal Pictures Co. has set a television and radio participation campaign on "Magnificent Obsession" on eight different network programs over a five week period. Campaign has been designed to reach an estimated audience of 308,000,000 persons from coast to coast for the new Technicolor film version of the Lloyd C. Douglas novel, the company reports.

The eight programs are "give-away" or audience participation type. The campaign, which was begun this week, is scheduled to continue through Aug. 8 by which time the Jane Wyman-Rock Hudson starrer will have received both its world premiere and many additional top bookings in key cities.

The promotion got started this week on the NBC program "It Pays To Be Married" and with Mutual's "True Or False." Other programs engaged in the tie-up are "Wonderful City" on MBS, "On Your Account" on CBS, "Teen Agers Unlimited" on MBS, "Take A Number" on MBS, "Farm Quiz" on MBS and "Platter Brain" on ABC.

For the film's world premiere at the RKO Palace, Cleveland, and other key openings, Universal's eastern advertising and publicity department executive cabinet and home office advertising, publicity and exploitation staffers will join field exploitation representatives for the first time in the company's history.

Charles Simonelli, eastern advertising and publicity department manager; Phil Gerard, eastern publicity manager; Jeff Livingston, eastern advertising manager, and Herman Kass, eastern exploitation manager, are scheduled to cover these early key city openings.

"Daughters Of Destiny"

(Arlan Pictures) PART FRENCH 104 Min.

Cast: Claudette Colbert, Michele Morgan, Martine Carol, Eleonora Rossi-Drago, Raf Vallone, Paolo Stoppa.

Credits: A Franco London production; Directed by Christian-Jaque, Jean Delannoy and Marcel Pagliero; Screen play by Vladimir Pozner, Jean Aurenche, Pierre Bost, Jean Ferry and Henri Jeanson.

A distinctive omnibus film, both because of the unsual stories chosen and also because it is the result of a collaboration of artists of three countries, "Daughters of Destiny" should make a good account of itself in art house bookings. The work of American, Italian and French personalities, the feature depicts the effect of war on the women of three different periods. The modern story stars Claudette Colbert and Eleonora Rossi-Drago as the two women in the life of an American officer killed in Italy. The second tale stars Michele Morgan as Joan of Arc in an incident based on the life of the Maid. Third tale casts Martine Carol as Lysistrata, the Greek woman who fought for peace by urging all Greek women to deny their husbands any love until peace was declared. The first two tales are spoken in English, while the third is in French with English sub-titles.

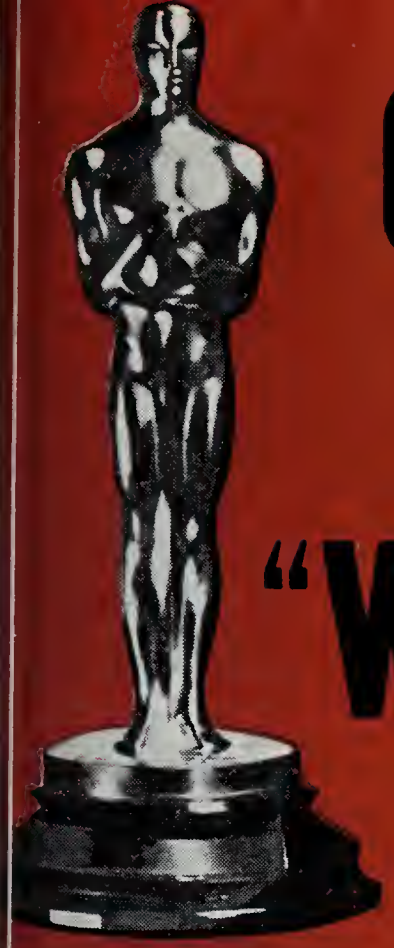
Word of mouth and critical comment should be highly favorable, and the star names include several box office draws. The mood changes with the tale: the first is highly dramatic, the second religious and the third a farce-satire. All three tales are earthy and pull no punches. In the Joan of Arc tale the contrast is especially strong between the religious fervor of the girl and the bawdy behaviour of the people around her. One shot of dead baby brought to life is pretty strong stuff. The third tale, while not as ribald as the original classic play, remains a spoof on sex and war, but it should not offend audiences. A frame, based on the influence of destiny on these women, holds the picture together.

Fox Wins 'Luther' Rights

Foreign distribution rights in 38 nations and territories for "Martin Luther" have been acquired by 20th Century-Fox, according to Murray Silverstone, head of the company's international and inter-America organizations. Picture was produced by Louis de Rochemont and Lothar Wolff.

Harrison Buys "Ugetsu"

"Ugetsu," Japanese film which won a 1953 Venice Film Festival grand prize, was acquired for U.S. distribution by Edward Harrison from the Daiei Motion Picture Co. of Tokyo. Picture was voted best foreign film of the year by critics in Italy. A fall American premiere is planned.



OSCAR-WINNER SHIRLEY BOOTH IS "WORLD'S BEST ACTRESS IN PARAMOUNT'S "ABOUT MRS. LESLIE'!"

— N. Y. Daily News



"Oscar-winner of 'Come Back, Little Sheba' once again presents perfection of movie performance." *— N. Y. Post*

"A great actress . . . world's best. 'Mrs. Leslie' opened to a cheering audience." *— N. Y. Daily News*



"Shirley Booth a joy to watch . . . one of best actresses extant." *— N. Y. Mirror*

"Emotional drama that gives Miss Booth every chance to display her great talent. She walks away with all the honors." *— N. Y. Journal-American*

"Miss Booth, by sensitive emoting, makes Mrs. Leslie genuinely alive." *— N. Y. Times*

"Shirley Booth adds to her stature. Top-flight entertainment." *— N. Y. World-Telegram*

"The current queen of any kind of acting you can name. Mrs. Leslie is played with every resource in her kit." *— N. Y. Morning Telegraph*

"'About Mrs. Leslie' will have bigger popular success than 'Come Back, Little Sheba'." *— Brooklyn Eagle*

SHIRLEY BOOTH
ROBERT RYAN
in
HAL WALLIS'
production
"ABOUT MRS. LESLIE"
Co-starring
MARJIE MILLAR • ALEX NICOL
Directed by DANIEL MANN
Screenplay by KETTI FRINGS and HAL KANTER
From the novel by VINA DELMAR

WHILE THE CRITICS HEADLINE HER, THE PAYING PUBLIC IS CROWDING TO SEE HER! IN NEW YORK AND LOS ANGELES NOW — SOON EVERYWHERE!



Scott Brady, Joan Crawford, Sterling Hayden in "Johnny Guitar," Trucolor.



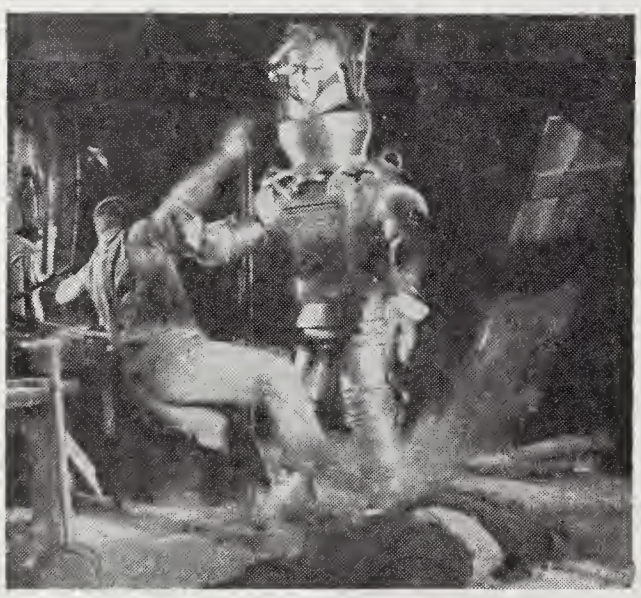
Edmond O'Brien, Ruth Roman in "The Shanghai Story," espionage melodrama.



Orson Welles, Margaret Lockwood, Forre Tucker in "Trouble in the Glen."



Young Robert Marriot, Brooklyn Dodger Roy Campanella in "Roogie's Bump."



A robot attacks a human in the exploitation picture "Tobor the Great."

Varied Republic Product Line-Up Set For Month-by-Month Release

Exhibitors can look for a line-up of approximately 10 feature pictures from Republic during the remaining half of the current year. Schedule, flexible enough to permit additional projects for inclusion, is marked by a variety of subjects, filmed in color and black-and-white.

In the realm of production, the company, via an announcement by Herbert J. Yates, president, disclosed that the biggest summer filming schedule in Republic' history has already begun. Six pictures are due to roll before the cameras in seven weeks, Yates revealed. Most will be rendered in Trucolor by Consolidated.

First before the lenses will be "Silver Rock," directed by associate producer Joseph Inman Kane from a Luke Short novel. Following will be "Zsa Zsa Goes West," tentative title of the Zsa Zsa Gabor-Porfirio Rubirosa starrer. Andrew Solt will serve as associate producer.

Third film to go into summer production will be "Carolina Cannonball," starring Judy Canova. Charles Lamont will direct for associate producer Sidney Picker. Picture will be followed up by a serial entitled "Panther Girl of the Kongo." Franklin Adreon will hold the combined reins of associate producer and director.

"Timberjack," a project of associate producer-director Kane, from the novel by Dan Cushman, is the next feature to enter shooting stages. "Rebel Island," with Edward Ludwig as associate producer, will be begun as the final venture of the summer series. "Island" is based on a novel by Adele Comandini.

Currently filming at Republic studios is "The Atomic Kid," a big budget picture starring Mickey Rooney and Robert Strauss. Leslie Martinson is directing and Maurice Duke is associate producer.

Pictures for release through the end of the year will be climaxed in the distribution of "Trouble in the Glen." Based on a story by Maurice Walsh, with screen play by Frank Nugent, the pair responsible for the story and screen play for the very successful "The Quiet Man," this was filmed on location in Scotland.

"Trouble in the Glen," photographed in Trucolor, is a romantic comedy and the stars are Margaret Lockwood, Orson Welles, Forrest Tucker, Victor McLaglen and John McCallum. Primary release has been tentatively scheduled for Dec. 1. Other releases also have tentative dates.

For August, the company has pencilled in "Make Haste to Live" as a key release. Picture stars Dorothy McGuire and Stephen McNally with Mary Murphy, John Howard and Edgar Buchanan. This is a suspense drama, based on a popular Crime Club novel.

Also in August will be the general release of the Joan Crawford starrer, "Johnny Guitar," also starring Sterling Hayden, Mercedes McCambridge and Scott Brady. Photographed in Trucolor, it is Miss Crawford's first western in years. Nicholas Ray directed.

For October, Republic will release "The Outcast," in Trucolor, starring John Derek and Joan Evans, with Jim Davis, Catherine McLeod and Ben Cooper in support. "The Outcast" tells the story of a Colorado cattle rancher in terms of action and romance.

For November, the company has slated "The Shanghai Story" for release. This melodrama stars Ruth Roman, Edmond O'Brien and Richard Jaeckel.

Additional releases will be "Tobor the Great" and "Roogie's Bump." "Tobor" stars Charles Drake and Karin Booth. Richard Goldstone produced and Lee Sholem directed for Dudley Pictures Corp.



John Derek, Joan Evans in "The Outcast," western adventure in Trucolor.



Dorothy McGuire, Stephen McNally in "Make Haste to Live," mystery.

EY ALL AGREE! MARLON BRANDO ON THE WATERFRONT IS THE GREATEST!

"n the Waterfront'
s a magnificent con-
ribution to the
world of drama. It is
great entertain-
ment."

Leland Hayward

"I was mad about 'On the Waterfront.' It's a very, very exciting film. One of the best pictures ever made. Marlon Brando excels himself, if that's possible."

Jean Simmons

"A brilliant motion picture. Wrap up all the Oscars, including mine, and send them over to Brando."

Humphrey Bogart

'On the Waterfront'
is an important,
exciting picture,
beautifully written,
directed and acted."

Samuel Goldwyn

"Add 'On the Waterfront' to your list of the memorable films of all time. Kazan's direction is masterful. Brando is his very best."

George Stevens

"'On the Water-
front' is a powerful
assault on your
emotions from your
heart to your head."

Jerry Wald

COLUMBIA PICTURES presents



MARLON BRANDO



On The Waterfront

AN ELIA KAZAN PRODUCTION

co-starring **KARL MALDEN · LEE J. COBB** · with ROD STEIGER · PAT HENNING · and introducing **EVA MARIE SAINT**

Produced by **SAM SPIEGEL** · Screen Play by **BUDD SCHULBERG** · Music by **LEONARD BERNSTEIN** · Directed by **ELIA KAZAN**

A HORIZON PICTURE

REGIONEWS

ALBANY

Bob Friedman is the new U-I mgr., succeeding Harry Alexander, now operating the Middletown Drive-In. Friedman had been booker in the Philadelphia branch. Irwin Ullman, mgr. of Fabian's Mohawk Drive-In, led a field of 55 in the 12th annual golf tournament of the Variety Club, scoring an 86. Ralph Ripps, Metro salesman, was second with an 87, reversing the 1953 results when Ripps came out on top and Ullman was runnerup. . . . The 20th-Fox demonstration of CinemaScope advances at Schine's Rialto, Amsterdam, presided over by div. mgr. J. M. Connolly and branch mgr. Nat Rosen, was switched from Albany to Amsterdam because the Rialto is equipped with auditorium speakers.

George Thornton expects to open the rebuilt Orpheum in Tannersville about July 15, with Robert Mosher, a teacher in the Saugerties High School, as mgr. . . . Simon Ullman, son of Fabian div. mgr. Saul J. Ullman, has joined the Palace staff for the summer. . . . Seymour L. Morris, ad-pub director for Schine Circuit, expected back at his desk following recuperation from a heart attack which hospitalized him for five weeks.

ATLANTA

Sundown Drive-In at Columbia, Tenn., has been sold to Recreation Ents. for $80,000. Robert Dabis is pres. of the company and H. P. Vinson is now mgr. . . . A new multi-million-dollar shopping center to be constructed by Oak Ridge Properties, Oak Ridge Tenn., under lease from the Atomic Energy Commission, will include a theatre for sub-lease. . . . Wm. Richardson, pres., of Astor Pictures of Ga., has taken over "Duel In the Sun" from Capital Films. Incidentally, Mr. & Mrs. Richardson recently celebrated their 39th wedding anniversary. . . . Colonial Drive-In, Nashville, Tenn., managed by Joe Hart, completed a Cinemascope installation at cost of more than $25,000. . . . Renovations were completed at the Etowah Theatre, Attalla, Ala., managed by Jack Brown. . . . Bob Strickland, pres. of Strickland Films, confined to his home because of a heart attack.

As a promotion stunt, J. L. Raulerson, who raises midget watermelons at his 75-acre farm, gave away 5,000 to patrons of his Outdoor Theatre, Clearwater, Fla. . . . Lamar County's first drive-in, the Twixt at Sulligan, Ala., owned by Harold Jones and Bobby Cobb, opened for business. . . . Martin theatres in Andalusia, Ala. and Eufaula, Ala. have CinemaScope screens now. . . . Monroe Theatre at Key West, Fla. installed a 60-ton ClimeMatic air conditioner. . . . RKO branch mgr. Ira Stone was guest speaker at a recent luncheon meeting of Atlanta Better Films Council. . . . Mgr. Gross of the Central Theatre, Atlanta, announced a new policy of "encore" runs of currently popular films.

Arthur DePre secured a permit for construction of an ozoner at Vance and Shepherd St., Chattanooga, Tenn. . . . The new concession lounge at Sel Mont Drive-In, managed by R. C. Holliday, has a 50-foot cafertia counter with grill, deep fry, peanut roaster, popcorn warmer and beverage dispensers with a connecting ice cream bar and candy counter. . . . Carroll Theatre, Carrollton, Ga., will be remodeled to the tune of $15,000. Pres. Ed Duncan also plans to shortly install CinemaScope. . . . San Carlos Theatre, Ybor City, Fla., headed by A. W. Castop, was recently opened to the public. The circuit's West Town in Tampa, managed by Joseph Mollens, is under extensive redecoration. . . . The active WOMPI's are sending six underprivileged children to a summer camp.

A renovation program which included installation of CinemaScope equipment and a natural gas heating system was completed at the DeKalb Theatre, Ft. Payne, Ala., managed by Sam. Miller. Col. T. E. Orr is pres. of the company. . . . New owner of the Dade Theatre, Trenton, Ga, is C. J. Costner. . . . A. C. Kanin, operator of the Tivoli, Chattanooga, Tenn., has been named a member of that city's Housing Authority. . . . Wometco circuit has been granted permit to build a 650-car ozoner at Ft. Lauderdale, Fla. on an 11-acre plot at 33rd Ave. It will be CinemaScope equipped and have room for walk-in patrons. . . . Louis Dwyer and Clyde Daigle, Local F-57, and Jeff Kinerd and Joseph Williams, Local B-27, were named delegates to the Film Exchange Empoyees Southern regional convention in Atlanta, July 26-28. . . . . G. S. Owen installed CinemaScope in his Royal and Opp Drive-In at Opp, Ala.

BOSTON

Redstone Drive-In circuit is enlarging its Revere at Revere by adding six ramps. The Neponsit, Boston's only drive-in, is having four additional ramps put in. Both theatres have new wide screens for CinemaScope showings. The circuit has two new theatres under construction for a late July opening —one in W. Roxbury and the other in Fairfax County, Va. . . . Despite public protest at a hearing before the Board of Selectmen of the town of Randolph, permit for a new drive-in was granted by the board. . . . Theatre Candy designed and equipped the concession stands for the new East Hartford Drive-In on Route 5 in S. Windsor, Conn.; Hilltop Drive-In, E. Greenwich, R.I., for the Erinakes Bros., and the Norway Drive-In, Norway, Me., for Lester Soule.

American Theas. reopened two summer situations, the Bayside in Hull and the Apollo in Nantasket. . . . Charles Kurtzman, northeastern div. mgr. of Loew's Theas., is substituting for vacationing managers in his seven operations. . . . Olga Bruno, one of the top women theatre execs. who had been asst. mgr. at Loew's State for 15 years, died of leukemia after an illness of eight months. . . . Lewis Rosensweig, who owns the Victoria Theatre, Greenfield, was in the district for the first time in many months to take in the Fox CinemaScope demonstration at the Metropolitan Theatre.

Joseph E. Levine, pres. of Embassy Picts., signed a deal for distribution of "Duel In The Sun" in this territory. It is set to open July 29 at the Paramount and Fenway, together with saturation bookings in over 250 theatres over a 21-day period. Film will be trade-screened at the Metropolitan on July 13 and a TV and radio campaign, at reported cost $25,000, is planned. . . . John J. Dervin of Stratford Picts. in N.Y. was elected an honorary life trustee of the Children's Cancer Research Foundation. A former chief barker of the New Eng. Variety Club, he was the first pres. of the Foundation. . . . Doris Johnson, secy. to Philip Smith, has set mid-Sept. for her marriage to Walter Bamberg of Dorchester.



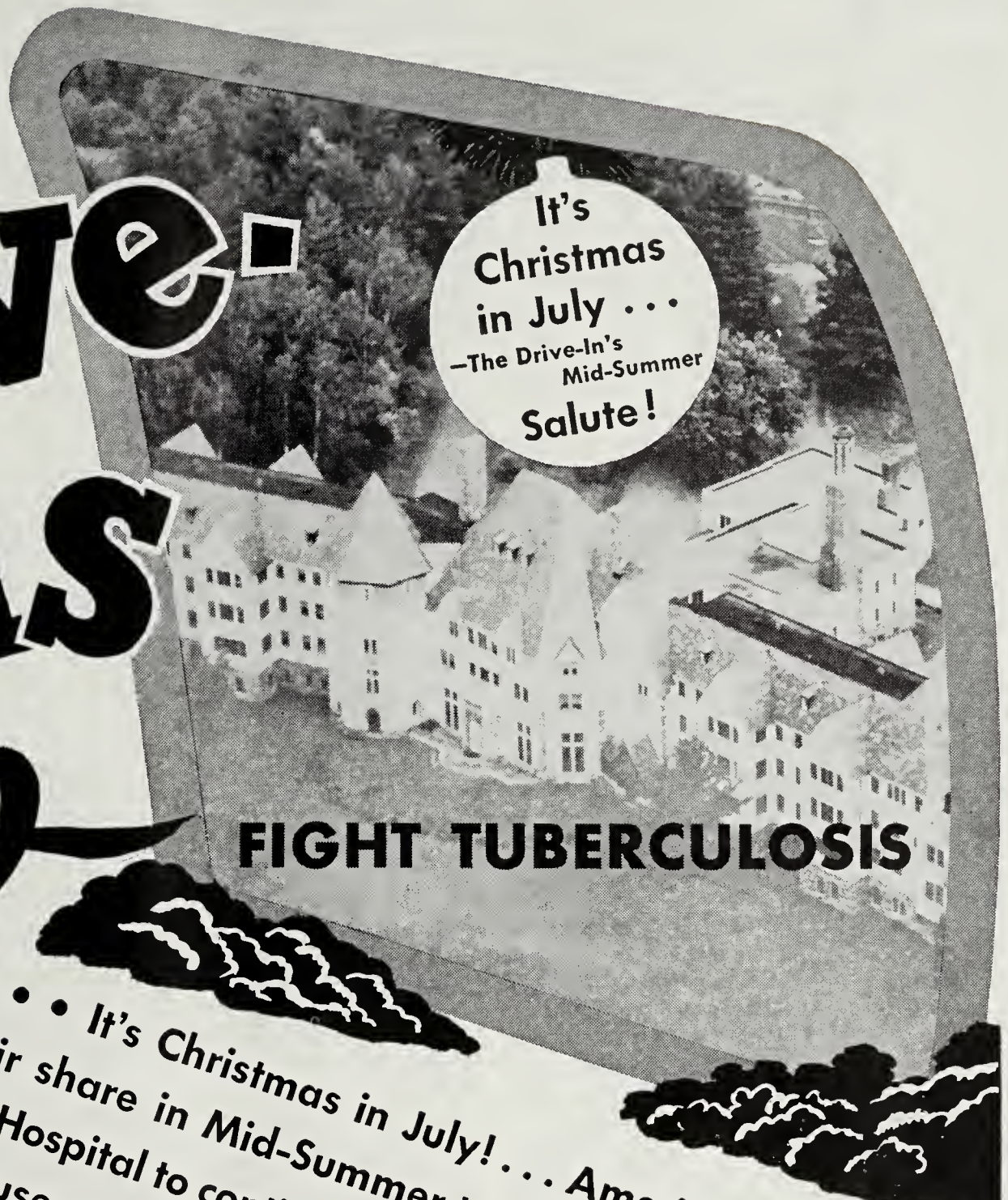
Citation naming "Seven Brides for Seven Brothers" as M-G-M's outstanding production in the first half of 1954 is presented by Mrs. Dean Gray Edwards (left), chairman of the M.P. Division of General Federation of Women's Clubs, to Mrs. Ida R. Koverman, studio representative, at the Federation's national convention in Denver.



Following the great reception to the fifth release of "Gone With The Wind," David O. Selznick is now scheduling "Duel In The Sun" for re-release and is shown here assigning the first franchise to Harold Schwarz (seated, left) of Tower Pictures Co. of Dallas. Standing (l to r) Frank I. Davis, Jr. and Budd Rogers.

In Mid-Summer

the Drive-In helps



• • It's Christmas in July! . . . America's Drive-Ins do their share in Mid-Summer to help their Will Rogers Memorial Hospital to continue its wonderful record of TB healing in the Amusement Industry . . . Because Drive-In employees, and their families, are eligible for free TB care and treatment, they accept their part of the responsibility of maintaining their institution. So, Drive-In Exhibitors, and Employees are squarely behind the Mid-Summer Salute goal of TB healing through Research and skillful treatment—are YOU?

Drive-In Exhibitors—

DO *THIS*
FOR YOUR HOSPITAL...

1. Conduct a MIDNIGHT BENEFIT SHOW sometime during July.

2. Conduct an EMPLOYEE SALUTE. Sign Scrolls. Get Membership Cards.

VOLUNTEER NOW!

Volunteer directly through your Will Rogers Hospital National Office, or through the Exchange Area Chairman who will contact you. Simply say, "Sure we'll help", and we'll see that you get the facts.

Variety Clubs **Will Rogers Memorial Hospital**

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BUFFALO

Boulevard Drive-In on Niagara Falls, Blvd., which had its gala opening recently, is the first and only ozoner in western N.Y. to show CinemaScope films on a giant panoramic screen. It is owned by Robert Hayman. . . . Dist. mgr. Arthur Krolick announced an all-day preview of a film at the Paramount, which was to be shown in conjunction with the regular program. . . .A bandit held up Mary M. Ralph, cashier at the Cinema Theatre, at gun point and made away with $250 while patrons were watching the show and the usual Monday evening crowds were on Main St. . . . Niagara Skyway is undergoing complete refurbishing to include a new refreshment pavilion and redecorated rest rooms.

Undisclosed N.Y. interests have purchased the Teck Theatre building on Main St. from Louis J. Rosokoff and members of his family, who have leased it back for a long term and will continue to operate. The transaction is said to involve more than $600,000. . . . Lela Theatres announced that the 630-seat Hornell at Hornell would play SS only. . . . Two Rochester theatres have shuttered —the Arnott, owned by Caledonia Realty, and Robert Carbone's 377-seat Hudson, which will be dismantled. . . . Jack Munstuk, M-G-M branch mgr. was host at a cocktail party and luncheon to celebrate winning of the sales contest by his exchange and also to honor Rudy Inderbitzen, who is retiring after 30 years service, recently as shipper.

The new Falls Auto Vue at Niagara Falls, with space for 700 cars and owned by Falls Drive-In Corp., got into full swing for the 4th of July holiday. Booking and buying is being handled by Cooperative Theatres. . . . Ben Codispoti's Belmont at Belmont will play FSS only during July and Aug. . . . Francis Tate will close his Phelps Theatre at Phelps on Mondays. . . . Sark Stephen has broken ground for a new drive-in at Transit and Wehrle in the township of Lancaster. . . . Dorothy Atlas of the Broadway Drive-In, was elected pres. of Women of Variety. . . . Mike Simon has returned to his native Buffalo from Albany, where he was a salesman with UA.

CHARLOTTE

B. B. & W. W. Hucks and James Ladd are new owners of the Flamingo Drive-In at Myrtle Beach, S.C., with Carolina Booking Service handling booking and buying. . . . Charles Mincey, 20th-Fox head booker, welcomed a new daughter.

J. W. Martin installed CinemaScope in his Salisbury Drive-In, Salisbury, N.C. . . . Mgr. Paul Lewis of the Riverside Theatre, Lumberton, N.C., reports a CinemaScope installation there. . . . Down in Seneca, S.C., mgr. Harry Osteen of the Fox Drive-In turned over one night's proceeds to the Palsy Lynch fund.

Mr. & Mrs. Joe Endy have taken over the Rock-Ham Drive-In, Rockingham, N.C., and installed CinemaScope. . . . Center Theatre at Monroe, N.C. installed a wide screen for CinemaScope. . . . Mrs. J. B. McIntyre of the Raeford Theatre, Raeford, N.C., died just a few months after her husband passed away. Their daughter is now running the house. . . . Imperial Theatre, Ashville, N.C., managed by Frank LaBar, Jr., reopened after complete remodeling and renovation. . . . The Strand at Rockingham, N.C. is installing CinemaScope. . . . A heavy windstorm blew down the screen at the Sky Vue Drive-In, Hamlet, N.C., managed by Mrs. H. A. Reese.

CHICAGO

Atty. Seymour Simon filed equity suit asking that Felix and Lambert's Vogue Theatre at 3800 N. Broadway have the right to bid for Warner and Columbia films in competition with B&K's Century and Uptown. . . . Ben Elrod, retired from the Republic exchange, has gone to the west coast to make a new film connection. . . . B&K's request for modification of the Jackson Park Decree provisions has been set for hearing Sept. 13, in Judge Michael Igoe's court. . . . . Jack Bilisch named mgr. of Woodlawn Theatre. . . . Jovan's Monroe Theatre obtained midwest premiere of "Valley of the Kings," to open for extended loop run Aug 3. . . . Charles Cottle, B&K dist. mgr., is in Michael Reese Hospital seriously ill. . . . The loop Oriental is getting a new cooling plant to replace the one installed 20 years ago.

Cinema Annex Theatre, denied union operator for "Salt of the Earth," is now showing "The Inspector General" with union operator. . . . Ogden Theatre on W. 63rd St. was robbed of $800 by two armed bandits. . . . B&K paid $1 dividend to stockholders. . . . Variety Club honored Joseph Swedie of International Harvester Co. as "Man of the Year" at a luncheon and established a fund to reimburse him for film expenses in his charitable work, which includes La-Rabida Sanatarium, Variety's chief charity. . . . IFE plans August sales meeting for Chicago. Bernard McCarthy and Sam Chernoff are now handling IFE sales in central territory.

World Playhouse has midwestern premiere of "Ana-Ta-Han." Teitel Film Service handling distribution for Milwaukee, Indianapolis and Chicago territories, also "Pickwick Papers." . . . Jimmy Gillham, son of 20th-Fox exchange mgr. Tom Gillham, is now on managerial staff of B&K's Roosevelt. . . . H&E Balaban's Esquire and Surf reduced evening prices to 85¢ from 98¢. Schoenstadt made same reduction at Picadilly. Loop Monroe admission down to 87¢. . . . Thos. J. Burke, pres. of Janitors Union for theatres and office buildings, announced that 5,000 women members have been given 18¢ raise retrocative to Jan. 1. Lou Harris, Alliance maintenance chief, is at home convalescing from surgery. . . . A. M. Van Dyke, 20th-Fox sales mgr., convalescing from recent serious illness. . . . Earl Eisenhower, brother of the President, named gen. mgr. of western suburb newspapers, has moved his family here from Charleroi, Pa.

B&K booked "Magnificent Obsession" into loop United Artist Theatre and expect Jane Wyman here for premiere on July 16. . . . Harry Phillips, dealer in used theatre chairs, opened a Chicago office at 1325 S. Wabash Ave. . . . Spiro Cheruhas joined sales staff of Abbott Theatre Supply. . . . Paramount will release "Greatest Show on Earth" to subsequent runs in this territory beginning Aug. 20. . . . Homewood Theatre, Homewood, Ill., operated by local merchants under management of Bud Harrington, contracted for CinemaScope and stereophonic sound.

Lou Breese, former B&K musical director, is now turning out unit shows to work with Breese orchestras. . . . Pres. Pete Olsen, Popcorn Processors Assn., recovering at his home in Caldwell, Idaho, from heart attack. . . . Chicago Used Chair Co., under Sam Levinson, is buying 1500 seats from the Fort Benning Theatre, Ft. Benning, Ga., and will offer them to the trade. . . . John Balaban and Jack Kirsch, along with other business leaders, dined with President Eisenhower in Washington. . . . Chicago Tribune refused publication of 500-line ad boosting "Indiscretion of an American Wife" at Woods Theatre as too sexy. Copy was revised.



L to R: Emperor Haile Selassie; Earl W. Long, Paramount city mgr.; Mr. Utter, U. S. State Dept., entering the lobby of the St. Francis Theatre in San Francisco to see Warner Bros.' "Dial M For Murder," which the Emperor expressed a desire to see.



Milton S. (Andy) Anderson, Paramount San Francisco branch salesman, receives from George A. Smith, Paramount's western div. mgr., lapel pin signifying membership in the company's "100 Per Cent Club."

CINCINNATI

Formal opening of the new Piketon Drive-In at Piketon, O., set for July 1, was delayed by Roy Waller and Chester Huprich, owners, because of a fire which damage is estimated at $5,000. Tri-State Theatre Service is to handle booking and buying. . . . Theatre Owners Corp., of which J. A. McDonald is gen. mgr., has taken over booking and buying for the Parker Theatre, Parkersburg, W. Va., owned by Mrs. Rose Thomas. . . . Ed Ott, owner of Central Kentucky Film Service Co., passed away suddenly at the age of 44.

Jim Chakeres leased the Fayette Theatre, Washington Court House, O., effective July 1. Hoy Simons was co-owner and mgr. of this house for over 25 years. Chakeres, who also operates the State there, plans to close it indefinitely. . . . Sam Weiss, Columbus salesman for Fox, was hospitalized for a kidney stone attack but got over it without surgery. . . . Jay Goldberg of Realart and Lippert reports acquisition of three Randolph Scott reissues—"Canadian Pacific," "Caribou Trail" and "Fighting Men of the

CINCINNATI (cont'd.)

Plains.'' . . . Joe Bohn, who manages the Realart office, is out of the hospital and convalescing at home.

CLEVELAND

In one of the largest real estate transactions involving theatre property in the past 20 years, Edward and William Wargo of Wargo Realty purchased the Uptown and Variety theatres here from Warner Brothers for $500,000, returning the buildings to local ownership after 25 years. Both properties will be held for investment. The Wargos recently purchased the Gordon Square, Milo, Rex and Royal here and acquisition of other theatres throughout Ohio and Pennsylvania are under consideration. Uptown and Variety theatres were built in 1928 for $2,000,000 and sold to Warner in 1929.

DENVER

Cornell Jordan Duer, 52, branch mgr. for Allied Artists, died in a Denver hospital where he had gone for a checkup and observation. Jack Felix, branch mgr. at Portland, Ore., for AA, has been returned to Denver as branch mgr., to succeed Duer. . . . Robert Smith, partner in Steamboat Springs and Oak Creek, Colo. theatres, and Anda Onstad of Milwaukee were married here last week. . . . Les Laramie, booker at Universal, has been named a salesman, succeeding W. L. Cahill who died in a recent car accident. . . . Robert Selig, exec. v.p. of Fox Inter-Mountain, has been re-elected pres. of the board of trustees of the University of Denver.

DES MOINES

O. V. Goodman has purchased an interest with Central States in a theatre, as yet unannounced, which Goodman will manage. He will also retain his lease on the Rialto Theatre building in Villisca, with Florence Veak, who has been there for several years, in charge. . . . Three more theatres in Iowa have joined the CinemaScope ranks. They are the Grand in Oelwein; the Perry in Perry, managed by Carl Schwanebeck; and the Uptown in Creston, managed by Eldon Harwood. . . . Mr. & Mrs. Robert Bigings, mgrs. of the Vern Theatre in LuVerne, report that the free movies on Wednesday nights, sponsored by the local Chamber of Commerce, have been drawing big crowds and will be continued throughout the summer.

Merle Sorum, mgr. of the Memorial Theatre at Thompson, started a guest book deal in which patrons who sign their names and give the date of their birth will receive a postcard prior to the date entitling them to a free admission in observance of the birthday. . . . The local Universal exchange, managed by Lou Levy, won first place nationally in the recently concluded "Charles Feldman Drive.'' . . . The town council of West Liberty, Ia. has voted to adopt daylight saving time, to be in effect from June 27 to Aug. 29.

FILMS TELEVISED JUNE 26 to JULY 9

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original release date
Beauty and the Bandit	Gilbert Roland	Monogram 2-1-46
Breakfast in Hollywood	Bonita Granville	UA 1-14-46
Candlelight in Algeria	James Mason	Fox 6-6-44
Captain Kidd	Charles Laughton	UA 7-31-45
Coals of Fire	Carol Thurston	
Evidence For Hire	Patrick Holt	
Friendly Neighbors	Lois Ranson	Rep. 11-8-43
Gangs Of The Waterfront	Haunted Trails	Monog. 8-21-49
Hundred Hour Hunt	Anthony Steele	A. J. Greshler 7-30-45
In Room 13	Sally Gray	
Joe Palooka Meets Humphrey	Joe Kirkwood	Monog. 2-5-50
Mickey	Irene Hervey	Eagle-Lion 6-23 48
Riders of the Dusk	Whip Wilson	Monog. 11-13-49
Loan Shark	George Raft	Lippert Pic. 5-23-52
The Third Clew	Basil Sydney	
Two Sinners	Otto Kruger	Rep. 9-14-35
A Yank In London	Anna Neagle	AF Films 2-29-46
Secret Command	Pat O'Brien	Col. 7-30-44

DETROIT

In reverse of the present trend, the former Abington Theatre, which has been serving as a church for the past three years, will be reopened as a theatre. Saul Korman, who will operate the theatre, leased the building from Sol Krim. . . . Bill Clark reports the Macomb at Mt. Clemens has shifted to a straight first run policy, for which he will handle film buying. . . . Arnold Cohn, formerly an exhibitor at Tampa, has taken over the Night Sky Drive-In at Beulah. . . . Roy R. Ruben of the Fox Theatre is a leading candidate for the open vice-presidency on the board of IATSE. . . . Mrs. Caroline Butterfield Allen, eldest daughter of the late Col. W. S. Butterfield, leading circuit theatre founder in Mich., was killed in an auto accident.

Roy Seizinger, after several years with the Cohen Circuit, was named mgr. of the Roxy Theatre, succeeding Mike Kareha, who has left town. . . . Paul Broder, head of Sterling Theas., headed for N.Y. for three days to confer on business details. . . . Pat MacInnis, who formerly was with the United Artists Theatre, has been made publicity chief of the Cinema. . . . Mrs. Ethel Kilmark, Coloma exhibitor, reopened the Vliet Theatre at Watervliet, to operate during the summer months only. . . . Mrs. Evelyn Bruss, wife of M-G-M salesman Kal Bruss, was named chairman of the Detroit Women's Council of the National Anti-Defamation League. . . . Local billposters are getting a two-step raise of 10¢ an hour now and 7½¢ addition effective next March 1.

Dillon M. Krepps is installing the first Perspecta-Sound unit in the state in the United Artists Theatre. . . . The Philip Smith Circuit is installing the first outdoor CinemaScope in the area in the East Side Drive-In. . . . Walter Hirstman is installing the largest, and what is said to be the most spectacular, attraction board in the area for the Blue Sky Drive-In at Pontiac. . . . A. M. Friedman, head of Veteran Food Products Co., specializing in potato specialties for the theatre trade, is moving into a larger plant on Conant Road.



Shirley Booth, star of "About Mrs. Leslie," a Hal Wallis production for Paramount, received a special Actors' Equity Award as a tribute to her talent at celebrity-studded world premiere at N.Y.'s Victoria Theatre. Shown (l to r): Ben Grauer, emcee; Adolph Zukor, Paramount board chairman; actress Kim Hunter; Miss Booth; actor Barry Sullivan; actress Hermione Gingold; actor Billy DeWolfe, and Paul Jones, Equity official.

HOUSTON

In answer to popular demand, ''The Living Desert'' was brought back to the River Oaks Theatre for a second showing in less than three months, after having played there for five weeks. . . . Majestic Theatre used comic strip ad to arouse interest in ''Hell Below Zero.'' Joe Adzgery took new post as asst. mgr. of the Metropolitan. . . . 700 persons were evacuated from the Iris and Uptown during a fire which broke out in an adjoining theatre. The Uptown, closed for water damage repairs, is taking advantage of the opportunity to install a CinemaScope screen.

Interest was stirred up in ''Adventures of Robinson Crusoe'' at the Kirby by running a man's photo in the morning Post with face concealed. Anyone recognizing the man on the street and saying "Hello Friday" would win $100. . . . Uptown Theatre features a special 25¢ ladies matinee every day, starting at 10:45 A.M. . . . "All Quiet on the Western Front,'' playing at the Academy Theatre, is giving the younger generation a chance to see this great war film.

INDIANAPOLIS

Park Theatre at North Vernon, Ind. installed CinemaScope equipment. Other installations here are the Uptown and St. Clair; Times, N. Manchester, and the Tri-Hi Drive-In, Garrett. . . . No word is available as to how long the Madison Theatre, Madison, which was closed on June 12, will remain shuttered. . . . The Strand Theatre, Portland, Tenn., has been acquired by I. A. Woods, Jr. and will continue to operate as part of the Affiliated Circuit. . . . When the six-week transit strike ended on Sunday, Greater Ind. Amuse. Co. announced a 25¢ admission for Monday and Tuesday to start shoppers coming in.

Marion County Prosecutor Frank H. Fair-

INDIANAPOLIS (cont'd.)

child dropped charges against four local exhibitors arrested for showing "French Line." The picture was so well liked, it has been held over at several houses. . . . John L. John, M-G-M field representative who transferred from here to Pittsburgh, Pa., is back for a special assignment on "Gone With the Wind." . . . The Bel Air Drive-In at Richmond, Ind. finally opened after some delay in getting materials. . . . Moe Esserman announced sale of his Screen Classics exchange to a temporarily undisclosed purchaser from Cleveland, O.

Pendleton Pike Drive-In was first in the state to show CinemaScope productions. . . . Execs. of Alliance Theatre Corp. had their annual sales conference at the Hotel Lincoln last week. . . . The Family Club of 20th-Fox had its annual picnic at Northern Beach, with members and their families participating. . . . Tom Morris named mgr. Grove Theatre, Beach Grove, Ind.; Glenn Doty named mgr. of the Storm Theatre, Oakland, Ind. . . . Realart reports an unusually good engagement of "Outlaw Territory" and "Run for the Hill" at the Lyric Theatre. Joseph Bonn of Realart is quite ill at his home.

KANSAS CITY

Hallmark's package program, "Karamoja" and "Half Way to Hell" had its first test screening at the Cowtown Drive-In, St. Joe, Mo. . . . Mr. & Mrs. M. S. Heath and son Marvin have opened the Hillcrest ozoner at Gashland, Mo. . . . Floyd Moore's Princess Theatre at Aurora, Mo. has new sound and screen equipment. . . . A tornado did $20,000 damage to the 61 Drive-In at Pevely, Mo. The ozoner is leased by Herbert P. Hartsteen and his sister, Mrs. Irene Aft, from Linn Amuse. Co., headed by H. R. Wendt.

Glen Hall's Hall Theatre at Cassville, Mo., and Charley Knickerbocker's Liberty at Columbus, Kans. have new equipment. . . . John Pearson is new mgr. at the Uptown in Carrolton, Mo. . . . A petition by property owners to prevent construction of an ozoner in Independence, Mo. was ruled inadequate by a circuit court decision. . . . Exhibitors in the K.C. area were invited to a demonstration of 4-track stereophonic sound and screenings of scenes from forthcoming CinemaScope pictures at the Orpheum on July 9. . . . Nick Sonday, gen. mgr. of Consolidated Agencies, suffered a heart attack on a plane bound for Wichita and was returned to a K.C. hospital.

The 350-seat Palace Theatre has been purchased by Ralph J. Heft, mgr. for five years, from Louis Donnici. . . . Howard Larsen's Larsen Theatre at Webb City was damaged by fire. The house, closed since 1953, was to have been reopened. . . . Doug Lightner is new mgr. at the Missouri in Columbia, Mo.; Earl Douglas heads the Wareham, Kans. theatre and Eldon Harwood has replaced Douglas at Creston, Ia. . . . Durwood's Capitol at Jefferson City, Mo. and the Hollywood at Leavenworth have stereophonic sound. . . . W. O. and Bill Lenhart's Plaza at Trenton, Mo. has new lenses and high intensity screen.

MIAMI

Pre-trial hearings began in the $4,000,000 anti-trust suit brought by the Claughton Chain against seven motion picture producers, distributors and theatre chains. Trial is set for Sept. in Federal Court. . . . "Gone With The Wind" opens at the Embassy and the Trail on July 15. Trail will have a new wide screen—ditto the Normandy. . . . Bill Arnold, operator of the Surf, is in North Shore Hospital for surgery.

MILWAUKEE

Ben Marcus was busy answering questions after he had luncheon with President Eisenhower in Washington, D.C., which was also attended by other leaders in the industry. Korean relief was discussed. . . . New feature added at the Bluemound Drive-In here is a free window-washing service. . . . The Suring Theatre at Suring, Wis., formerly called the Birch, is now operated by A. H. Moede. . . . Mert Miller's theatre at Mayville is closed mid-week during the summer. . . . Eugen Van Norman, Times Theatre, was married last week to Mrs. Hattie Johnson of Wauwatosa. . . . Mrs. Cele Olshan, wife of Columbia branch mgr. Harry Olsham, passed away after a long illness.

MINNEAPOLIS

A corporation headed by George Matthews, a member of the County Board of Commissioners, has applied for a drive-in license at 78th & Normandale Rd. in suburban Bloomington. . . . Thomas Toussaint, former asst. mgr. of the RKO Pan, is now part-time treasurer at the RKO Orpheum. . . . Ben Berger, pres. of Berger Amuse. Co. and North Central Allied, was one of 40 members of the film industry to attend a White House luncheon with President Eisenhower.



Alliance Theatre Corp. executives pose before 24-sheet of Columbia's "The Caine Mutiny" at their recent annual drive meeting. L to R: Nick E. Stassen, John J. Doerr, S. J. Gregory, J. J. Gregory, Peter Panagos and S. J. Papas.

Ben Marcus, Columbia's midwest dist. mgr., was in to attend a cocktail party for Genevieve Dunovan, cashier, who has been with the company for 25 years. . . . Maitland Frosch, head of Frosch Theatre Supply, was written up in the "Town Toppers" series of the Mpls. Star. . . . Smoke forced patrons from the Strand at Fort Dodge, Ia. when fire broke out in an adjacent building. . . . The Princess at Fargo, N.D. has been purchased by Wendell Jansen and is operating after being closed for some time. The theatre has been redecorated and remodelled. . . . Raymond O. Lee, late owner of the Wayzata, Wayzata, Minn., left an estate valued at $39,000.

The Boulevard, Mpls. nabe, is installing Ballantyne stereophonic sound. Frank & Woempner also installing the same equipment in their drive-in being completed at Willmar, Minn. . . . Charles Weiner, formerly with IFE, has been named sales representative for Buena Vista Film Dist. Co. and will cover the Dakotas, Minn. and Wisc.



Among New England showmen on hand for United Artists' product-promotion forum in Boston, under leadership of Francis M. Winikus, national ad-pub-exploi. dir., and exploi. mgr. Mori Krushen, were (clockwise from center foreground): Paul Levi, American Theas.; Jack Saef, New England Theas.; Charles Kurtzman, Loew's Theas; Louis Krasnow and Dan Finn, Astor Theatre; Hy Fine, New Eng. Theas.; Winikus; Krushen; Harry Segal, UA branch mgr.; Karl Fasick, Loew's Boston Theas., and Abner Pinanski, Pilgrim Theatre. The conferences set New England territorial campaigns for "Apache," "The Long Wait" and "Man With A Million."

Watch These Dates!

Aug. 9-14: Cincinnati — I.A.T.S.E. 42nd Convention—Music Hall.

Aug. 23-24: White Sulphur Springs, W. Va. —Allied Board Meet—Green Brier Hotel.

Oct. 10-11: Milwaukee—Allied States Assn. fall board meeting—Schroeder Hotel.

Oct. 12-14: Milwaukee—Allied States Assn. annual convention — Municipal Auditorium.

Oct. 30-Nov. 4: Chicago — Theatre Owners of America convention—Hilton Hotel.

Oct. 31-Nov. 4: Chicago — TESMA Trade Show—Conrad Hilton Hotel.

Nov. 7-8: St. Louis-Missouri-Illinois Theatre Owners convention—Chase Hotel.

Nov. 14-16: Charlotte—Theatre Owners of N. and S. Carolina—Hotel Charlotte.

Nov. 16-17: Indianapolis — Allied Theatre Owners of Indiana fall convention—Marott Hotel.

Dec. 5-7: Oklahoma City—Theatre Owners of Oklahoma convention.

MINNEAPOLIS (cont'd.)

Sam Chernoff replaces him as IFE salesman in the territory. . . . Jack West is the new student booker at Universal. . . . Howard Goldman, operator of the White Bear at White Bear Lake, Minn., is engaged to Phyllis Abramson of St. Paul.

NEW HAVEN

The $125,000, 850-car Bridge Drive-In at Groton was opened by Associated Mgmt. Corp., with Ed O'Neill as gen. mgr. . . . A July 15 opening is planned for the E. Hartford Drive-In, headed by Abraham Bronstein. Cost is estimated upwards of $125,000. Film buying has been assigned to Amalgamated Buying & Booking Service. . . . Barney Pitkin, RKO branch mgr., and Mrs. Pitkin, marked their 29th wedding anniversary. . . . M&D Theatres, headed by Sal Adorno, Sr., dropped Thursday thru Sunday performances at the downtown Capitol in Middletown.

Leon Webb was appointed mgr. of Markoff's Portland Drive-In, Portland, Conn. . . . Don Felix, mgr. of the Perakos' Beverly Theatre, Bridgeport, and Mrs. Felix are observing their 25th wedding anniversary. . . . Certificates of incorporation have been filed by Stamford Amusement Corp., Stamford, listing Jeanette Tutunjian as pres., and by Oakdale Musical Theatre Co., Wallingford, listing Ben Segal as pres. . . . Community's 1800-seat Star Theatre, Hartford, has started a Thursday "Western Jamboree," featuring three westerns, cartoons and novelties. Regular double bills prevail the rest of the week.

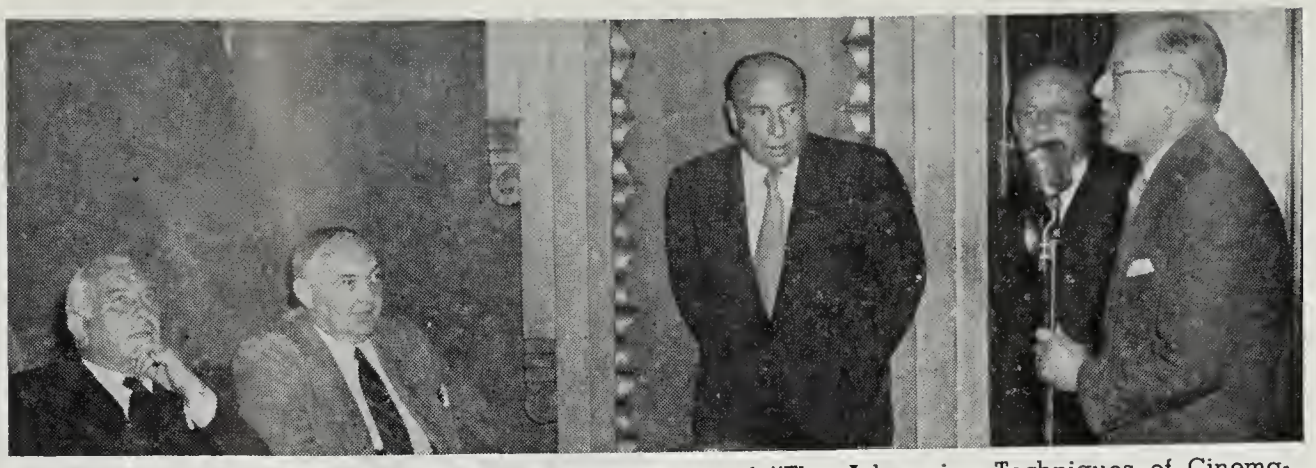
Ben Simon, 20th-Fox branch mgr., is retiring after 36 years in the motion picture industry. His replacement is Herbert Hershone, who has been serving as company sales mgr. at Philadelphia. Simon, who marks his 60th birthday in Aug., has not announced his future plans.

NEW YORK

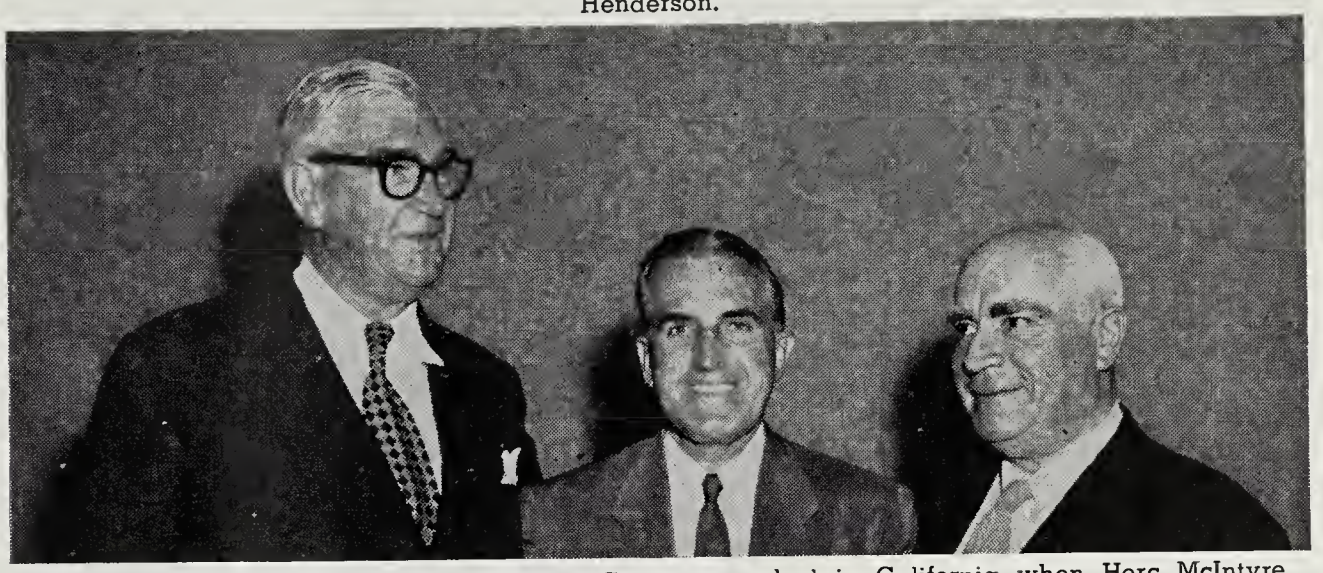
Erich Van Dyke, mgr. of Loew's 83rd Street Theatre, has retired and will make his home in Florida. . . . In a move to create employment for its members, the Hebrew Actors Union has leased the Elsmere Theatre in the Bronx to be used for Yiddish stage productions in the fall. . . . J. Joshua Goldberg and Emanuel Hertzig, execs of Raybond Theatres, have acquired the Sheraton Hotel in Pittsfield, Mass.

OKLAHOMA CITY

The Criterion Theatre reopened after six weeks of extensive remodeling and improvement with a benefit showing of "Demetrius and the Gladiator" for Oklahoman and Times Charities, Inc. State officials participated and Pat McGee, gen. mgr. of Cooper Foundation Theas. came on from Denver to make introductory remarks. Representing an investment of about $175,000, some of the improvements include streophonic sound and equipment for all new mediums, a porcelain enamel marquee which illuminates the entire block, ground floor concession stand and upper lobby self-service snackbar, and new extra-wide foam rubber seats. . . . Chester S. Humphrey, 56-year-old former Okla. City resident and owner of several theatres, passed away at his home in Daytona Beach, Fla. . . . An estimated $4,500 damage resulted from fire which started in a waste basket in the Variety Club rooms in the Biltmore Hotel after they had closed for the day.



Preceding the showing of an hour-long demonstration of "The Advancing Techniques of CinemaScope" to 150 Wall Street security analysts at 20th-Fox's Little Theatre in the N.Y. headquarters, Earl I. Sponable, research director for the company, addressed the guests. Lending an ear (l to r) were Fox execs Spyros P. Skouras, Herbert Bragg, Al Lichtman, Murray Silverstone and Donald A. Henderson.



100 years of service to Universal Pictures Co. was marked in California when Herc McIntyre, Australasian div. mgr. of the company (left), and Bill Hislop, New Zealand mgr. (right) joined Al Daff for the above picture. McIntyre and Daff each have 34 years, while Hislop is the junior with 32 years. Both McIntyre and Hislop are currently visiting the U.S.

PHILADELPHIA

A gala preview of "The Student Prince," sponsored by Chestnut St. Assn. and Phila. Chamber of Commerce for benefit of the United Service Club, marked opening of the Viking Theatre, formerly the Aldine, which Stanley-Warner sold to Harry Sley. The new theatre boasts a modern one-level graded floor, new seats with plenty of leg room and complete air-conditioning. . . . The Shore Drive-In, next to Harrisburg Airport, opened. . . . Shaver Theatre in Shavertown, Pa. reopened for week-end operation. . . . Paramount's Tower Theatre inaugurated a triple feature policy on Sundays.

Pocono Drive-In at Pocono, Pa. and Starlight D-I at Brandonville are no longer being serviced by Tri-State Theatre Service. Gen. Mgr. Sol Shocker took over the chore. Owners Al Mazer and Hel Heinbach contemplate building a new ozoner near Allentown, Pa., which would be the fourth one in that area. . . . Dave Rosen is now distributing "The Pickwick Papers" and "Planet Outlaws" in this territory. . . . The Lancaster Drive-In Church and Christian Cinema have set up on the old Airport grounds, under sponsorship of Lancaster Gospel Center, and will offer films for the first time. . . . Taft Theatre in Olyphant, Pa. and the Liberty in Exeter shuttered for the summer, also St. Anthony's in Ranshaw and the Standard in Hummelstown, Pa. . . . Ben Harris of American Films has been painting sidewalks all over the film colony with news that he has a franchise for Goldwyn's "Westerner" and "Dead End."

Robert H. Baronoff's new $90,000 drive-in near Morrisville, Pa. is faced with zoning problems which may cause loss of half its customer potential. About five acres are located in unzoned Falls Township and two in a residentially zoned part of Makefield Township. The Bucks County Common Pleas Court turned down his appeal from the Board of Supervisors' decision denying a variance in its residential classification. Baronoff has not yet decided what to do but may claim that variance should be granted on grounds of laches since Makefield authorities sat idly by while the ozoner was being built. . . . If anyone knows of any good sites for drive-ins in this exchange area, contact Norman Shigon, Commercial Trust Bldg., Lo 4-4160.

Dean Martin and Jerry Lewis, with a big assist from Paramount, will play host at a press party at the 500 Club and Traymore Hotel in Atlantic City on July 15 and 16, in conjunction with world premiere of their latest film, "Living It Up." . . . A. W. Ellis is now managing the Olden in Trenton, N. J. . . . The Trans-Lux publicist could find only four people named "Million" to whom to give free tickets to opening of "Man With A Million." . . . City amusement tax receipts during the first four months of this year were $2,900,000. . . . The Criterion in Morristown, N. J. shuttered, also the Medford in Medford, N. J., the Hiway in Hyerstown, Pa. and the Penn in W. Reading.

PITTSBURGH

According to M. A. Silver, Stanley-Warner zone mgr., Hollywood's strongest attractions will be shown here during the summer, which is a reversal of the usual practice in film circles. Previously, the more important films were "held back" until the fall but the upswing in theatre attendance has prompted distributors to release their available top product now. This three months of top movies will be called "July Jubilee," "August Anniversary," and "September Specials. . . . It was another boy, their third and named Karl Russell, for Lilly and Marvin Samuelson, asst. film buyer for S-W Theatres.

PORTLAND-SEATTLE

The 400-seat Liberty Theatre, a landmark in Spokane, Wash., will shortly be demolished to make way for a business block. House was operated for many years by Ray Grombacher, now of the Embassy Theatre in Portland, Ore. . . . "The Cowboy" will have its world premiere at J. J. Parker's United Artists Theatre in Pendleton, Ore. . . . Sherbie Chudacoff is new owner of the Sellwood Theatre, leading Portland suburban house. Free matinees for children with free ice cream, sponsored by Sellwood merchants, is a specialty of the house.

Just prior to his resignation as head of Evergreen Theatres, Frank L. Newman presented Harold Murphy, his colleague and well-known theatre mgr., with a bountiful retirement check as he has reached his 65th and retirement year. . . . Fred Danz of Sterling Theatres, operating the Lake City Theatre, announced that the district was taken into Seattle proper and the house will be remodeled to comply with city rules.

PROVIDENCE

Al Siner, Strand mgr., chose day and date opening at regular strand prices for the return engagement of "Greatest Show On Earth" with the visit of King Brothers' Circus, emphasizing in his advertising the comfort of seeing the circus in air-conditioned luxury. . . . Bay State Drive-In is the first ozoner in this territory offering both CinemaScope and stereophonic sound. . . . Opening of a gigantic underground bowling alley with parking space for more than 100 cars on the street-level roof is attracting persons from all over the state who are finding it convenient to drive into E. M. Lowe's Drive-In at the Providence-Pawtucket city line after a few strings of bowling. . . . Edward M. Fay, dean of R.I. showmen, will serve on the Board of Trustees of the "Jimmy Fund."

ST. LOUIS

The 200-seat Della Theatre at Creal Springs, Ill. was reopened by Joe Brooks. . . . At Kansas, Mo., the 200-seat Merchants Theatre reopened under new management and arangements for continued support by a number of the local merchants. . . .A wide curved screen has been installed in the Arcadia Theatre, Olney, Ill., with a set of new lenses to permit showing of CinemaScope films. It is a Frisina unit, managed by Frenchie Gallagher. . . . An RCA Dynalite wide screen was installed at the Capitol, McLeansboro, Ill. . . . Closed for the summer season are Loran Cluster's 500-seat Globe at Salem, Ill.; the 311-seat Lyric at Farina, Ill., operated by Mr. & Mrs. Art Madden; Frisina's 840-seat Elks at Olney, Ill.



Dr. Goffredo Lombardo (right), pres. of Titanus Films and head of Italian Film Producers Assn., tells the trade press in N. Y. that the world market now accounts for about 40% of the Italian gross. At the conference are Franco De Simone (left), gen. mgr. of Titanus, and E. R. Zorgniotti, exec. v.p. of Italian Films Export, which is sponsoring the visit on behalf of "Bread, Love and Dreams."

Columbia Amuse. Co. installed stereophonic sound in its Varsity at Murray, Ky. . . . Frank Henson of Loew's State, St. L., has joined the national search for seven bachelor brothers in connection with the forthcoming "Seven Brides for Seven Brothers," who will be guests of honor at the N.Y.C. premiere. . . . Francis David, owner of the State at Hamilton, Ill., announced that he plans to close the 337-seat house permanently the latter part of July after 20 years of operation. . . . The 1954 meeting of Missouri-Ill. Theatre Owners will be held at the Chase Hotel here Nov. 7-8, enabling the gathering to take advantage of the national TOA meeting in Chicago, Oct. 30-Nov. 4, at the Hilton Hotel.

St. L. Amuse. Co. has permits to raze three frame residences here to provide additional parking facilities for patrons of the Richmond Theatre. . . . The Springfield, Ill. Junior Chamber of Commerce, in cooperation with the National Children's Flm Library and National Theatre Movies Assn's has selected 12 movies to be shown at the Fox-Lincoln and Roxy theatres. . . . The second annual Harvest Moon Festival for benefit of the local Variety Club's Heart Fund will be presented at the 5200-seat Fox Theatre on Oct. 26, according to announcement of Edward B. Arthur, chief barker. . . . Betty Wendt, business agent for Film Exchange Employees Union B-1, is working on plans for a boatride and other means of raising funds for the IATSE Local's welfare fund.

Turner-Farrar closed the 500-seat Orpheum because of lack of suitable 2-D films to keep both the Grand and Orpheum in continued operation. . . . Mrs. W. A. Wright reopened the 240-seat National at Avon, Ill. . . . CinemaScope equipment was recently installed in the 500-seat R Theatre, owned and operated by R. S. Mitchell and son. . . . The 350-seat Uptown Theatre at Cairo, Ill. was closed permanently by D. B. Stout, to make way for widening of the street by Ill. State Hyway Dept. . . . At Benton, Ky., the Marshall County Drive-In on the Murray Hyway, made its debut. It is owned and will be operated by Jack Wright and Preston Southard.

The 300-seat Prairie at Prairie du Rocher, Ill. was opened by Mr. and Mrs. Lawrance McDonald after having been dark for about a year. . . . Wm. H. Hoffman closed his La-Mar Theatre, Arthur, Ill., for an indefinite period because of poor attendance. . . . New playground equipment has been installed at the Cluster Drive-In, Salem, Ill. . . . Bernie McCarthy has been promoted to a dist. mgr. for his company. . . . Herman Tanner installed SuperScope lenses in his Roseland Theatre at Pana, Ill. . . . Charley Weeks, Jr. celebrated the 47th anniversay of the Weeks Theatre at Dexter, Mo. from July 4-10 with free shows and surprises in the way of gifts to patrons.

SALT LAKE CITY

Matt Knighton, mgr. of the Lyric, has three big attractions booked for early showings, namely, "High and Mighty," "Caine Mutiny" and "Knock On Wood." . . . Return engagement of "Gone With the Wind" on a CinemaScope screen in downtown Salt Lake City, is being looked forward to here. . . . Wide public acceptance greeted the experiment of mgr. Philip Speckart of the Tower Theatre with a complete Disney program and show was held over for three weeks. .. . Many entries were received by mgr. Robt E. Workman at the Centre Theatre for the "Three Coins in the Fountain" contest, sponsored by 20th-Fox, which will entitle three national winners to a free, all-expense trip to Rome.

The first-run Rialto, managed by Frank H. Davis, made a temporary change in policy with showing of "Conquest of Everest" after it had concluded a run at the Tower. . . . The World Theatre, operated by Irving Gillman, has a new hostess in the person of Abbie Johnson. Carl Sagerstrom is mgr. . . . Dan and Eugene Woodland, operators of the Woodland drive-in theatre, required police assistance to turn away the crowds attracted to the north-west premiere of Hallmark's package program, "Karamoja" and "Half Way to Hell."



Between sessions of the annual convention of the Mississippi Theatre Owners in Edgewater, Miss. are (l to r): Leon J. Bamberger, RKO promotion mgr., who was guest speaker; Lloyd Royal, newly elected board chairman of MTO; Abe Berenson, AlTO of the Gulf States prexy, and George Gaughn, TOA field representative.

"Adult" Westerns Blossom On Film

Hollywood is now in the throes of the biggest boom in "adult" westerns in a great many years. These films are a staple product which have tried-and-true selling merits.

These westerns rely on both action and acting. They have big name stars in top quality stories. Their cost is more, but so are returns at the box office.

The most important factor is that Hollywood has learned that a western, like a pretty woman, can look different in a wide variety of settings and in a wide variety of adventures. And with this knowledge, Hollywood has turned to producing an outdoor product that will help increase its income and bring back a great many of "the lost audience," who stopped going to motion pictures after complaining that they were "all alike."

Universal-International has three super "adult" westerns going now. "Smoke Signal," shooting in Technicolor for widescreen, boasts Dana Andrews and Piper Laurie in the cast. Jerry Hopper is megging it.

Other Productions

"Chief Crazy Horse," which stars Victor Mature, Suzan Ball and John Lund, is being directed by George Sherman and is being shot in Technicolor and in CinemaScope. "Man Without A Star," stars Kirk Douglas, Jeanne Crain and Claire Trevor, is being shot in Technicolor for wide screen.

Republic has in release "The Outcast," which stars John Derek and Joan Evans, and was shot in Trucolor by Consolidated. Columbia is shooting "Wyoming Outlaws," in Technicolor with Wallace MacDonald producing and Fred Sears directing. Phil Carey and Gene Evans star.

Dane Clark just finished "Thunder Pass," a William Broidy production for Lippert release. United Artists will soon release "Sitting Bull," shot in color and CinemaScope and starring Dale Robertson. There are many more features awaiting release of this type and many more in preparation.

Rename Charles Brackett

HOLLYWOOD.—Charles Brackett has been re-elected president of the Academy of Motion Picture Arts and Sciences for his sixth term by the organization's board of governors. Other officers include Johnny Green and Samuel G. Engel, vice-presidents; Edward B. Powell, secretary; Hal Elias, assistant secretary; John O. Aalberg treasurer, and Hal Mohr, assistant treasurer. Mrs. Margaret Herrick was renamed executive director.

Title Changes

Panoramic Productions: "**A Life In The Balance**" is the new title for "A Matter of Life and Death. " (Stars Ricardo Montalban and Anne Bancroft; Harry Horner directed).

Univ.-Int'l.: "**Bengal Brigade**" is the new title for "Bengal Rifles." (Stars Rock Hudson, Arlene Dahl and Ursula Thiess; Ted Richmond produced).

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Gene Nelson checked into the M-G-M lot for huddles with Director Fred Zinnemann and choreographer Agnes DeMille for his starring role in the Magna-Todd-AO production, "Oklahoma." Nelson stars as Will Parker in the filmization of the Rodgers-Hammerstein musical which starts locationing this month. Nelson recently completed "So This Is Paris" at U-I in which he co-stars with Tony Curtis.

* * *

Van Johnson arrived in London to begin preparations for his starring role with Deborah Kerr in Grahame Greene's "The End of the Affair," which David Rose produces for Columbia release. The film version of the best-seller rolls this week at the Shepperton Studios in London. Johnson inked a one picture deal with Columbia and just wound starring roles in M-G-M's "The Last Time I Saw Paris" with Elizabeth Taylor, and "Brigadoon" with Gene Kelly.

* * *

Chester Morris and Rita Johnson were added to the cast of Hall Bartlett's "Unchained," which is rolling at the California Institution for Men at Chino after a week's pre-production rehearsals at the location. Harry Horner is directing. The cast also includes Elroy Hirsch, Barbara Hale, Todd Duncan, Johnny Johnston, Peggy Knudsen, John Qualen and Henry Nakamura. The screen play is by the producer.

* * *

Allied Artists executive producer Walter Mirisch has purchased "Walk Tall," an original by James Hanford, with a Texas background, as a starring vehicle for Sterling Hayden to be applied against the actor's final commitment with the studio. The picture is scheduled for next year's cameras inasmuch as Hayden is curently on the screen in AA's "Arrow in the Dust," and will have two additional starrers in release in the next few months, UI's "The Naked Alibi," and Robert Bassler's "Suddenly," which United Artists is releasing. Hayden starts shooting this week as the star of Ivan Tors Films' "Operation-Air Rescue," also for United Artists.

* * *

Jean Parker was set as the femme lead in Leonard Goldstein Productions' "Black Tuesday," which will be directed by Hugo Fregonese and stars Edward G. Robinson. Robert Goldstein is producing for UA release. . . . Milton Sperling left for a location jaunt to Lexington, Kentucky, for "Daniel Boone," which he will produce for Warner Bros. The film will be made in WarnerColor and CinemaScope.

* * *

"New Haven, New Earth," a novel by Arthemise Goertz, was bought by Universal-International and assigned to Ross Hunter to produce. Published last year by McGraw-Hill, the novel is set against the background of Louisiana in 1909. The story deals with a young doctor who battles to tear himself away from his fashionable family ties in order to marry a girl in a lower social level.

Joan Vohs was set for a top role in "Ketchikan," Mark Stevens starrer which Producer Lindsley Parsons will put before the cameras July 17 at Allied Artists. . . . "Cheatin' Heart," based on the dramatic life of Hank Williams, one of America's great song writers and folk singers, will be brought to the screen by M-G-M and produced by Joe Pasternak. With Jane Powell, Debbie Reynolds and Ann Miller heading an all-star cast, Pasternak is looking for a young unknown singer to portray Williams, who is associated with such song hits as "The Cold, Cold Heart," "Jambalaya," "Your Cheatin' Heart" and "Hey Good Lookin."

* * *

Director Robert Parrish checked into Paramount to start preparations on Jane Wyman and Charlton Heston in Pine-Thomas' "Lucy Gallant." . . . Miroslava, Latin America's most popular film star, has been signed by Leonard Goldstein Productions as the leading lady and co-star to Joel McCrea in the Technicolor picture, "Stranger On Horseback." Miroslava will play the niece of a man whose family controls, with an iron grip, a western town. The film will be produced this month by Robert Goldstein and directed by Jacques Tourneur for United Artists release. . . . D. H. Lawrence's literary classic, "Sons and Lovers," has been acquired by Columbia Pictures and will be assigned to a top scenarist to prepare for early production, executive producer Jerry Wald announced.

* * *

Cornel Wilde has signed to star for M-G-M in "The Scarlet Coat," a top budget CinemaScope production which will have Wilde portraying an American Revolutionary Army counter-espionage agent who cracks the Benedict Arnold-Major Andre conspiracy to turn West Point over to the British. "The Scarlet Coat" will go before the cameras in October after Wilde finishes starring in "The Big Combo," which Sidney Harmon will produce from the Philip Yordan screen play as a joint venture for Wilde's Theodora Productions and Security Pictures. Wilde just completed starring with June Allyson in 20th Century-Fox's "A Woman's World."

* * *

Vonne Godfrey just finished a top role in "Walk The Dark Street," which Wyott Ordung is producing and directing under his Valor Pictures banner. Chuck Connors plays his first starring role in the film. . . . Tom Hernandez snagged key roles in Victor Saville's "The Silver Chalice" at Warner Bros. and "The Police Story" at Allied Artists. . . . Herman Cohen moved his Abtcon Pictures, Inc., offices from General Service Studios to the Kling Studios. Cohen is currently preparing "Target-Earth," which rolls July 14 for Allied Artists release with Sherman A. Rose directing.

* * *

Earl Bellamy has been promoted to director status at Columbia. His first megging assignment will be "Bugle's Wake," based

Phil Karlson Cites

VistaVision As Greatest Boom For Directors, Patrons Alike

By Richard Bernstein

"There is nothing that can't be done in motion pictures," said Director Phil Karlson at Paramount, where he is directing "Love Is A Weapon" for Pine and Thomas. "Nothing is impossible."

Karlson is particularly enthusiastic over this film, which he describes as "a combination of 'The Maltese Falcon' and 'Casablanca.' The motion pictures haven't had one in a long time like this film said," he said.

He is also very enthused about Mary Murphy, who co-stars with John Payne in the film, which is being lensed in Technicolor and VistaVision. "Mary Murphy plays her first part as a woman," the director explained. "Here is the transition from an ingenue to a woman. This should be the turning point in her film career."

Also in the cast is Eduardo Noriega, Francis L. Sullivan and Robert Cabal. The screen play for the film was written by Maxwell Shane, long considered one of the screen's top adventure writers.

This is Karlson's third film with John Payne. He directed "99 River Street" and "Kansas City Confidential," both of which have done exceptionally well at the box office.

One of Hollywood's young directors, Karlson is also one of its most active. He is an avid reader, continually looking for material for motion pictures.

"People want good entertainment," he explained. "As far as I am concerned nothing can replace a good picture as far as entertainment."

An authority on action films, Karlson had this to say: "Action pictures pay off. The audience for an action picture is greater. This type of film appeals to the whole family from the children to the grownups."

Actors Made Important

Karlson is very impressed with VistaVision. "Without a doubt," he says, "this is the finest product that has come out so far from a director's and audience viewpoint. It has sharpness and quality."

He also cited that processes such as this will make fine actors important, because every area of the screen is visible and clear.

Along with his unceasing hunt for story material for the screen, Karlson has been responsible for the start of many a new player who has become a star. "I build people in every picture," he stressed. "I've tried to find new people with talent."

Karlson is a believer in location shooting, but he also thinks that sets are extremely important. He believes that a good use of both can help make a good picture. He also said that this is the era of big pictures and locale is important.

Karlson, a graduate of Loyola University's Law School in Los Angeles, originally had a law career in mind. However, while attending the University, he got a job as a gag man with the old Buster Keaton Studios. From here on, he learned the motion picture industry from the ground up.

Karlson knows all the phases of motion picture making and this is a great help with



PHIL KARLSON

his directing. Karlson co-directed several Tom Mix films and some films with Stuart Walker. He then became producer, using his experience as a cutter and film editor to advantage.

His first production effort was "It Started With Eve," starring Deanna Durbin and Charles Laughton. Next was "Between Us Girls," starring Robert Cummings and Diana Barrymore. Both of these films were directed by Henry Koster.

One of his top award winning films was an Anthony Quinn starrer, "Black Gold," which he made for Monogram. Some of his other hits are "Iroquois Trail" and "The Big Cat." Recently under contract to Columbia, he has directed "Lorna Doone," "Scandal Sheet," "Texas Rangers," "The Brigand."

on the Curt Brandon novel, with screen play by Robert E. Kent. It will star George Montgomery and Sam Katzman will produce. The picture is scheduled to go before the Technicolor cameras July 20.

* * *

Robert Ryan will co-star with Spencer Tracy in "Bad Day at Black Rock." Millard Kaufman wrote the screen play. . . . James Millican left for Rapid City, S. D., to join the U-I company making "Chief Crazy Horse," which stars Victor Mature and Suzan Ball. Millican plays the key role of "General Crook" in the film. . . . RKO is negotiating with Glenn Ford for another starring engagement to follow "The Americano," now shooting with Ursula Thiess, Cesar Romero, Frank Lovejoy and Abbe Lane as his co-stars.

* * *

"Eddie Foy and the Seven Little Foys" will be Bob Hope's next starring vehicle at Paramount. The film will start late this month. Jack Rose will produce and Melville Shavelson direct from their co-authored screen play. The film will be shot in VistaVision and Technicolor. . . . U-I assigned Joseph Pevney to direct "Foxfire," which will star Jeff Chandler and Jane Russell. The film rolls July 19. It will be lensed in Technicolor.

* * *

"Exactly Like You," Technicolor musical to star Frankie Laine and an as yet unselected feminine "name" vocalist, has been placed on Jonie Taps' production schedule at Columbia and will be written by Blake Edwards. The new picture has been given a late fall starting date. Currently being edited is the CinemaScope-Technicolor musical, "Three For The Show," which Taps produced and H. C. Potter directed, starring Betty Grable, Marge and Gower Champion and Jack Lemmon.

* * *

Sterling Hayden was signed to star in "Operation Air Rescue," United Artists film saga of the Air Rescue Service. Hayden recently completed a starring role with Frank Sinatra in "Suddenly," forthcoming UA screen drama. "Operation Air Rescue" is an Ivan Tors-Art Arthur production.

AA Sets 15 Summer Productions

Allied Artist this month will launch the most important six-month production schedule in its history with 15 films to go before the cameras during that period, according to Walter Mirisch, executive producer.

Of these, one will be in CinemaScope and three will be filmed in Technicolor. Eight of the pictures will roll between now and the end of September.

Also reflecting the stepped-up activity at the studio are one picture, "The Police Story," now before the camera with Hayes Goetz producing and Joe Newman directing, two films in the dubbing rooms and three being edited, Mirisch pointed out.

Scheduled to roll in July are "The Annapolis Story," which he personally will produce, to be filmed in Technicolor and to start on July 21; "Ketchikan," to be produced by Lindsley Parsons with John H. Burrows as associate producer, July 17; "Bowery to Bagdad," to be produced by Ben Schwalb and directed by Edward Bernds, July 7, and "Target Earth," to be produced by Herman Cohen, July 14.

To be filmed in England, "The Black Prince," a CinemaScope production to be jointly made by Allied Artists and 20th Century-Fox, will roll Aug. 2 with Henry Levin directing; and also to go before the cameras that month will be the Technicolor production of "Wichita." Mirisch personally will hold production reins on these films.

In September, "Legionnaire," in Technicolor, will go before the cameras with Richard Heermance producing, and during the same month producer Vincent M. Fennelly will launch filming of "John Brown's Raiders."

Other films to be made this year, Mirisch said, include "Gun Point," which Fennelly will produce; "Dreamland," to be made by Scott R. Dunlap; "Singapore East," to be produced by William F. Broidy, and "Hold Back the Night."

In the dubbing rooms now are "Jungle Gents," produced by Schwalb, and "Killer Leopard," produced by Ford Beebe. Being edited is Walter Wanger's "Hajji Baba."

FEATURES—Calendar of 1953-54 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Nov. 8th	5406	Jack Slade	90	Mark Stevens, Dorothy Malone, Barton MacLane
Nov. 15th	5422	Vigilante Terror (Sepia)	70	Bill Elliott, Mary Ellen Kay
Nov. 29th	5402	Fighter Attack (Color)	80	Sterling Hayden, Joy Page, J. Carroll Naish
Dec. 6th	5321	Private Eyes	64	Leo Gorcey, Huntz Hall, Joyce Holden
Dec. 20th	5335	Texas Bad Man	62	Wayne Morris, Elaine Riley
Nov./Dec.	5436	Six Gun Decision	53½	Guy Madison, Andy Devine
Nov./Dec.	5437	Two Gun Marshall	52	Guy Madison, Andy Devine
Nov./Dec.	5438	Border City Rustlers	54	Guy Madison, Andy Devine
Nov./Dec.	5438	Secret of Outlaw Flats	53½	Guy Madison, Andy Devine
Jan. 10th	5315	The Golden Idol	71	Johnny Sheffield, Anne Kimbell
Jan. 17th	5331	Yukon Vengeance	68	Kirby Grant, Mary Ellen Kay
Jan. 31st	5408	World For Ransom	82	Dan Duryea, Gene Lockhar, Marian Carr
Feb. 7th	5405	Highway Dragnet	70	Joan Bennett, Richard Conte Wanda Hendrix
Feb. 21st	5423	Bitter Creek	74	Wild Bill Elliott, Beverly Garland
Feb. 28th	S1	Riot In Cell Block II	80	Neville Brand, Emile Meyer, Frank Fayler
Mar. 7th	5418	Paris Playboys	62	Leo Gorcey, Veala Vann, H. Hall
Mar. 14th	5400	Mr. Potts Goes To Moscow	74	Oscar Homalka, Nadia Gray, George Cole
Mar. 21st	S2	Dragonfly Squadron	84	John Hodiak, Barbara Briton, Bruce Bennett
Mar. 28th	5414	Loophole	80	Barry Sullivan, Dorothy Malone
Apr. 4th	5410	Pride of the Blue Grass (Color)	71	Lloyd Bridges, Vera Miles
Apr. 25th	5404	Arrow In The Dust (Tech.)	80	Sterling Hayden, Colleen Gray, Keith Larsen
May 9th	5424	The Forty Niners	71	Wild Bill Elliott, Virginia Grey
June 6th	5419	Bowery Boys Meet The Monsters	65	Leo Gorcey, Huntz Hall
June 20th	5426	The Desperado	82	Wayne Morris, James J. Lydon, Beverly Garland
July 18th	5432	The Weak and The Wicked	....	Glynis Johns, John Gregson
July 25th	5409	Return From The Sea	90	Jan Sterling, Neville Brand
Aug. 8th	5417	Security Risk	80	John Ireland, Dorothy Malone, Keith Larsen
Aug. 22nd	5412	Killer Leopard	70	Johnny Sheffield, Beverly Garland

COLUMBIA

Release Date	Release No.	Production	Time (min.)	Cast
Nov.	621	Paris Model	81	Marilyn Maxwell, Paulette Goddard, Eva Gabor
Nov.	622	Prisoners of the Casbah (Tech.)	78	Gloria Grahame, Cesar Romero, Turhan Bey
Nov.	617	Gun Fury (Tech.-3-D)	83	Rock Hudson, Donna Reed Haynes
Nov.	513	Last of the Pony Riders	59	Gene Autry Champion, Smiley Burnette
Dec.	626	Killer Ape (Tech.-3-D)	68	Johnny Weissmuller
Dec.	618	The Nebraskan (Tech.-3-D)	68	Phil Carey, Roberta Haynes
Jan.	624	Bad For Each Other	83	Charlton Heston, Lizabeth Scott, Dianne Foster
Jan.	620	El Alamein	67	Scott Brady
Jan.	619	Paratrooper (Tech.)	87	Alan Ladd, Leo Genn, Susan Stephen
Jan.	628	Drums of Tahiti (Tech.-3-D)	73	Dennis O'Keefe, Patricia Medina
Jan.		Singin' in the Corn (Reprint)	64	Judy Canova
Feb.	623	The Wild One	79	Marlon Brando, Mary Murphy, Robert Keith
Feb.	625	Charge of the Lancers	74	Paulette Goddard, Jean Pierre Aumont
Feb.	630	Miss Sadie Thompson (Tech. 3 D or 2 D Special)	91	Rita Hayworth, Jose Ferrer, Aldo Ray
March	631	It Should Happen To You	87	Judy Holliday, Peter Lawford, Jack Lemmon
March	637	Battle of Rogue River (Tech.)	71	George Montgomery, Martha Hyer, Richard Denning
March	639	Bait	79	Cleo Moore, Hugo Haas, John Agar
April	638	Drive a Crooked Road	82	Mickey Rooney, Dianne Foster
April	634	The Iron Glove (Color)	77	Robert Stack, Ursula Theiss
April	629	Jesse James vs the Daltons (Tech.-3-D)	65	Brett King, Barbara Lawrence
May	635	Massacre Canyon	66	Phil Carey, Audrey Totter
May	640	Mad Magician (3-D)	72	Vincent Price, Eva Gabor, Mary Murphy
May	641	Miami Story	75	Barry Sullivan, Luther Adler
June	633	Saracen Blade (Color)	96	Ricardo Montalban, Betta St. John
June	....	Jungle Man-Eaters	67	Johnny Weissmuller
June	....	Black Eagle (Story of a Horse)	....	William Bishop, Virginia Patton Gordon James
July	636	Indiscretion of An American Wife	63	Jennifer Jones, Montgomery Clift
July	649	Hell Below Zero (Technicolor)	91	Alan Ladd, Joan Tetzel
July	.....	The Outlaw Stallion (Color)	64	Phil Carey, Dorothy Patrick, Billy Bray
Special Release		The Caine Mutiny (Technicolor)	125	Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn

I. F. E.

American Dialogue
1953

Release Date	Release No.	Production	Time (min.)	Cast
November		The White Hell of Pitz-Palu	75	Hans Albers
December		Lure of the Sila	74	Silvana Mangano, Vittorio Gassman, Amedeo Nazzari
Jan. 1954		The Golden Coach (Technicolor) Road Show	105	Anna Magnani
Jan. '54		The Greatest Love	116	Ingrid Bergman, Alexander Knox
April '54		Sensualita	74	Eleonora Rossi Drago, Amedeo Nazzari
June '54		Girls Marked Danger!	75	Vittorio Gassman, Silvana Pampanini, Eleonora Rossi Drago, Sophia Loren, Tamara Lees
August '54		A Husband for Anna	105	Silvana Pampanini, Amedeo Nazzari, Massimo Girotti
August '54		Hell Raiders of the Deep	93	Eleonora Rossi Drago, Pierre Cressoy
September '54		City Stands Trial	105	Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli
		Love In The City	110	An authentic portrayal of the various ways of love and the women who practice them, conceived by Cesare Zavattini and directed in "March of Time" style by 6 top directors including Alberto Lattuada and Federico Fellini.
October '54		Aida (in Ferraniacolor) (in association with S. Hurok)	....	*Operatic voices of:* Renata Tebaldi, Ebe Stignani, Enrico Formichi *Dramatic cast:* Sophia Loren, Afro Polli, Lois Maxwell
October '54		Too Young For Love	....	Marina Vlady, Aldo Fabrizi, Pierre Michel Beck, Fernand Gravet
November '54		Aganst the Wall (Tentative Title)	....	Silvana Mangano, Amedeo Nazzari
		Voice of Silence	....	Rossana Podesta, Cosetta Greco, Aldo Fabrizi, Daniel Gelin, Maria Grazia Francia
December '54		Wayward Wife	....	Gina Lollobrigida

Subtitled (English)—Italian Dialogue
1953

December		Times Gone By	106	Vittorio DeSica, Gina Lollobrigida

LIPPERT PRODUCTIONS

Nov. 27th	5302	Man From Cairo	82	George Raft, Gianna Maria Canale
Dec. 4th	5304	Terror Street	83	Dan Duryea
Dec. 11th	5318	Limping Man	76	Lloyd Bridges
Jan. 1st	5317	White Fire	82	Scott Brady, Mary Castle
Jan. 15th	5321	Hollywood Thrill Makers	60	James Gleason
Jan. 29th	5305	Black Glove	84	Alex Nicol
Feb. 12th	5325	Queen of Sheba	99	Special Cast
Feb. 19th	5324	We Want A Child	76	Special Cast
Mar. 19th	5309	Blackout	87	Dane Clark
Apr. 2nd	5311	Fangs of the Wild	71	Charles Chaplin, Jr., Margia Dean, Onslow Stevens
Apr. 16th	5310	Heat Wave	68	Alex Nicol, Hillary Brooke
May 21st	5328	Monster From The Ocean Floor	64	Anne Kimbell, Stuart Wade
May 28th	5308	Cowboy (Eastman Color)	69	Special Cast
June 18th	5327	The Big Chase	....	Lon Chaney, Glenn Langan, Adele Jergens
June 25th	5326	Paid To Kill	....	Dane Clark
July 16th	5329	River Beat	73	Phyllis Kirk, John Bentley
July 23rd	5405	Thunder Pass	....	Dane Clark
July 30th	5404	Silent Raiders	65	Richard Bartlett, Earle Lyon, Jeannette Bordeaux
Aug. 3rd	5330	Terror Ship	....	Willian Ludigan
Aug. 13th	5401	The Unholy Four	....	Paulette Goddard
Aug. 27th	5323	The Siege	....	Special Cast
Sept. 10th	5402	Deadly Game	....	Lloyd Bridges, Simone Silva, Finlay Currie
Oct. 18th	5403	Race for Life	....	Richard Conte

METRO-GOLDWYN-MAYER

November	407	All the Brothers Were Valiant (Technicolor)	95	Robert Taylor, Stewart Granger, Ann Blyth
	408	Kiss Me Kate (Tech.) 2-D or 3-D	109	Kathryn Grayson, Howard Keel
December	409	Escape From Fort Bravo (Ansco Color)	98	William Holden, Eleanor Parker
	410	Easy to Love (Tech.)	96	Esther Williams, Van Johnson
January	412	Give A Girl A Break (Technicolor)	82	Marge & Gower Champion, Debbie Reynolds
	413	Knights of the Round Table (Color Cinema-Scope)	115	Robert Taylor, Ava Gardner, Mel Ferrer
	414	The Great Diamond Robbery	69	Red Skelton, Cara Williams

FEATURES—Calendar of 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
February	415	Saadia	80	Cornel Wilde, Mel Ferrer, Rita Gam
	416	The Long, Long Trailer	96	Lucille Ball, Desi Arnez
March	417	Tennessee Champ (Technicolor)	73	Dewey Martin, Shelley Winters, Keenan Wynn
	418	Rose Marie (KodaColor) (Cinema-Scope	106	Ann Blyth, Howard Keel, Fernando Lamas
April	419	Gypsy Colt (Ansco)	72	Donna Carcaran, Ward Bond, Frances Dee
	420	Rhapsody (Technicolor)	115	Elizabeth Taylor, Vittorio Gassman J. Ericson
	423	Executive Suite	104	William Holden, Barbara Stanwyck, June Allyson
May	427	Prisoner of War (Color)	81	Ronald Reagon, Dewey Martin, Steve Forrest
	421	Fame and the Flesh (Technicoor)	104	Lana Turner, Carlos Thompson, Pier Angeli
June	425	Men of the Fighting Lady (Ansco Color)	80	Van Johnson, Dewey Martin, Walter Pidgeon
	424	Student Prince (Cinema-Scope-Technicolor)	109	Ann Blyth, Edmund Purdom, John Ericson
July	427	Valley of the Kings (Eastman Color)	86	Robert Taylor, Eleanor Parker, Carlos Thompson

PARAMOUNT

Dec.	5309	Here Come the Girls (Technicolor)	78	Bob Hope, Arlene Dahl, Rosemary Clooney, Tony Martin.
Jan.	5308	Cease Fire 3-D	75	Korean GI's
Jan.	5311	Jivaro (Technicolor)	91	Fernando Lamas, Rhonda Fleming, Brian Keith
Jan.	5312	Forever Female	93	Ginger Rogers, William Holden, Paul Douglas, Pat Crowley
Feb.	5310	Money From Home (Tech., 3-D)	100	Dean Martin, Jerry Lewis
	5330	Money From Home (Tech., 2-D)	100	
Feb.	5313	Alaska Seas	78	Robert Ryan, Jan Sterling, Brian Keith, Gene Barry
Mar.	5314	Red Garters (Tech.)	91	Rosemary Clooney, Jack Carson, Guy Mitchell, Pat Crowley, Joanne Gilbert
Mar.	5315	The Naked Jungle (Tech.)	95	Eleanor Parker, Charlton Heston
Apr.	5351	Javanese Dagger (Featurette Special)	27	Paul Douglas
Apr.	5352	Falstaff's Fur Coat (Featurette Special)	27	Paul Douglas
Apr.	5353	The Missing Passenger (Featurette Special)	27	Paul Douglas
Apr.	5354	The Final Twist (Featurette Special)	27	Paul Douglas
Apr.	5355	The Sable Scarf (Featurette Special)	27	Paul Douglas
Apr.	5356	The Wedding Gift (Featurette Special)	27	Paul Douglas
May	5316	Casanova's Big Night (Tech.)	85	Bob Hope, Joan Fontaine, Audrey Dalton, Basil Rathbone
June	5317	Elephant Walk (Technicolor)	103	Elizabeth Taylor, Dana Andrews
June	5318	Secret of the Incas (Technicolor)	101	Charlton Heston, Robert Young
July	R5325	The Greatest Show on Earth (Re-Release)	153	Charlton Heston, Betty Hutton, James Stewart, Cornel Wilde, Dorothy Lamour, Gloria Grahame
July	5319	Knock On Wood (Technicolor)	103	Danny Kaye, Mai Zetterling
August	5320	Living It Up (Technicolor)	101	Dean Martin, Jerry Lewis, Janet Leigh
August	5321	About Mrs. Leslie	104	Shirley Booth, Robert Ryan
August		Rear Window (Technicolor)	119	James Stewart, Grace Kelly

RKO-RADIO

Jan.	409	Killers From Space	71	Peter Graves, Barbara Bestar
Feb.	408	She Couldn't Say No	89	Jean Simmons, Robert Mitchum
Feb.	407	French LiLne (3-D) (Technicolor)	102	Jane Russell, Gilbert Roland, Arthur Hunnicutt, Mary McCarty
Feb.	452	The Best Years of Our Lives (re-release)	170	Frederic March, Myrna Loy, Dana Andrews
Feb.	469	Rachel and The Stranger (re-release)	93	Loretta Young, Robert Mitchum, William Holden
Feb.	470	Valley of the Sun (re-release)	54	Lucille Ball, James Craig
Feb.	494	Rob Roy (Technicolor)	87	Richard Todd, Glynis John
March	471	Tall in the Saddle (Re-release)	87	John Wayne, Ella Raines
March	472	Enchanted Cottage (Re-release)	91	Dorothy McGuire, Robert Young
March	410	Dangerous Mission (Color-3-D)	75	Victor Mature, Piper Laurie, William Bendix, Vincent Price
April	473	Mr. Blandings Builds His Dream House (Re-release)	94	Cary Grant, Myrna Loy
April	474	They Won't Believe Me (Re-release	95	Robert Young, Susan Hayward
April	493	Pinocchio (Technicolor) (Re-release)	87	Walt Disney

Release Date	Release No.	Production	Time (min.)	Cast
April	411	The Saint's Girl Friday	68	Louis Hayward, Naomi Chance
April	412	Carnival Story (3-D) (Technicolor)	95	Anne Baxter, Steve Cochran, Lyle Bettger
May	475	Spanish Main (Re-issue)	100	Paul Henreid, Maureen O'Hara
May	476	Badman's Territory (Re-issue)	98	Randolph Scott, Ann Richards
June	414	Sins of Rome	75	Massimo Girotti, Ludmilla Tcherina
June		Silver Lode (Technicolor)	80	John Payne, Lizabeth Scott
June	477	The Thing	87	All star exploitation picture
June	478	Stations West	92	Dick Powell
July		Son of Sinbad (Technicolor)	90	Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price
July		Big Rainbow		Jane Russell, Gilbert Roland, Richard Egan
July		Susan Slept Here (Technicolor)		Debbie Reynolds, Dick Powell, Anne Francis
July	479	Gunga Din (Re-issue)	117	Cary Grant, Victor McLaglen, Douglas Fairbanks, Jr.
July	480	Lost Patrol (Re-issue)	73	Victor McLaglen, Boris Karloff, Glenn Ford
July	351	Hans Christian Andersen (Technicolor)	112	Danny Kaye, Farley Granger, Jeanmaire

REPUBLIC

Dec. 1st	5211	Champ For A Day	90	Alex Nicol, Audrey Totter, Charles Winninger, Hope Emerson
Dec. 15th	5234	Red River Shore	54	Rex Allen, Koko, Slim Pickens, Lynn Thomas
Jan. 1st	5212	Trent's Last Case	90	Michael Wilding, Margaret Lockwood, Orson Welles
Feb. 1st	5213	Sea of Lost Ships	85	John Derek, Wanda Hendrix, Walter Brennan, Richard Jaeckel
Feb. 10th	5331	Phantom Stallion	54	Rex Allen, Slim Pickens, Carla Balenda
Feb. 15th	5224	Crazylegs	88	Elroy "Crazylegs" Hirsch, Lloyd Nolan, Joan Vohs
Mar. 1st	5301	Flight Nurse	90	Joan Leslie, Forrest Tucker, Arthur Franz
April 1st	5302	Geraldine	90	John Carroll, Mala Powers, Jim Backus, Stan Freberg
April 12th	5325	Untamed Heiress	70	Judy Canova, Don Barry, George Cleveland
May 15th	5303	Jubilee Trail	103	Vera Ralston, Joan Leslie, Forrest Tucker, John Russell, Ray Middleton, Pat O'Brien
June 1st	5304	Hell's Half Acre	91	Wendell Corey, Evelyn Keyes, Elsa Lanchester
July 1st	5305	Laughing Anne	91	Wendell Corey, Margaret Lockwood, Forrest Tucker Ronald Shiner
Aug. 1st	5306	Make Haste to Live	90	Dorothy McGuire, Stephen McNally, Mary Murphy
Aug. 23rd	5307	Johnny Guitar	110	Joan Crawford, Sterling Hayden, Scott Brady, Mercedes McCambridge
Oct. 1st	5308	The Outcast	90	John Derek, Joan Evans

TWENTIETH CENTURY-FOX

1953

Oct.		The Robe (CinemaScope-Technicolor))	133	Richard Burton, Jean Simmons, Victor Mature, Michael Rennie
Nov.	336	How To Marry a Millionaire (CinemaScope-Technicolor)	96	Marilyn Monroe, Betty Grable, Lauren Bacall
Nov.	365	Fallen Angel (Re-issue)	97	Alice Faye, Dana Andrews, Linda Darnell
Nov.	366	Forever Amber (Re-issue)	140	Linda Darnell, Cornel Wilde, George Sanders
Nov.	367	A Yank In The R.A.F. (Re-issue)	97	Tyrone Power, Betty Grable
Nov.	346	Inferno (2-D-Tech.)	83	Robert Ryan, Rhonda Fleming, William Lundigan
Dec.	337	Beneath The 12-Mile Reef (CinemaScope-Tech.)	102	Robert Wagner, Terry Moore, Gilbert Roland
Dec.	339	Man Crazy	79	Neville Brand, Christine White
Dec.	340	Man In The Attic (Panoramic Prod.)	82	Jack Palance, Constance Smith, Byron Palmer

1954

Jan.	401	King of the Khyber Rifles (CinemaScope-Tech.) De Luxe	99	Tyrone Power, Terry Moore, Michael Rennie
Jan.	402	Three Young Texans (Tech.)	78	Mitzi Gaynor, Jeff Hunter, Keefe Braselle
Jan.	358	Keys of the Kingdom (Re-issue)	137	Gregory Peck, Thomas Mitchell
Feb.	403	Hell and High Water (CinemaScope-Tech.) De Luxe	103	Richard Widmark, Bella Darvi A. Blake, George Nader
Feb.	338	Miss Robin Crusoe	75	Gregory Peck, Broderick
Mar.	407	Night People (CinemaScope-Tech.) De Luxe	93	Crawford, Rita Gam
Mar.	441	Cry of the City (Re-issue)	95	Victor Mature, Richard Conte
Mar.	442	Street With No Name (Re-issue)	91	Richard Widmark, Lloyd Nolan
Mar.	443	Riders of the Purple Sage (Re-issue)	56	George Montgomery

FEATURES—Calendar of 1953-54 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
Mar.	440	Scudda Hoo! Scudda Hay! (Re-issue)	95	June Haver, Walter Brennan
Apr.	412	The Rocket Man	79	Charles Coburn, Spring Byington
Apr.	411	Prince Valiant (Cinema-Scope-Tech.)	100	Robert Wagner, Janet Leigh, James Mason
Mar.	409	New Faces (Cinema-Scope)	98	Eartha Kitt, Ronny Graham
	404	The Siege At Red River (Technicolor)	86	Van Johnson, Joanne Dru
May	405	River of No Return (Tech.-CinemaScope)	90	Robert Mitchum, Marilyn Monroe, Rory Calhoun, Tommy Rettig
May	406	Gorilla At Large (Technicolor-3-D)	84	Anne Bancroft, Cameron Mitchell, Lee J. Cobb
May	445	Orchestra Wives (Re-Issue)	98	Glenn Miller & Orchestra, George Montgomery, Ann Rutherford, Cesar Romero
May	446	Sun Valley Serenade (Re-Issue)	86	Glenn Miller & Orchestra, Sonya Henie, John Payne, Milton Berle
May	413	Three Coins In The Fountain	102	Clifton Webb, Dorothy McGuire, Jean Peters, Louis Jourdan, Maggie McNamara
June	415	Demetrius and the Gladitors (CinemaScope-Tech.)	101	Victor Mature, Susan Hayward
June	414	Princess of te Nile (Tech.)	71	Jeffrey Hunter, Debra Paget
June	408	The Raid (Tech.)		Van Heflin, Anne Bancroft
July	416	Garden of Evil (CinemaScope-Tech.)	100	Gary Cooper, Susan Hayward, Richard Widmark
July	417	The Gambler from Natchez (Technicolor)		Dale Roberston, Debra Paget, Kevin McCarthy

UNITED ARTISTS

Nov. 2nd	5335	Stranger On The Prowl	82	Paul Muni, Joan Lorring
Nov. 13th	5336	Shark River	80	Steve Cochran, Carole Mathews
Nov. 20th	5337	Capt. John Smith & Pocahontas (Color)	75	Anthony Dexter, Jody Lawrance
Nov. 27th	5338	Song of the Land (Color)	71	Narration—J. Henry Steele, Marvin Miller
Dec. 2nd	5344	Yesterday & Today	57	70-year cavalcade of movies — narrator George Jessel
Dec. 18th	5339	The Captain's Paradise	78	Alec Guiness, Yvonne de Carlo
Jan. 1st	5341	The Great Gilbert & Sullivan (Technicolor)	105	Robert Morley, Maurice Evans
Jan. 8th	5345	Wicked Woman	77	Beverly Michaels, Richard Eagan
June 15th	5345	Algiers (re-release)	76	Hedy Lamarr
Jan. 22nd	5403	Go, Man, Go	82	Dane Clark, Harlem Globetrotters
Jan. 29th	5346	Riders to the Stars (Color)	80	Wm. Lundigan, Herbert Marshall, Richard Carlson
Jan. 29th	5401	Conquest of Everest (Technicolor)	78	Documentary — narrated by Meredith Edwards
Feb. —	5402	Personal Affair	82	Gene Tierney, Leo Genn, Glynnis Johns
Feb. —	5409	Top Banana (color)	100	Phil Silvers, Judy Lynn, Rose Marie, Danny Scholl
Feb. —	5408	Beachhead (PatheColor)	89	Tony Curtis, Mary Murphy
Feb. —	5410	Overland Pacific	72	Jack Mahoney, Peggy Castle
Feb. —	5340	The Man Between	101	James Mason, Claire Bloom
Mar. —	5406	Act of Love	108	Kirk Douglas, Dany Robin
Mar. —		The Scarlet Spear (Technicolor)	78	John Archer, Martha Hyer
Mar. —	5412	The Golden Mask (Technicolor)	90	Van Heflin, Wanda Hendrix
Mar. —	5347	Beat The Devil	92	Humphrey Bogart, Gina Lollobrigida, Jennifer Jones
Apr. —	5405	Heidi	98	Elsbeth Sigmund, Heinrich Gretter, T. Klameth
April —	5415	Southwest Passage 3-D—PatheColor)	82	Rod Cameron, Joanne Dru, John Ireland
April —	5416	The Lone Gun (Color Corp. of America)	73	George Montgomery, Dorothy Malone
April —	1085	Champion (Re-issue)	86	Kirk Douglas, Frank Lovejoy, James Edwards
April —	1082	Home of the Brave	99	Marilyn Maxwell, Arthur Kennedy
May —	5418	Captain Kidd and the Slave Girls (Color Corp. of America)	83	Anthony Dexter, Eva Gabor
May —	5421	The Long Wait	93	Anthony Quinn, Peggie Castle
May —	5420	Witness to Murder	83	Barbara Stanwyck, George Sanders, Gary Merrill
May —	5414	The Yellow Tomahawk (Color Corp. of America)	82	Rory Calhoun, Peggie Castle
June —	5422	Challenge the Wind (Color by Color Corp. of America)	69	George & Sheila Graham
June —	5423	Gog (Eastman Color) Available in 3D	85	Richard Egan, Constance Dowling, Herbert Marshall
June —	5424	Hobson's Choice	107	Charles Laughton, John Mills, Brenda DeBanzie
June —	5425	Man With A Million (Technicolor)	90	Gregory Peck, Ronald Squire, Jane Griffiths
July —	.....	Adventure of Robinson Crusoe (PatheColor)	90	Dan O'Herliby, James Fernandez, C. Lopez
July —	.....	Apache (Technicolor)	91	Burt Lancaster, Jean Peters
July —	.....	Return to Treasure Island (PatheColor)	75	Tab Hunter, Dawn Addams, James Seay

Release Date	Release No.	Production	Time (min.)	Cast

UNIVERSAL

Nov.	401-2	The Glass Web 3-D 2-D	81 81	Edw. G. Robinson, John Forsythe, Marcia Hendersen
Nov.	403	Back to God's Country (Technicolor)	78	Rock Hudson, Marcia Henderson, Steve Cochran
Nov.	404	The Veils of Bagdad (Technicolor)	82	Victor Mature, Mari Blanchard, Virginia Field
Dec.	405	Tumbleweed (Technicolor)	80	Audie Murphy, Lori Nelson, Chill Wills
Dec.	406	Walking My Baby Back Home (Technicolor)	95	Donald O'Connor, Janet Leigh
Jan.	407	Forbidden	85	Tony Curtis, Joanne Dru
Jan.	408	War Arrow (Technicolor)	78	Maureen O'Hara, Jeff Chandler, Suzan Ball
Jan.	409	Border River (Technicolor)	80½	Joel McCrea, Yvonne De Carlo
Feb.	410	Taza, Son of Cochise (Technicolor)	80	Rock Hudson, Barbera Rush, Gregg Palmer
Feb.	412	The Glenn Miller Story (Technicolor)	116	James Stewart, June Allyson
Mar.	413	Ride Clear of Diablo (Technicolor)	80½	Audie Murphy, Susan Cabot, Dan Duryea, Abbe Lane
Mar.	414	Saskatchewan (Technicolor)	88	Alan Ladd, Shelley Winters
Mar.	415	Creature From The Black Lagoon (3-D)	79	Richard Carlson, Julia Adams
Apr.	417	Yankee Pasha (Technicolor)	84	Jeff Chandler, Rhonda Fleming, Lee J. Cobb, Mamie Van Doren
Apr.	418	Ma & Pa Kettle At Home	81	Marjorie Main, Percy Kilbride, Alice Kelley
Apr.	419	Rails Into Laramie (Technicolor)	82	John Payne, Mari Blanchard, Dan Duryea
May	420	Playgirl	87	Shelly Winters, Barry Sullivan
May	421	Fireman Save My Child	80	Spike Jones, Buddy Hackett, Hugh O'Brien
June	422	Drums Across The River (Technicolor)	78	Audie Murphy, Lisa Gaye
June	423	Black Horse Canyon (Technicolor)	82	Joel McCrea, Mari Blanchard
July	424	Johnny Dark (Tech.)	85	Tony Curtis, Piper Laurie
July	425	Tanganyika (Tech.)	81	Van Heflin, Ruth Roman
Aug.	427	Francis Joins The Wacs	94½	Donald O'Connor, Julia Adams
Aug.	428	Magnificent Obsession (Technicolor)	108	Jane Wyman, Rock Hudson
Sept.	429	Black Shield of Falworth (Tech.—CinemaScope)		Tony Curtis, Janet Leigh
Sept.	430	Dawn At Socorro (Technicolor)		Rory Calhoun, Piper Laurie

WARNER BROS.-FIRST NATIONAL

Nov. 7th	309	Key Largo (Re-release)	101	Edward G. Robinson, Humphrey Bogart, Lauren Bacall
Nov. 7th	310	Treasure of Sierra Madre (Re-release)	126	Humphrey Bogart, Walter Huston
Nov. 14th	311	Calamity Jane (Color by Technicolor) (Available with Warner Phonic Sound)	101	Doris Day, Howard Keel
Nov. 28th	302	The Diamond Queen (Color)	80	Fernando Lamas, Arlene Dahl
Dec. 12th	313	Thunder Over the Plains (Color by WarnerColor)	82	Randolph Scott, Lex Barker, Phyllis Kirk
Dec. 26th	314	Three Sailors and a Girl (Technicolor)	95	Jane Powell, Gordon MacRae, Gene Nelson
Jan. 2nd	312	Hondo (in 3-D) (Color by WarnerColor	83	John Wayne, Geraldine Page
Jan. 16th	315	His Majesty O'Keefe (Technicolor)	88	Burt Lancaster, Joan Rice
Jan. 30th	316	The Eddie Cantor Story (Technicolor)	116	Keefe Brasselle, Marilyn Erskine
Feb. 13th	319	The Command	94	Guy Madison, Joan Weldon
Feb. 27th	320	The Boy From Oklahoma (Warnercolor)	88	Will Rogers, Jr., Nancy Alsar, Lon Chaney
Mar. 6th	308	Crime Wave	74	Sterling Hayden, Gene Nelson, Phyllis Kirk
Mar. 13th	321	Duffy of San Quentin	78	Louis Haywood, Joanne Drue, Paul Kelly
Mar. 27th	322	Phantom of the Rue Morgue (WarnerColor-3-D)	84	Karl Malden, Claude Dauphin, Patricia Medina
Apr. 10th	323	Riding Shotgun (WarnerColor)	75	Randolph Scott, Joan Weldon, Wayne Morris
Apr. 24th	324	Lucky Me (WarnerColor-Cinema-Scope)	100	Doris Day, Phil Silvers
May 15th	325	A Girl For Joe formerly "Force of Arms" (Re-release)	100	William Holden, Nancy Olson, Frank Lovejoy
May 15th	326	Guy With a Grin formerly "No Time for Comedy" (Re-release)	93	James Stewart, Rosalind Russell, Genevieve To-Bin, Charles Ruggles, Allyn Joslyn
May 29th	327	Dial M For Murder (Color By WarnerColor)	105	Ray Milland, Grace Kelly, Robert Cummings, John Williams
June 19th	328	Them	94	James Whitmore, Edmund Gwenn, Joan Weldon, James Arness
July 3rd	329	The High And The Mighty (CinemaScope-Color by WarnerColor)	147	John Wayne, Claire Trevor, Laraine Day, Robert Stack, Jan Sterling
July 17th	330	Ring Of Fear (CinemaScope-Color by WarnerColor)	93	Clyde Beatty, Pat O'Brien, Mickey Spillane, Marian Carr



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Starring **DAN O'HERLIHY** with **JAMES FERNANDEZ** (as FRIDAY)

Produced by OSCAR DANCIGERS · Assoc. Prod. HENRY EHRLICH · Directed by LUIS BUNUEL

Adapted for the Screen by Phillip ROLL and Luis BUNUEL · Presented by TERVA-Paul INC.

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